

no 14 page 41 Multi Colored

THIS ISSUE—TWO SECTIONS: SPACE BUYERS' SURVEY OF CHICAGO BURSTING GOLDEN BUBBLE WINS GOLD MEDAL



# EDITOR & PUBLISHER



*The Oldest Publishers and Advertisers Journal in America* 1864 1921

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ASTOR, LENOX AND TILDEN FOUNDATIONS  
1921

L. 54 No. 1 NEW YORK, SATURDAY, JUNE 4, 1921 By Mail in Advance \$4. U. S. A.; \$4.50. Can.; \$5. For. 10c. Per Copy

## They Buy as Chicago Buys

Mrs. Peoria knows just whose gloves Mrs. Chicago is wearing. What is more, she wears them herself.

Mr. Kokomo knows the type of roadster Mr. Chicago is driving. He has one parked in his own garage.

You'll find the same brand of breakfast food in Mrs. La Crosse's kitchen and Mrs. Chicago's kitchenette; the same trade-marked collar on the chiffoniers of Mr. Chicago and Mr. Evansville.

There isn't a man or a woman in the territorial circle surrounding Chicago who isn't influenced by the buying habits of Chicago.

There isn't a dealer in those surrounding towns who doesn't know every product that the Chicago dealer is successfully selling.

So when you sell **Chicago** you inevitably win the favor of the towns sur-

rounding Chicago. You can't sell that territory until you **do** sell Chicago. And you can best sell Chicago with the one newspaper that concentrates your advertising fire upon Chicago.

That newspaper is The Chicago Daily News.

With a circulation exceeding 400,000, The Daily News is read by 7 out of every 9 persons in Chicago who read the English language.

They are the buying majority who determine the fate of your product in the Chicago market; and their influence will inevitably react upon the markets outside of Chicago.

Sell them! Sell Chicago first. Sell it completely, definitely, thoroughly. When once you've accomplished that, you won't have to worry about the towns outside of Chicago.

v. 54  
June  
1921  
Dec

### THE DAILY NEWS

First in Chicago

P.D.

# "OHIO

Scores again. While other states are wailing about hard times, Ohio is working hard and saving well earned dollars. They are also spending their money with the local merchant. Advertise your product and get results.

## OHIO IS IN LEAD

Ohio led all other states in the sale of war stamps during April, according to figures just released from Washington. Doesn't this mean anything to you, Mr. National Advertiser? Daily newspaper advertising will reach this class of people, who have money to spend. Tell the story of your product and local representative. Results are sure. Use this list.

# FIRST"

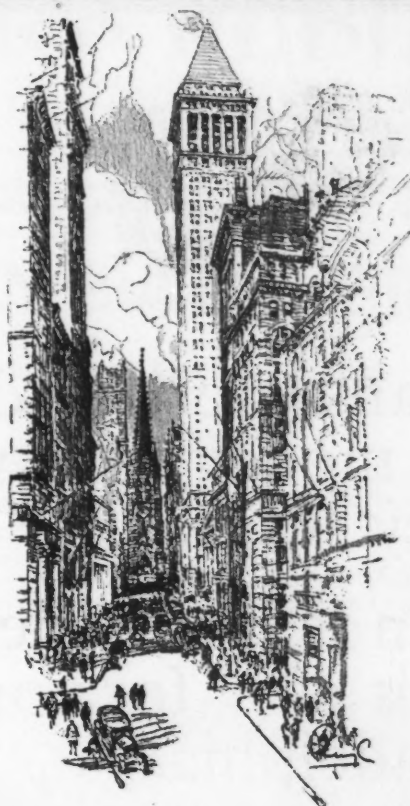
	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
‡Akron Beacon-Journal ..... (E)	34,678	.085	.085	Ironton Irontonian ..... (M)	3,150	.0179	.0179
‡Akron Times ..... (E)	23,566	.06	.06	*Lima News and Times-Democrat..... (E&S)	14,494	.06	.05
Akron Sunday Times ..... (S)	24,082	.07	.07	Lima Republican-Gazette ..... (M&S)	9,124	.035	.035
*Athens Messenger ..... (E)	8,930	.03	.03	Middletown Journal ..... (E)	4,484	.0214	.0214
Bellaire Daily Leader ..... (E)	3,987	.03	.02	Newark American-Tribune ..... (E)	6,475	.025	.025
Bellefontaine Examiner ..... (E)	4,071	.0143	.0143	New Philadelphia Daily Times ..... (E)	5,453	.02	.02
*Cambridge Daily Jeffersonian..... (E)	7,455	.03	.03	Piqua Call and Press-Dispatch ..... (E)	6,043	.025	.025
Cincinnati Enquirer, 5c ..... (M-S)	71,459	.17-.35	.17-.35	Portsmouth Sun and Times ..... (M&E)	17,000	.06	.06
Cleveland Plain Dealer ..... (M)	160,666	.32	.32	Portsmouth Sun-Times ..... (S)	9,309	.04	.04
Cleveland Plain Dealer ..... (S)	217,513	.37	.37	**Springfield News ..... (E)	15,763	.05	.05
Columbus Dispatch ..... (E)	74,535	.15	.14	**Springfield News ..... (S)	13,381	.05	.05
Columbus Dispatch ..... (S)	76,147	.15	.14	Toledo Blade ..... (E)	83,227	.25	.23
Columbus (O.) State Journal ..... (M)	57,195	.12	.11	Warren Daily Chronicle ..... (E)	5,572	.025	.025
Columbus (O.) State Journal ..... (S)	30,284	.12	.11	*Youngstown Telegram ..... (E)	23,843	.07	.07
Dayton News ..... (E)	39,032	.10	.10	Youngstown Vindicator ..... (S)	24,990	.07	.07
Dayton News ..... (S)	34,137	.085	.085	Youngstown Vindicator ..... (E)	25,373	.07	.07
Dover Daily Reporter..... (E)	3,959	.02	.02				

Government Statements, April 1, 1921.

‡Government Statement, October 1, 1920.

\*A. B. C. Publisher's Statement, April 1, 1921.

\*\*A. B. C. Publishers' Statement, October 1, 1920.



# Who is "Monitor"?

**"He writes the ablest  
market review that comes  
out of Wall Street"**

These are the words of a man who is perhaps the most distinguished financial editor in New York.

The real power and soundness of Monitor's daily market review is best evidenced, however, by the fact that Wall Street waits for it every morning. The Public Ledger must be on the desks of the heads of several of Wall Street's most important houses every morning before the market opens—it is a house rule. Monitor is, himself, an expert con-

nected with one of Wall Street's largest organizations. In addition, he is a writer of unusual ability. To the soundness of his analysis are added a charm and simplicity of style that make his daily letter a feature not only of the Public Ledger but also of many newspapers in other cities, which get it through the Ledger Syndicate.

*Through the Ledger Syndicate newspapers may obtain exclusive city rights to Monitor's letters.*

**PUBLIC**



**LEDGER**

PHILADELPHIA



City  
Population  
1,823,779



Seal of Philadelphia

Separate  
Dwellings  
390,000

Philadelphians are not only prosperous, but have money with which to buy the things they want.

The Bulletin is the "one newspaper" which makes it easy for you to sell your goods in Philadelphia.

That's why local and national advertisers prefer it.

## Dominate Philadelphia

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

# The Bulletin

*Net paid daily average circulation for April:*

**512,550** Copies  
a day

*No prize, premium, coupon or other artificial methods of stimulating circulation are used by The Bulletin.*

The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

"In  
Philadelphia  
nearly everybody  
reads the  
Bulletin"



Vol. 5

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# EDITOR & PUBLISHER



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Vol. 54

NEW YORK, SATURDAY, JUNE 4, 1921

No. 1

## BURSTING GOLDEN BUBBLE WINS GOLD MEDAL

### Exposure of Ponzi Is Service That Causes Coveted Pulitzer Award to Go to Boston Post— Richard Grozier Handled Campaign Against 1920's Prince of Swindlers

FOR the first time in history the gold medal of the Joseph Pulitzer Foundation has been awarded to Boston and the Boston Post has been given this notable distinction.

The medal, under the authorization of the former editor of the New York World, is bestowed for the most disinterested and meritorious public service rendered by any newspaper in the United States during 1920.

How it was won by the Boston Post makes in itself a very interesting news story, as it illustrates how the primal requisites of a newspaper man, accurate judgment and unflinching courage, brought honor to the Post. These requisites were displayed by Richard Grozier, who, as assistant editor and publisher, was in complete charge of the paper during an important period of last year.

It was at the time when the Ponzi swindle—then supposed to be a wonderfully clever international monetary investment—was in full swing.

And then it was that the work of the Boston Post in unmasking the gigantic fraud upon the public, in actually compelling action by the authorities, in bringing to light the previous criminal career of Ponzi and in marshalling so formidable an array of evidence that Ponzi felt it hopeless to face a jury, proved in the opinion of the trustees of the Pulitzer Foundation a public service outranking that performed by any other newspaper during the year.

#### PUBLIC BELIEVED IN PONZI

There was much more than an ordinary newspaper story in the Ponzi expose, for behind it was a dramatic background showing a contest of wits from beginning to end between the newspaper and the alert, successful swindler, and the unyielding constant fight with both legal and illegal methods on the part of Ponzi himself to thwart the attempts of exposure. At that time Ponzi had nearly all New England fascinated by his dazzling promises. It was extraordinary what a hold he had on the public, and yet in those days it seemed perfectly reasonable.

His scheme, as he explained it, was simple and so feasible. Everybody knew that foreign money had depreciated. Therefore, when he said that he had agents in Europe who were buying there Post Office coupons which would cost less than two cents in American money, but which when brought over here could be redeemed at five cents, there seemed to be no flaw in the scheme.

The Post Office Department sent their shrewdest officials to investigate the scheme, but they reported that they could find nothing wrong with it. The Boston Police Commissioner detailed several of his best inspectors to examine into Ponzi's business affairs. Not only

did they report that his plans were absolutely legal, but a number of them were themselves so convinced that they invested their own cash in the Ponzi concerns. More than that, several of the inspectors and other members of the police department enrolled themselves as agents for Ponzi.

When with this was combined the fact that a very conservative credit agency

part of Mr. Grozier called for strong courage and a high sense of newspaper duty, since if he were unsuccessful in finding the flaw then he was bringing a very grave danger to a great newspaper property.

In fact a leading attorney of the city had duly warned him that the legal consequences were so ominous that only the most extraordinary public

E. A. Grozier, editor and publisher of the Post for many years, was away from Boston on an extended vacation and circumstances rendered it impossible to consult him. The managing editor of the Post was also absent at that time. Richard Grozier was in full charge of the editorial, business and mechanical departments of the whole institution.

In spite of the endorsements of Ponzi by many financiers, including public officials, in spite of the almost unanimous favor extended by the public to the cheerful, optimistic, smiling Ponzi himself—who whenever he appeared upon the street was cheered by crowds, was made the honored guest at banquets and was proclaimed as the financial wizard of the age—in spite of all this Richard Grozier decided that the Post should take the responsibility and the risk necessary to expose Ponzi and his financial operations. He gave the word to go the limit in showing to the public that Ponzi's grandiose financial adventure was a myth and that he was a swindler. Mr. Grozier declared that the Post had a public duty to perform and that he was under obligation as a newspaper man to take the responsibility and with his customary generosity and thoughtfulness of others he absolved all other members of the Post organization from that responsibility, which he personally assumed.

#### SURROUNDED BY MILLIONS

The first steps taken against Ponzi seemed to lead up against a blank wall. The cheerful "wizard" was apparently entirely frank, and talked very openly. He showed a quarter of a million dollars in bills crushed into two suit cases and another quarter of a million of Liberty Bonds, to impress the Post reporters with his financial ability to meet an attack upon his establishment. And even at that time he was taking in money by the tens of thousands each day. Later it grew into millions and it soon became evident that Ponzi had won the first round in the contest between him and the Post.

The original publications in the paper at first started a run on his establishment but Ponzi managed to halt it by offering all investors the chance to take their money out and proving that he had several millions ready in cash to meet their demands. He even got some very plausible endorsements of his scheme—and again the investing public poured out their hard-earned dollars into his coffers.

Meanwhile, however, the Post was bringing heavy guns to bear on the Ponzi establishment. It secured an



RICHARD GROZIER

gave an official report vouching for Ponzi's financial responsibility, it was little wonder that his offices were crowded to suffocation with men and women who actually begged for a chance to invest their money with him.

It was then that Richard Grozier felt that, whatever the cost, whatever the danger, the real facts of the Ponzi scheme should be obtained and the wily plan exposed for the good of the public who were being befooled and upon whom he believed were daily falling tremendous losses. Such action on the

service could warrant him in taking the risk. But against this there existed in Mr. Grozier's mind the absolute belief founded on clear ingrained common sense and a keen understanding of financial matters that the business carried on by Ponzi was a fraud on the public. Having convinced himself on that point he looked simply straight ahead at the duty entailed upon himself and upon the Post in the time of such an emergency.

The entire responsibility at this time was his alone. Mr. Grozier's father,

(Continued on page 27)

## ENGRAVERS REMAIN OUT IN NEW YORK PENDING COMMITTEE'S DECISION

**Newspaper Proprietors Firm in Refusing Increase, but Offer Old Scale Pending Arbitration of New Contract—Picture Daily Exempt from Strike**

**P**HOTO-ENGRAVERS employed upon New York newspapers and on newspaper work, in commercial shops who struck June 1, when the publishers refused wage increases but offered to continue the old scale pending arbitration, will remain out until satisfactory arrangements for their return can be made by a committee of three representing the union and a similar committee appointed by the proprietors of the newspapers. This was decided at a conference June 2, between Matthew Woll, president of the International Photo-Engravers Union, Edward J. Volz, president of the local union, and 21 representatives of the New York and Brooklyn newspapers.

The engravers' proposition at this meeting—that their men, 225 in number, be permitted to return to work pending arbitration of their request for an increased wage, was refused by the newspaper executives, who reiterated the declaration of the proprietors made during February that they would grant no wage increase voluntarily, but that they adhered to the principle of arbitration applied to contracts as a whole.

Appointment of the union committee was made at a meeting of the entire local photo-engravers' union Thursday night and the publishers put the proposition up to the newspaper owners Thursday and Friday. Early appointment of the newspaper committee was expected when **EDITOR & PUBLISHER** went to press.

Support given by the publishers to the Meyer-Martin bill, which was made law at the last session of the New York Legislature and which aims to make illegal the price-fixing arrangement between the Photo-Engravers' Union and the Photo-Engravers' Exchange is believed to have angered the union and been one factor in causing the strike, which was precipitated without warning.

Under the contract, either party was entitled to give 60 days notice of a desired change in its terms and the union notified the New York City Publishers Association late in March that it wanted an increase of \$8 weekly above its scale of \$55 for 44 hours day work, and \$60 for 40 hours night work, with additional overtime charges above the price-and-one-half then paid. No meetings were held until May 27, when the publishers informed the union that the newspaper owners would continue unchanged the highest war-time schedule of wages until further notice pending further negotiations. The union committee called a special meeting of the union, May 29, to consider the publishers' suggestion and the union reaffirmed its demand for an increase and the committee asked for a further conference with the publishers. This conference was set for June 2.

With the statement that their contract expired June 1, the union notified the publishers at 10 a. m. on May 31, that unless a new agreement was reached its members would not report for work June 1.

Following this declaration, which the publishers' statement said "sounded like an ultimatum," a conference was held at which the publishers reiterated their wish to continue the old scale pending negotiations, with final arbitration if no agreement could be reached by conciliation and negotiation, all changes so affected to be valid as of June 1. Taking this suggestion under advisement,

the union committee returned at 5.30 p. m., refused any form of arbitration and ordered a strike.

Two meetings were held by the publishers June 1, and it was arranged with local advertisers that the newspapers be required to make no cuts for advertising. Papers which had comics in plate or mat form were protected against a short strike and those which were not so provided used the space for other features and informed the public that the engravers' strike prevented the use of the "funnies."

The Evening World used type on June 2, to make the cartoon reproduced in this issue and printed one of its comic strips with only the "balloons", offering readers prizes running from \$25 to \$5 for the best pictures to go with the words in the "balloons."

The News, New York's daily picture paper, received a special dispensation from the union and its work continued to be done at the Powers Photo-Engraving plant up to the time **EDITOR & PUBLISHER** went to press. The American and the Brooklyn Standard Union, of which picture pages are daily features, used cuts on hand to fill their pages.

Meanwhile President Woll of the International Union came to New York and arranged for a conference with the publishers May 2, which resulted as told above, and the local union president issued a long statement justifying the strike.

After referring to the long-continued friendly relations between the newspapers and the union, President Volz outlined the union's steps leading up to the conference of May 27, and charged that the publishers had steadily avoided a

meeting while "through their papers they were making most scurrilous and vicious attacks upon the union and its members, accusing them of syndicalism, Sovietism, Bolshevism and Brindellism—all of which charges were unfounded and led our members to believe that the publishers by refusing to meet us to negotiate a new agreement were not desirous of entering into a contract." That evidently referred to the publishers' campaign for the Meyer-Martin bill.

Mr. Volz described the joint meetings and the refusal of the publishers to grant the increased wage and continued that "the union representatives were of the opinion that if the publishers had wanted to avail themselves of arbitration, they should have done so during the 60-day period of notice and not the day before the expiration of the agreement."

He said further that "the demand for an increase in wages is only to bring the newspaper wages up to the average being paid in commercial engraving establishments, where conditions are more desirable for the workers, they being allowed off on Saturday afternoons, holidays and Sundays, for which they receive double-time and on Sundays triple time. Night workers work but five nights a week, while the newspaper workers are required to work every day including Saturday afternoons, Sundays and most holidays for straight pay."

He concluded by regretting the breach and stating that he looked forward to an early and satisfactory settlement.

Before the negotiations started the New York newspaper publishers and other employers were associated with the Standard Engraving Company in a friendly suit in the New York Supreme Court against President Volz of the local union and William Doerr its business agent to test the validity of the Meyer-Martin amendment to the Donnelly Anti-Trust law making it unlawful for the union to fix prices which their employers may charge for their products. Justice Edward G. Whitaker indicated

that in his opinion the combination was illegal and that the amendment to the Donnelly law was constitutional. He gave the National Publishers Association, representing two hundred magazines, until June 6, to file a brief.

Other scales in New York which are now in process of negotiation between the newspaper publishers and the respective unions are those of the typographical union, web pressmen's union and drivers' union. All of the above contracts have expired and the stereotypers' contract which was dated to expire June 1, contains a provision which carries it beyond that date until either party gives thirty days' notice of desire to change any of its provisions. None of the above negotiations have reached a decisive stage nor has arbitration, offered by the publishers in all cases, been definitely accepted by any of the unions involved. The proprietors have in all cases refused wage increases.

### CANADIAN EXPORT PRICE \$95

#### Other Companies Expected to Set Third Quarter Rates Soon—Strike Ending

Reduction of \$20 a ton marked the announcement Thursday of the Canadian Export Paper Company's price on newsprint contracts for the third quarter of 1921. The new rate is \$4.75 per hundredweight, \$95 a ton, f. o. b. mill. No price has yet been announced by the International Paper Company or by the G. H. Mead Company and pending these announcements the contract rates of several mills, including the Minnesota & Ontario Company, and the Hanna Mills are in abeyance.

Early resumption of work is expected at several large mills which have been shut down on account of the strike which began early in May, as a result of conferences held this week at the invitation of the paper mill workers' union heads. Wages will be reduced, not by the 30 per cent which the manufacturers proposed in April, but in the neighborhood of 20 to 25 per cent, it was indicated by early developments.

Employees of the International Company, which no longer recognizes the union and is dealing individually with its workmen, this week received a letter from the company proposing that the 1919 scale of wages, a reduction of 16 2/3 per cent, be established for all, except unskilled labor, the rate for which will probably be set 30 per cent below the 1919 level.

#### SCRIPPS TO INVADE NORFOLK

**The Post, Afternoon Six-Day Paper, Will Start June 13**

The Post will be started in Norfolk, Va., on June thirteenth by the Scripps-McRae League. It will be a six-day afternoon paper, carrying the full services of the United Press and Newspaper-Enterprise Association. The Post will be the 24th Scripps newspaper and the first on the Eastern seaboard. Max B. Cook, formerly editor of the Covington Kentucky Post, will be editor and Frank S. Newell, formerly circulation manager of the Houston Press, will be business manager.

The paper will be a duplicate in size and dress of the Birmingham Post, started recently by the Scripps-McRae League. It will start as an eight-column, eight-page, 12-em, standardized Scripps paper. Its executives say that no particular attempt will be made to solicit advertising at the outset, but that they will try to duplicate the Birmingham tactic, getting the advertising as a result of steady circulation growth.

### TYPOGRAPHICAL HOOCH!



( A )  
PHOTO  
ENGRAV  
ERLESS  
SKETCH OF  
A MIGHTY UN  
POPULAR CORK.  
THE RESULT OF ALL  
UNPOPULAR THINGS  
LIKE PROHIBITION, STRIKES,  
WAR, AND BEING OUT OF  
A JOB IS THAT THERE ARE  
A LOT OF HONORABLE  
CITIZENS WHO THINK OF  
A PLAN TO GET AROUND  
THEM. PUBLIC OPINION CAN  
NOT BE IGNORED IN A  
FREE COUNTRY WHERE  
PEOPLE ARE ACCUSTOMED  
TO PERSONAL LIBERTY

JNO. CASSEL

Copyright Press Publishing Company (The New York Evening World)

A little thing like a strike of photo-engravers didn't faze John Cassel, cartoonist of the New York Evening World. When he couldn't have a cut made Cassel created this novelty—made up entirely of type and then stereotyped. He headed it "Typographical Hooch!" It tells a story as strong as any photo-engraved cartoon ever did.



# NEWSPAPERS FACE 44-HOUR WEEK IN 1922

## I. T. U. Will Fight To Establish It When Contract with A. N. P. A. Expires, Says Hays—Job Printers Throughout Country Deadlocked With Unions

TRENCH warfare is a term that well describes the status of the battle over the 44-hour week in the printing industry of the United States and Canada during the past month with both sides claiming victory won or near at hand. Newspapers in most cities, hound almost invariably by contracts with local and in many cases, with the international union, have been drawn into the fight only through their jobs printing shops so far, but Secretary J. W. Hays of the International Typographical Union declares that the I. T. U. plans to establish the short working week in the newspaper shops as soon as its contract with the A. N. P. A. expires next spring. And publishers are closely watching the progress of the fight between the job printers and the typographical union.

An officer of the American Newspaper Publishers Association summed up the situation as it has affected newspapers during the past month as follows: "Newspapers and commercial shops in Binghamton, N. Y., co-operated in resisting demands for the 44-hour week and increased pay and went on the open shop basis March 17. Similar action was taken in Easton and Lancaster, Pa. May 1. The Glens Falls (N. Y.) Post-Star suspended from May 1 to May 19, after which it resumed on the 48-hour basis in the newspaper shop and 44 hours in the job shop. A strike called May 2 in the Miami (Okla.) Daily News job department was settled by granting the 44-hour week in the job end. The newspaper is under an A. N. P. A.-I. T. U. arbitration agreement, therefore work was not interrupted."

Secretary Hays declared to EDITOR & PUBLISHER's representative at Indianapolis that pressure to establish the open shop is behind the employers' fight against the 44-hour week. He predicted a complete victory for the union in the near future, and added that 25 individual shops in several cities had signed the short week agreement this week.

Cities which have put up the hardest struggle, Mr. Hays said, were Philadelphia, Baltimore, Cleveland, Pittsburgh and St. Louis. Of 40,000 members of the union, he said, only 6,500 are on strike and they can hold out indefinitely.

Few newspapers are so far affected, but Secretary Hays declared that the I. T. U. plans to institute the 44-hour week in newspaper shops at the termination of its contract with the American Newspaper Publishers Association in the spring of 1922. No exceptions are now being made for newspapers operating job shops, he stated, the decision of the union being that all job shops must go on the 44-hour week basis.

In New York City, where the job printers have won their demand for the shorter hours almost without exception, the newspaper publishers have been working for two months without contract with the local typographical union while negotiations for a new scale are under way. A similar condition prevails with the New York web pressmen and would have prevailed with the photo-engravers employed on newspaper work had not the latter struck on the day their agreement ended. Wage increases are demanded by all crafts while the publishers are seeking a reduction, and, in the case of the engravers, a continuance of the past year's scale. The calling of the engravers' strike was the

signal for the issuance of statements by both the publishers' association and the engravers' union and the request for a conciliatory conference with the publishers by Matthew Woll, president of the International Photo-Engravers Union, who arrived in the city June 1, the day of the strike, and immediately requested the publishers to meet with him on June 2, expressing regret that a breach had occurred.

Employing printers throughout the country are, as a rule, still holding out against the establishment of the 44-hour working week for their composing room employees and strikes called on May 1 by local unions were still going strong this week, according to a telegraphic poll of the country made this week through EDITOR & PUBLISHER correspondents. Open shops have been started in some cities, chiefly through importation of non-union printers from out-of-town, but few shops working on this basis are reported as operating full time. Both employers and union officials are in agreement that few union men have yet dropped their cards to secure employment in non-union shops, as the strike funds which had been collected in advance have enabled the workers to pass through the early weeks without inconvenience.

In New England, including Connecticut, New Hampshire, Maine, Massachusetts, Rhode Island and Vermont, the largest city, Boston, is running largely on the 44-hour week basis. In Worcester a deadlock prevails, with little acceptance of the short week. In Port-

land, Me., all but two shops are running open and only four of the city's 28 shops have granted the 44-hour week. Providence has 60 per cent of its shops on the 44-hour schedule. In Bridgeport the larger shops are running open, while 10 smaller shops have granted the short week. Hartford is largely open. The detailed reports from these cities follow:

BOSTON.—More than 3,000 men and women are working in job printing shops under union conditions. Included in this are three large concerns who are paying union wages but working 48-hour week because of existing contracts. There are less than 1,800 out. Sixty-four offices are said to be running on the 44-hour week. There is but one large plant in the city running as open shop. Its employees are professional strike-breakers, as is the case in three or four small shops employing eight or nine men. These strike-breakers, according to their own court testimony, are being paid from \$10 to \$15 above the union rate with board and lodging furnished free. Union officials declare that not more than fifteen members all told have given up union membership.

WORCESTER.—The printers' strike is at a standstill, with little possibility of immediate adjustment. About 35 printers who went out May 2 are determined to stick until the 44-hour week has been granted. The job printers are apparently having little difficulty in getting men to work in the open shops. Few, if any, union printers have dropped their

cards to get work. Only three or four shops have granted the short week.

PORTLAND, ME.—Job printers' short week has not been generally granted. All job plants except two are running as open shops. Only four out of 28 shops are working forty-four hours. There is a possibility of early settlement.

BRIDGEPORT.—Larger printing shops are running as open shops and list of signers for short week shows ten of smaller establishments. Union officials say men are holding cards and deny that short week was not generally granted. Several larger shops are closed temporarily. The newspaper scale only is in arbitration.

PROVIDENCE, R. I.—Sixty per cent of the union printers are now employed under the 44-hour agreement. The Providence union declares conditions are favorable. Of the three union shops which broke the first week, two have been taken back into the fold. At the Remington printing plant not only did the union men go out but 90 per cent of the non-unionists as well. This plant has as its president Benjamin P. Moulton, of the United Typothetae and Ben Franklin Clubs of America. The local Typothetae used the customary advertising feature in the daily papers, but since the unions went back at them, the advertising was discontinued. The pressmen and bookbinders are also out with the printers. All Woonsocket offices have signed the scale and agreed to the 44-hour week with the exception of the C. W. Cook plant. The job and book membership in Pawtucket is seeking the new working hours.

HARTFORD, CONN.—No job shops here changed to 44-hour week in past six months. All are running normal. The expected strike did not materialize. All but three plants are running open shop and all on 48 hours. Newspaper composing room demands, including 7-hour day for evening papers, are in hands of arbitrators.

### EASTERN STATES

New York City is the stronghold of the 44-hour week in the Eastern States, which include Delaware, Maryland, New Jersey, New York, Pennsylvania and the District of Columbia. New York City's job printing industry is practically 100 per cent on the 44-hour basis in composing rooms.

In Philadelphia, on the other hand, employers claim that eighty shops have agreed to the open shop principle and that only four shops have granted the 44-hour week. Most shops are still crippled in that city. Similar conditions prevail in Pittsburgh, where both sides are reticent. It is said 80 per cent are running open shops and that five per cent have granted the short week. In the district centering on Harrisburg, employers claim to have well established the open shop idea and that 25 per cent of the union men have dropped membership. There is no trouble in Scranton, where the union is abiding its agreement which runs to January 1 on the 48-hour basis. Wilkes-Barre has a deadlocked strike, affecting several large shops.

New York State, outside of the metropolis, is aligned against the short

(Continued on page 18)

### WILL EAKIN LEAVES "S. S. S." COMPANY

SPENDING the gigantic sum of ten million dollars, and getting value received for it is no small undertaking, no matter the commodity invested in; but placing this enormous sum successfully for publicity is a task that few men are every given the opportunity of performing.

Yet such a notable accomplishment has just been consummated by Will S. Eakin, advertising manager of the Swift Specific Company, of Atlanta, Ga.

Will Eakin—for he is always "Will" to his legion of friends—is a veritable walking encyclopaedia on any subject relating to the advertising feature of any newspaper in the United States. Not only can he tell you the character of its clientele but he probably knows newsboys' than any other individual, for in his insatiable craving for information regarding newspapers, he goes direct to the carriers and newsboys, and gets real, first-hand data that is invaluable. In his particular line, Mr. Eakin is what is known as a "shark."

Twenty years ago, Mr. Eakin succeeded the late Charley Rucker in his present connection, and throughout the length and breadth of the land he is familiarly known in every newspaper office. Each year he has made contracts with the newspapers, buying regularly a half million dollars worth of their space for his concern.

And now, after being constantly on the job for nearly a quarter of a century, Will Eakin feels that he has earned a real vacation. So he has

tendered his resignation and has planned to spend the summer in the mountains of North Carolina, on the first vacation which he has taken in years. He says



WILL EAKIN

he does not intend to give a thought to business until the first of next year.

W. R. Granberry, manager of the Swift Specific Company, will perform the duties of advertising manager after July 1, when Mr. Eakin departs.



## STANDARDS OF PRACTICE ARE ADOPTED BY MISSOURI NEWSPAPERS

Many Other Beneficial Results Also Derived From State University  
Journalism Week—Talks by Marco Morrow and  
J. K. Groom Make Deep Impression

BY FRANK LEROY BLANCHARD

COLUMBIA, Mo., May 27.—"Journalism Week" at the University of Missouri came to an end tonight with a banquet in Rothwell Gymnasium, at which only nationally advertised food products were served. It was an event in which not only the visiting editors of the state and the students of the School of Journalism participated, but also the leading merchants and professional men of the city. Dean Williams' face wore a pleasant and satisfied smile as he looked over the crowded hall and saw the splendid representation of Missouri journalism and Columbia Commercial Club seated at the table. The dinner was a success in every way and reflected credit upon those who planned and carried it out.

The program for the several sessions of Journalism Week called for the delivery of forty-eight formal addresses. It is quite evident that no correspondent would be able to report all these addresses even in skeletonized form in the space allotted him by the managing editor. All that he can hope to do is to present an outline of some of the more helpful tasks. The following supplements the despatch wired the EDITOR & PUBLISHER on Wednesday.

### MEETINGS IN NEFF HALL

Most of the sessions of the week were held in the fine new building, Jay H. Neff Hall, dedicated to the service of the School of Journalism. The several rooms are admirably arranged, are well lighted and are equipped with all the paraphernalia of a full fledged newspaper office. The entire building is devoted to teaching journalism, which is more than can be said of many other schools of like character.

One of the features of Wednesday's program was a practical talk on "Advertising—Present and Future" by Marc Morrow, assistant publisher and general manager of the Capper Publications, Topeka, Kan. He said in part:

"Advertising today is better understood than ever before and is growing in its efficiency, but we have not yet reached the bed rock of the great fundamentals that underlie its theory and practice. Advertising tomorrow will not be what it might be unless advertisers, advertising men and publishers get a firm hold of the economics of advertising.

"In the next ten years we are going to have some very different ideas about business in general than we have held in the past. There is an evolution in business, just as there is in biology—in religion—in social and political structures. Business develops the institutions and processes it needs and eliminates the useless. Only those processes survive which serve.

### BACKWARD IN ADVERTISING

"In advertising the most of us have been thinking backwards. We have thought of advertising only in the terms of the merchant and the manufacturer. It pays to advertise has been our slogan. As a result many college economists maintain that advertising is an economic waste—imposing a useless tax on the consumer. In too many instances the economist is right. Advertising is sometimes used to create in the buying public's mind ideas of fictitious value—to sell a \$1 article for \$5.

"But advertising will never come into its own until we, who have to do with it, recognize that advertising must first of all render a service to the consumer. We have thought all the time that the sole function of advertising is to sell goods. Not at all. Its first mission is to show people how and when and where and what to buy. The advertising you publishers carry is of greater value to your readers than to your advertisers. It is a part of the service you contract to deliver to your readers when you put their names on your mailing galley. One of the great advertising agencies is stressing this fact in its own advertising.

"Here is one-headed 'The Backward Art of Spending.' The vast majority of families would gain as much from wiser spending as

from increased earning. It is the function of advertising to guide human decisions to wiser spending.

"With this conception of advertising, the publisher, and even the high-minded editor, need not fear that his paper will become merely an advertising sheet and he merely a 'space-merchant.' If he admits to his columns only advertising that serves the larger interests of his readers, his advertising columns are just as necessary and just as valuable to his readers as are his editorial columns. And there need be no fear of the ideas of the space merchant dominating the paper—because the business department and the editorial department will have the same ideal—a genuine service to the community the paper serves."

J. K. Groom, of the Aurora (Ill.) Beacon, who has had a wide experience in every branch of newspaper work, but whose attention in recent years has been directed especially to the business end of newspaper publishing, in speaking upon "Co-operation in Advertising Service" said that co-operation between a newspaper and an advertiser cannot be one sided. A newspaper can render the natural advertiser valuable service in the local field in several ways. He can make marketing surveys, furnish lists of dealers, secure window displays, and obtain dealer co-operation along certain lines. But it is not within its province to go out and secure orders from local merchants.

Concerning rates, Mr. Groom asserted that "Rate cutting is largely a thing of the past, and because of the stiffness of the publishers' backbone, advertisers resort to various expedients in an effort to get a lower price. When a national advertiser endeavors to place his advertising through a local dealer in order to get the local rate, he is employing a subterfuge which the newspaper advertising manager ought to detect and stop. If your rates are too high they should be lowered, but if they are right and fair to the advertiser, they should be adhered to."

Thursday and Friday were devoted to open meetings of the Missouri Press Association, with Mitchell White, editor of the Mexico Ledger, presiding. "Pan-Pacific Journalism" was the subject of

an entertaining address delivered by Alexander Hume Ford, secretary of the Pan-Pacific Union of Honolulu, Hawaii, and editor of the Mid-Pacific Magazine. Mr. Ford, who went to Hawaii sixteen years ago, found the climate and country so much to his liking that he has lived there ever since.

The speaker said that there are only thirteen letters in the native alphabet, and that the language is not difficult to master. Papers in Honolulu are printed in Chinese, Japanese, Russian, Filipino and English. At present a movement is on foot to print newspapers in all languages reprinted on the island. Mr. Ford showed specimen copies of his own magazine, which in the character of its contents, in typographical appearance, and in color printing were equal to the best magazines published in the United States.

Prof. F. W. Beckman, head of the agricultural journalism department of Iowa State College, presented an excellent paper on "What is Farm News and How to Get It."

Thursday evening brought out the largest audience of the week to hear addresses of Frank LeRoy Blanchard, associate editor of the EDITOR & PUBLISHER, New York, on "The Share of the Press in the World's New Order," and Richard V. Oulahan, Washington correspondent of the New York Times, on "Washington as a World News Center." Both speakers held the close attention of their hearers and were warmly applauded.

B. W. Fleisher, editor and owner of the Japan Advertiser and the Trans-Pacific, Tokio, Japan, was one of the prominent speakers on Friday.

The most important feature of the business session of the Missouri Press Association held in the afternoon was the adoption of the report of a special committee of which William Southern, Jr., editor of the Independence Examiner, was chairman, appointed to prepare standards of practice for the guidance of Missouri newspapers. The resolutions embodied in the report are so well expressed and so worthy of consideration by every newspaper editor of the country that I present them herewith in full:

### Preamble

In America, where the stability of the government rests upon the approval of the people, it is essential that newspapers, the medium through which the people draw their informa-

tion, be developed to a high point of efficiency, stability, impartiality and integrity. The future of the republic depends on the maintenance of a high standard among journalists. Such a standard can not be maintained unless the motives and conduct of the members of our profession are such as merit approval and confidence.

The profession of journalism is entitled to stand side by side with the other learned professions and is, far more than any other, interwoven with the lines of public service. The journalist can not consider his profession rightly unless he recognizes his obligation to the public. A newspaper does not belong solely to its owner and is not fulfilling its highest functions if devoted selfishly. Therefore, the Missouri Press Association presents the following principles as a general guide, not as a set form of rules, for the practice of journalism.

### Editorial

We declare as a fundamental principle that Truth is the basis of all correct journalism. To go beyond the truth, either in headline or text, is subversive of good journalism. To suppress the truth when it properly belongs to the public, is a betrayal of public faith.

Editorial comment should always be fair and just and not controlled by business or political expediencies. Nothing should be printed editorially which the writer will not readily acknowledge as his own in public.

Control of news or comment for business considerations is not worthy of a newspaper. The news should be covered, written and interpreted wholly and at all times in the interest of the public. Advertisers have no claim on newspaper favor except in their capacity as readers and as members of the community.

No person who controls the policy of a newspaper should at the same time hold office or have affiliations the duties of which conflict with the public service, that his newspaper should render.

### Advertising

It is neither good ethics nor good business to accept advertisements that are dishonest, deceptive or misleading. Concerns or individuals who want to use our columns to sell questionable stocks or anything else which promises great returns for small investment should always be investigated. Our readers should be protected from advertising sharks. Rates should be fixed at a figure which will yield a profit and never be cut. The reader deserves a square deal and the advertiser the same kind of treatment.

Advertising disguised as news or editorial matter should not be accepted. Political advertising especially should show at a glance that it is advertising. It is just as bad to be bribed by the promise of political patronage as to be bribed by political cash.

To tear down a competitor in order to build one oneself is not good business, nor is it ethical. Newspaper controversies should never enter newspaper columns. Good business demands the same treatment to a competitor that one would like for a competitor to give to oneself. Create new business rather than try to take away that of another.

Advertising should never be demanded from a customer simply because he has given it to another paper. Merit, product and service should be the standard.

### Subscription

The claiming of more subscribers than are actually on the paid list in order to secure larger advertising prices is obtaining money under false pretenses. The advertiser is entitled to know just what he is getting for his money, just what the newspaper is selling to him. Subscription lists made up at nominal prices or secured by means of premiums or contests are to be strictly avoided.

### Summary

In every line of journalistic endeavor we recognize and proclaim our obligation to the public, our duty to reward always the truth, to deal justly and walk humbly before the gospel of unselfish service.

## SUNDAY STAR FOR ST. LOUIS

First Edition Will Appear June 26,  
Says Announcement

(By Telegraph to EDITOR & PUBLISHER)

St. Louis, June 1.—The Star announced today that it will publish a Sunday issue, beginning June 26. "Persistent and general requests for a Sunday Star from the readers of the Daily Star have convinced us that there is a field in St. Louis for a third Sunday newspaper associated with a vigorous and growing daily," says the announcement. "It is our hope and belief that the Sunday Star will not only satisfy the demand but will enlarge the scope of this newspaper's work for the community. . . . Readers of the Star will not merely get a seven-day paper but a better paper every day in the week. It is the purpose of the Star to give the public a Sunday paper different from any now published here."

## COMING

**B**BETTER and more constructive articles each week is the policy of EDITOR & PUBLISHER. We don't know whether we are running true to that policy or not—that is for you to say, and we would like to have your opinion in writing. In that way you can help us a lot in making our selection of stuff that we think is going to interest you. We have many good things on our schedule for the next few weeks. No man or woman interested in the various phases of newspaper making or advertising and merchandising can afford to miss any one of them.

Next week the first of a series of articles on newspaper accounting and cost finding with all necessary illustrations to assist you in adopting the system will appear. W. B. Swindell, secretary and treasurer of the Greenville (S. C.) Piedmont, who has made a study of this subject is the author.

There will be another article by J. George Frederick. It is the third in the series and will deal with agencies and how to analyze them.

Another feature that is going to interest editorial men is an intimate story about Mabel Herbert Urner, author of that well known married couple, "Helen and Warren."

These are only a few of the good things that will be found in

EDITOR & PUBLISHER

NEXT WEEK

# ANALYZING YOUR MARKET TOO BIG A JOB FOR POTTERING AND TINKERING

Many Failures Result from Failure to Find Out Just What It Holds in Store for You and, in Consequence, Scattering Your Shot

By J. GEORGE FREDERICK  
President, Business Bourse, New York.

ARTICLE II

NOBODY nowadays doubts that a market demands analysis. The difficulty is that market analysis has been anybody's job, therefore nobody's job. The advertising agent takes a crack at it; the "sales promotion" department takes a crack at it; the advertising and sales managers take a crack at it, and others higher up and lower down all get into the thing and that's all.

Analysis of a market is an enormously vital job—too big for pottering and tinkering. It's not the garnish on the roast; it's the meat itself. It has often seemed to me a sad and bitter reflection on the foresight of business executives when I am consulted by bankers who have taken over a project that has flivvered in weak hands, and asked to prepare a market analysis so that the bankers may get the facts. In at least one such case the concern which had failed had previous to its demise, refused our earnest plea to make a market survey; but after the business died the financial "undertakers" arranged to get the analysis which, I sincerely believe, would have saved life. It's so much simpler and wiser to make a pre-analysis than a *post-mortem* examination!

EVERY YEAR OR TWO

I am convinced that a new market analysis should be made of any business, small or large, retail, wholesale or manufacturing, every year or two. Conditions change constantly. Why operate this year's sales campaign on last year's dope?

Better still is to operate a marketing campaign on a three or five-year plan, and go through with the plan on schedule, based on a good analysis. A year is too short for perspective.

Who shall make the analysis? Some firms—a very few—have adequate research departments capable of the job. Some agencies—you can count them on the fingers of one hand—have good research departments capable of doing a part of the job. There are one or two special organizations which make such surveys.

Of what shall such a market analysis consist? I can only outline something that will have fairly general application.

The consumer situation has presumably already been canvassed to some extent in analyzing the product (see Article I.). But if we are probing deeply, as we should for a long distance campaign, the market analysis should study the consumption situation from these points of view:

GET THIS DATA

- (1) What kind and types of people purchase goods?
- (2) What individual influences them or has joint authority or activity in making the purchase?
- (3) What are the habits of mind and general conditions surrounding the purchaser?
- (4) What is the exact need the consumer feels, how does it arise, and what instinct, needs, desires and feelings does the article satisfy?
- (5) What pre-conceived ideas, prejudices and notions does the consumer bring to the purchase of the articles?
- (6) What are typical past experiences

of consumers in endeavoring to purchase such articles?

- (7) What are the shopping or purchasing habits or modes of procedure of the average consumer?
- (8) What impression, reputation and general standing of brands prevail in the buyer's mind?
- (9) What standards in the matter of price and quality and service prevail in the mind of the consumer?

would either place all the emphasis on the trade papers or sales work, or who minimize the power and difficulties of distributive organization and co-operation, in favor of thinly supported consumer advertising. Other sales mediums also breed their bias and prejudices, and the situation strengthens me in my belief that independent sales-research men are the only reliable makers of market analysis and outline of the basis of sales campaigns.

Factors of trade and distribution which need analysis are about as follows:

- (1) Present channels of distribution, and percentage of distribution.
- (2) Statistics of distributors, by kinds, types, rating, etc.
- (3) Analysis of jobbing status.
- (4) Analysis of retail turnover, price, margins, average size of order, average yearly purchase, dealer cessations, etc.
- (5) Study of special outlets, such as

difference in sales possibilities are understood and tabulated, grave injustice and harm may be done in big sales organizations. It is a common phenomenon that a salesman or branch manager may succeed in one territory and fail in another. This is often attributed to the man, whereas the differences in the territories are to blame. The man's type of ability may show best results in a well-developed or semi-developed territory. Another man may show best in a pioneering territory and go to seed in a well-developed territory.

AVAILABLE TO ALL

The technique of the development of data regarding territorial units is difficult and often fairly expensive. The most exhaustive method is to have a research organization go into every county in the United States and get the required facts. The Burroughs Adding Machine Company has analyzed not only countries, but townships, towns, blocks and even individual office buildings in large cities.

However, it is possible to make an analysis within the purse-limit of any firm, which will produce statistics of sales units, whether township, county, state or sales district.

If a thorough valuation of territory by local research is impossible, the next best step is to investigate a certain number of units (as many as can be afforded) in each general district so that a statistical basis of estimate may be established and the full sales possibilities worked out from the present consumption, the competing situation and the basic merchandising conditions which affect sales.

Experienced research service can accomplish this even from a minimum number of 100 units from which to figure in each territorial unit.

It is even possible, if absolutely necessary, to get information without investigation which will approach 65 per cent or 70 per cent of accuracy by means of an examination of central sources of statistics and data about local units which will provide a sound basis for estimation by experienced analysts and business statisticians.

EXACT QUOTAS NECESSARY

When the analysis of various market factors is concluded the logical result is a quota of sales for a year, or two or three years—and then a marketing budget which covers all the activities and expenses necessary to win the market. There is nothing to equal the establishment of exact quotas for everyone in the organization—first a general quota of sales for the year (in dollars or in points) and then a quota of performance for every salesman and executive in all departments. This can be arranged even for office executives, for there is a way to measure any activity. The plotting of these quotas on a monthly basis, so that from month to month it can be known how the work is progressing, as a powerful stimulant.

In short, the analysis ought to be hitched up definitely to performance. The trouble with so much analysis is that it is not related to action—it is just inert statistics and charts and findings. The most important part of analysis is the analyzer, and no analysis is worth a hoot which can't be squared with action.

Appoint Special Representatives

The Peru (Ind.) Daily Tribune and the Parsons (Kan.) Daily Republican are recent additions to the list represented by Carpenter & Co., New York, Chicago and Kansas City.

Household Products Investigation.

Conducted by the Business Bourse International, Inc., 281 Broadway, New York City

General Instructions—This list of questions is to be asked only of the dealer named below and of no one else. It is very important that the greatest care be taken to be polite and persistent in securing full replies to all of these questions. You can assure this dealer that these questions are for legitimate use and not for any competitor's benefit.

Name of Dealer \_\_\_\_\_  
Street Address \_\_\_\_\_ City \_\_\_\_\_  
Reference Report No. \_\_\_\_\_

Special	1	2	3	4	5	6
View of Chief Investigator	Initial of Investigator	Date of Call	Grade of Store Highest Good Fair Poor	Is Retailer Foreign or American	Type of Store	
			(Check Grade)	(Check)	(Write Initial)	

	Purchase Price	Home Lot/Store Price	Floor Price	Mail Price (Retail)	Mail Price (Wholesale)
(1) What are the names of the brands you sell?	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3
(2) What brands sell best?					
(3) What size packages do you keep in stock and what are the prices?	Size Price 1 \$ 2 \$ 3 \$	Size Price 1 \$ 2 \$ 3 \$	Size Price 1 \$ 2 \$ 3 \$	Size Price 1 \$ 2 \$ 3 \$	Size Price 1 \$ 2 \$ 3 \$
(4) Which size is the best seller?					
(5) What price do you pay wholesaler?					
(6) How much of each size do you sell per month?	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3
(7) Which season of the year do these articles sell the best?	Spring Summer Autumn Winter	Spring Summer Autumn Winter	Spring Summer Autumn Winter	Spring Summer Autumn Winter	Spring Summer Autumn Winter
(8) What is the amount you usually order from your jobber at a time?					
(9) About how many times a year do you order?					
(10) Do the manufacturers give you any advertising help? If so, which one? What kind of help do they give?	Yes No	Yes No	Yes No	Yes No	Yes No
(11) What is your idea of a satisfactory profit to you (figured on your cost price)?					
(12) Which brands do you favor most?					

General Remarks—Are you unfavorable towards any particular brand? If so, name it and state why? \_\_\_\_\_

Note special views if any: \_\_\_\_\_

Specimen of Market Investigation Questionnaire

- (10) Analysis of consumer preferences for sizes, marking, types and models, etc.
  - (11) Statistical study of consumer, from a quantitative basis, giving facts as to number, distribution, location and concentration of consumers.
  - (12) Inquiry into possible manner and means of developing applications or uses of article.
- The next step is the trade and distribution situation.
- Most analyses err too much either in emphasizing the consumer situation to the neglect of the trade and distribution situation, or vice versa. It is regrettable that in the advertising field there are "camps" or "schools" which
- department stores, mail-order houses, chain stores, etc.
- (6) Data on competitive methods; investigation of relative status in distributors goodwill compared to other firms.
- (7) Dealer clerk situation, etc.
- There are, of course, other factors which any particular instance would suggest.
- The next step is to plot, map and value the market.
- I believe that many failures to get results arises from failure both to visualize the market concretely and failure to get facts as to the relative difference in possible sales in various territorial units.
- Unless individual territorial factors of



## RACING "DOPE" NEWS AGAIN UNDER FIRE FOLLOWING TIPPING SCANDALS

New Orleans Newspapers at Odds on How to Wipe Out Evils—  
Newspaper Men Involved As Result of Investigation  
of "Leak" Charges

(By Telegraph to EDITOR & PUBLISHER)

NEW ORLEANS, La., June 1.—This city's newspapers are at odds over the measure adopted last Thursday by the Constitutional Convention of Louisiana, which is intended to stop the circulation of horse race "dope" and thus to end the unusual prevalence attained by the handbook and pool room evils throughout the state. This measure was introduced by Phanor Breazeale, a delegate from North Louisiana, following scandals in the handling of press returns on the distant races and in the handling of the telegraph racing returns by the commercial companies. The Breazeale measure, adopted by a large majority, reads as follows:

"The transmission, publication, or circulation of information concerning horses entered in races, or the odds offered on same, is prohibited. The Legislature shall provide penalties for the violation thereof."

The New Orleans Item, following the development of the scandals in question, called upon the constitutional convention to outlaw the whole process of transmitting and publishing the racing "dope" in this state. Mr. Breazeale's measure was introduced without notice and passed without much debate.

The Times-Picayune then protested the measure and urged that it be repealed and that the question of the racing "dope" be left to the Legislature.

The Daily States joined the Times-Picayune. The latter claimed that racing on the local track would be stopped by the measure because the track could not issue its programmes.

Monday night a resolution was introduced into the convention petitioning Congress to stop the circulation and publication of the racing "dope." Tuesday morning the Times-Picayune editorially endorsed this as a substitute for the drastic Breazeale ordinance. Tuesday afternoon the States also endorsed it.

That afternoon, however, the Item denounced this resolution as a subterfuge intended to save the "dope" and the "dopesters" from annihilation in Louisiana. When the "dope" is attacked by the Legislature, says the Item, the "dopesters" run into court and get judges to pronounce legislation unconstitutional. When the constitution attacks "dope" the friends of "dope" first call it a matter for the Legislature, and then, as a second thought, try to throw the issue still further off by pitching it into Congress.

There the issue now stands sharply joined between the newspapers, two on one side and one on the other.

Several scandals have surrounded the New Orleans reporting of the races and the handling of the routine "dope" from the distant tracks, were first publicly discussed as the result of a quarrel between two small "dope sheets." One of these is the Racing News, operated by a printer named Cox, the other is the Racing Bulletin, operated by a printer named William Fredericks. An officer of the Associated Press notified the Item some weeks ago that it had reason to believe, on information from Cox, that Fredericks was using Associated Press reports of racing entries. Fredericks was foreman of the Item's composing room.

Associated Press Superintendent L.

C. Probert took sudden command of the Associated Press day office and telephone here. He made some discoveries. A joint investigation was then conducted by him and the editors of the Item. The net results of the inquiries were that M. S. Heiss, New Orleans correspondent of the Associated Press, resigned; he left New Orleans after implicating Calvert Stich, one of the telegraph editors of the Item; this editor shortly afterward left the service of the Item.

The ex-correspondent of the A. P. afterward wrote a letter exculpating Stich, but the latter is still unconnected with the Item.

The trail of the investigation also established a leak, as already indicated through galley proofs from the composing room to the office of the Racing Bulletin. The foreman of the composing room is no longer in the Item's employ. The Item had been receiving these "A. P." returns since February. It is understood that the foreman says the leak started on April 2. The inquiry ended the first week of May. The Daily States recently printed a statement by Cox to the effect that he had notified John Ross, managing editor of the States, as long ago as last February of such a leak. The same statement said that Ross had not notified the Associated Press of it. EDITOR & PUBLISHER's correspondent is unable to find that he gave any notice thereof to the local publishers' association or to the Item. It is understood that the first inkling of the situation the Item had came from the Associated Press after Cox had complained to the A. P. directly. This story in the States is the only publication concerning the matter that has appeared in the newspapers here.

The Cox charges also touched Joe Levy, who was referred to as part owner of the Racing Bulletin and an employee of the Item. The investigation completely exonerated Joe Levy, circulation man-

ager of the Item, of any connection with the leak.

Complaints of a leak in the Daily States office occurring some time before these incidents have also been heard. In that case it is said that an outside telegraph operator had been listening in on the A. P. racing wire there and then going outside and communicating the results to interested parties. He was driven out when discovered.

These details, though set down from unofficial statements currently derived from informed newspaper men, may be regarded as accurately covering the outlines of the situation. J. M. Thomson, the publisher of the Item, declined to make any comment on the matter at all. "The matter concerns the Associated Press as well as ourselves," he remarked, "inasmuch as the investigation was to a large extent jointly conducted. Superintendent Probert is in full possession of all the facts, and any statement he or the A. P. management care to make will be agreeable to me."

The Associated Press declined to make any comment on the case, other than to verify the fact that Mr. Heiss was no longer connected with the organization.

### High Express Rates Protested

A petition to suspend advanced express rates for carrying newspapers has been filed by several Tennessee publishers with the State Railway Commission. A hearing was held in Nashville May 24. The publishers declare the new rates are exorbitant and ask a reduction of the 50-cent rate to short points within the distance of 50 or 75 miles. Exhaustive data has been compiled and the result of the controversy is expected to have an important bearing in similar actions to be brought or now pending in other states. The newspapers are the Nashville Banner, the Nashville Tennessean, the Memphis Commercial Appeal, Memphis News-Scimitar, Chattanooga News, Chattanooga Times and Knoxville Sentinel.

### Death of Lewis E. Palmer

Lewis E. Palmer, advertising manager of the S. D. Warren Company, Boston, died at Belmont, Mass., May 12. He had formerly been advertising manager of Stone & Webster.

### ROYLE WITH CONSOLIDATED

New News Editor at N. Y. Office Had Long Service with A. P.

John C. ("Jack") Royle has just been appointed news editor of the New York office of the Consolidated Press Association, in the World Building, and has assumed charge of the editing of its business, financial and sporting dispatches which form a part of daily and Sunday leased wire system of the association. Royle has had an interesting newspaper career, the greater part of which was spent with the Associated Press. He is a native of Salt Lake City and a graduate of Princeton. After serving on various Salt Lake and San Francisco papers he joined the Associated Press in Denver in 1909. In 1911 Royle was transferred to the San Francisco office of the A. P., and then was sent to take charge of the A. P. bureau in Salt Lake. When the relay was changed to Spokane Mr. Royle went there, and later to Chicago to edit the west-going report of the Associated Press.

During 1914 he was sent to the Mexican border to cover the uprising along the Rio Grande. After accompanying the Villa and Carranza armies throughout their campaign culminating in the capture of Mexico City, Royle returned to Chicago to become night manager of that office. At the time of Pershing's expedition into Mexico in 1916, he was again assigned to the border and later sent to Mexico City in charge of the A. P. Mexican bureau where he remained for nearly two years until expelled from that country through the influence of the German ambassador, after the publication of a dispatch by Royle outlining the extent of German propaganda in Mexico.

He continued with the A. P. until 1919, when he joined the staff of the New York Tribune. A few months later, H. Von Eckhardt, German minister to Mexico, himself was expelled from that country and Royle secured a series of exclusive interviews on the German situation from the man with whom he had matched wits across the Rio Grande.

Mr. Royle left the Tribune to become director of publications of the Savings Division of the Treasury and with the exception of a period when he covered the "conference of best minds" at Marion and the Harding houseboat trip in Florida, for the I. N. S., remained with the Treasury until joining the Consolidated Press Association staff.

### Miss Mary A. Worswick Dead

Miss Mary A. Worswick, for many years with the New York World and Boston Post and also Sunday editor of the Albany (N. Y.) Argus, died in New York June 1. She was a member of the Woman's Press Club of New York and of the New England Women's Press Association.

### New San Francisco Special Agency

B. J. Schaefer, San Francisco manager for the Bert Butterworth Special Agency, has opened his own office under the name of B. J. Schaefer Company, to represent newspapers exclusively. Charles N. Keiter has succeeded Mr. Schaefer with the Butterworth Special Agency.



JOHN C. ROYLE

## AT YOUR SERVICE

**S**ERVICE is the first duty of a newspaper to its readers. EDITOR & PUBLISHER believes in meeting this duty whenever the opportunity is given. There are a hundred ways that we can serve you and we want you to feel free to call upon us at any time.

We would like you to know that our possible service to you is not limited to New York but embraces every phase of newspaper making, advertising and merchandising throughout the country, and especially Washington.

Is there some particular government pamphlet or report which you would like to have?

Is there some bill of which you would like to have a copy in a hurry?

To meet these wants is only a few ways in which EDITOR & PUBLISHER would like to serve you.

When you want our help wire, write or call

EDITOR & PUBLISHER

NEW YORK CITY



## JACOB SHOT WHOLE APPROPRIATION IN BIG FOLLOW-UP CAMPAIGN

**He Didn't Look for Results Till He Had Fired His Last Gun—and Then He Didn't Have to Look for Them; They Were There**

By **JAMES H. BUSWELL**

Advertising Counselor, Kalamazoo, Mich.

JACOB emerged from war with his crafty twice-father-in-law much the better for wear. He had wives, kids, goats, camels and other possessions sufficient to make him a wealthy man even today; and probably the old man thought him a profiteer.

But he wanted more than money. He wanted to return to the old home. And so he started that historic Padanarem journey back to the Land of Promise.

Men of business emerged from a period of war with more means than usual. But they have started back to normal. Some of them have found the process very painful.

I believe that in the experience of Jacob in the far back age we have a close parallel to what business is going through today.

Jacob had a goal—so have we.

### MUST GET BACK TO NORMAL

He wanted to get back to "normal"—so do we.

He had a handicap—Esau his angry brother with 400 fighting men was obstructing his road and rearing to meet and exterminate him.

We have a handicap—no one is in a buying "mood."

Jacob first recognized his handicap and planned to overcome it.

That's all we must do! And, really, it is easy if we do it Jacob's way.

He planned to "sell" his proposition to Esau by means of a gift. He set aside a certain number of animals for this purpose. He counted the cost. So must we. We must lay out a plan for months ahead, count the cost, appropriate a certain percentage of our gross sales for advertising, and persist in its use until results come.

Now, did he make this gift to his brother all in one screaming, "dominant" broadside? He did not. Scripture informs us that "he put a space 'twixt drove and drove" after dividing the animals into nine droves and assigning a servant to each.

This is the first advertising follow-up system on record.

Naturally Esau did not "fall" for the first piece. But his attention, both sensory and mental, was gained, and the "keynote" of the campaign was sounded by each and every servant, who had been instructed to say, "These be a gift from thy brother Jacob."

### GETS ESAU'S ATTENTION

I wish you would get a firm gray grasp upon this fact:

Jacob never even considered stopping his campaign until all of it had been shot. He paid the price even before he spent it all. He didn't "hold back" and thus prejudice his success. He knew it would win. It did win.

Look for a moment at Jacob's "market."

An angry brother—justifiably angry, too. Men enough to wipe Jacob and his slow-moving women and children off the old-world map.

Encouraging outlook, eh? Is yours quite as bad? Almost.

During the drunken days of doubtful merchandising methods every business concern accumulated bad-will faster than the "publicity" they used could build

good-will. And now we face not merely indifferent buyers but in very many instances actually irritated buyers.

I find no other precedent for this since the time of Jacob. Hence the methods of this mighty man of a primitive civilization are of absorbing interest to us.

He made his plan, counted the cost, put it through. Go back with me to one of the nine follow-up pieces. He chose a sequence of impressions rather than one overwhelming treatment.



The principle upon which Mr. Buswell conducts his business he exhibits in this article. The principal object for which he conducts his business—indeed, all the affairs of his life—he exhibits in his arms. He's proud of them both, and with reason. They look pretty good to us.

"Depends upon the prospect" you say. Show me a prospect more rough-and-ready, less susceptible to any gentlemanly appeal, than Jacob's!

### USED SAME SLOGAN

The nine pieces were alike in trade mark (servant), in slogan ("These be a gift from thy brother Jacob"), and in general treatment (flock). He recognized the value of reiteration. But he changed his copy daily! He put different animals in different flocks; don't overlook that fact.

We must have the appeal of newness. The same old stuff will not do if we are after results.

Look into that slogan "These be a gift from thy brother Jacob." Appeals to the pocketbook and the heart. Use these appeals today in your advertising. "A gift"—gifts of good service, of pleasures and profits derived from purchase and ownership.

See that "gifts" exist in your merchandise and show the prospect that you offer them to him.

"Thy Brother." Ah, here is where we may enter the pulsating doors of the human heart. Your prospect positively does not want to buy your goods. But he does want certain results that your goods will bring to him.

You may suggest associations that will cause his heart to warm toward you. The photographer offers not portraits but priceless remembrances of little "Bobby" who has been transplanted into the garden Above. The dress shop offers not cloth frocks but a harmonizing "something" that draws ad-

miring glances and words to the wearer. Instead of selling shoes sell dry feet ("gifts") or comfortable companions for the daily tread-mill (suggesting the "brother" intimacy). One is the appeal to self-preservation—the other to finer emotions. Quite the opposite. Both most effective today. Vary them. Use them. But submerge your product and elevate the service it gives. Emphasize effect rather than cause.

Faint-hearted men subject themselves to unnecessary advertising losses. They quit just when they are about to win big!

There is one more thing essential to advertising success. Faith!

Is there a mountain in your sales field? Do as Jacob did. Remove it by "faith." Bore through it with a penetrating plan. Flank it with a fleet of appeals. Approach it, work away at it and, in the words of another scripture, if you really have faith "it shall be removed."

## NORTHCLIFFE DENIES LONDON TIMES SALE

**Purchasable Only When Morning Editions Are On Street, He Says,—Golf Stories For U. P. Secured Him Job Offer From N. Y. Herald**

(Special to EDITOR & PUBLISHER)

LONDON, May 27.—"The only time the Times is for sale is when its regular morning editions are on the street," Lord Northcliffe declared today, disposing of rumors that his newspaper had been sold to Sir John Ellerman.

"It's all rot," he said of the reported sale. "Ellerman hasn't enough money to buy it."

Lord Northcliffe returned from Hoylake today, where he has been watching the British amateur golf championships and covering the tournament for the United Press.

"I enjoyed immensely being a reporter again," he said.

Viscount Northcliffe received numerous cablegrams from American publishers as a result of his golf stories.

One cable, from the New York Herald, was typical.

"Your golf stories are great," it said. "Do you want a job?"

Under the heading "Which One?" the Northcliffe Daily Mail in June 1 publishes the following:

"The usually well-informed writer of the 'London Letter' in the Westminster Gazette gave much prominence last night to the following, which it is understood, has afforded a good deal of relief in Government circles:

"Rumor in the clubs and elsewhere is very busy with the question of the future of one of London's morning dailies. I have good reason to believe that, in the event, it will be found that the coalition Government has a new and powerful supporter in a quarter where it has not been free from criticism, the transaction will create a first-class sensation when it becomes known. Very big sums of money are involved in the change of control."

This is the first reference the Northcliffe papers have made to the reports which have been current.

In a special copyrighted cable despatch to the New York World on May 31, its London correspondent, James M. Touhy, says:

"For some time the air of Fleet street has been thick with rumors of a fight for control of the Times between Lord Northcliffe and the Walter family, the paper's former proprietors, who are politically of the hidebound Tory complexion and have bitterly opposed Lord Northcliffe's Irish policy as well as his rather sympathetic attitude toward labor.

"Premier Lloyd George has been working hard to unseat Lord Northcliffe, and it is now rumored he has succeeded in inducing Sir John Ellerman, the next biggest stockholder, to throw in his lot with the Walteres. This would give the publisher's opponents a majority of the stock.

"Sir John, although he has never taken any public part in politics, is personally a Tory and strongly anti-labor as well as a believer in the Carson policy for Ireland. But he also knows that under the Walter family the Times had been brought to such a condition that only Lord Northcliffe's coming saved it, and that its great increase in circulation, as well as its immense growth of advertising revenue, has been due solely to the present publisher's genius.

"It is also rumored that Lord Inverforth, a war millionaire and Minister of Munitions under the present Government, is backing the Walter Family in the interest of the Prime Minister, and if the attempt to outvote Lord Northcliffe succeeds, the paper will be run in Mr. Lloyd George's interest.

"It must be remembered that the Premier's friends brought off a similar coup for him in connection with the Daily Chronicle, which, having supported him for a time, began to be critical of his management of public affairs. Lord Northcliffe, however, is a hard man to heat and may be trusted to give his opponents the fight of their lives, as he commands immense resources of every kind."

### Canada Abandons Periodicals' Tax

According to the National Publishers Association the new budget that has been introduced in the Canadian Parliament contains no mention of any duty to be levied on United States periodicals entering Canada.

CADILLAC, Mich., May 28.—Newspaper advertising is the best publicity for the retail drygoods merchant, delegates to the convention here of the State Retail Drygoods Association, voted unanimously.

## GIVING PUBLIC FACTS, FIRST DUTY OF PRESS

In International Affairs, As Well As Domestic, Responsibility of Newspapers Has Increased—Universal Understanding Needed

"The supreme purposes of a newspaper are to print the news and serve the public to which it appeals. What the people want and must have is facts so plainly presented that they can be readily understood by the average man or woman. Coloring the news to suit the whims or purposes of the editor is destructive of confidence. Deception is as much to be condemned as direct falsehood," said Frank Leroy Blanchard, associate editor of the EDITOR & PUBLISHER, in an address during the University of Missouri's Journalism Week at Columbia, Mo., May 26.

"One of the clearest thinkers among Englishmen is Sir Auckland Geddes, ambassador to the United States," continued Mr. Blanchard. "He is conservative in his ideas on public questions, but has a breadth of view that is a mile wide. In a recent address, in discussing the responsibilities of newspapers, he said:

### WHAT ARE FACTS?

"It is easy enough to state facts. Many newspapers say that they have told the truth when they have stated the facts. But you can state facts and at the same time tell the most diabolical falsehood. That is the difficulty that lies before us all at the present time—that we have got to enter into an understanding of each other's lives and modes of thought.

"One reason why we have a prejudice against some countries and some people is that we are only imperfectly informed concerning them. We know little about their history, their customs, habits of thought, or methods of doing business, but we have read somewhere at sometime articles that presented them in an unfavorable light, and straightway we formed an opinion that was unjust because we were misled and did not have at our command sufficient facts upon which to base an intelligent opinion. With the close of the war and the removal of all restrictions of censorship to newspapers are now able to present the day's news just as it occurs.

"It has been said, and is no doubt true, that editorially the newspapers do not exert as great an influence upon public opinion as they did in the days of Greeley, or Bowles, or Dana, or Raymond, or Watterson. When we call to mind what these great editors accomplished by their pens in the tempestuous days preceding, during and subsequent to the Civil War, and then compare their influence with that of the leading editors of our own day, we are apt to conclude that the newspaper as a moulder of public opinion has lost efficiency and power. But is this true?

"It is no disparagement of the ability and character of the editors of today to admit the fact which is patent to everyone that the newspapers editorially do not sway the masses as they did fifty years ago, and yet I believe that our editors are not less capable or forceful than they were then.

### MANY OUTSTANDING EDITORS TODAY

"As a matter of fact, where we had a few editors of outstanding ability and character then, we have many now. The entire personnel of the journalistic profession is far and away of a higher and better quality. The editors are better educated and better trained for the work in which they are engaged. The schools of journalism, of which the University of Missouri is a bright and shining example, have for a number of years been engaged in preparing young men and women for this responsible work. The graduates of these institutions are not practical printers as they were years ago, but they are better equipped in the fundamentals of journalism, and all they need is experience in the application of these principles in actual practice. They have been trained in many lines of newspaper production that the old graduate of the composing room, which formerly furnished most of the newspaper material, knew nothing about.

"With honest, well-educated, specially trained men in charge of the editorial destinies of the newspapers of America, Great Britain and other leading nations, it is evident that the press of the world is more capable of dealing with the great vital problems of the hour than were the editors of any other day and generation.

"Then, too, it should be remembered that because of the general diffusion of knowledge through public and private schools, colleges and universities, our people are better informed than they were twenty-five years ago, and therefore are in a position to form their own opinions on the subjects of the hour.

They do not depend upon any editor or group of editors for their view on any question, but are competent to analyze facts and make intelligent deductions from them.

What has been the share of the press in bringing about the world's new order? By faithfully keeping the world informed in regard to business conditions in America, Great Britain, France, Germany and the rest of the world, it has reduced the period of readjustment and cut down the volume of loss entailed in bringing it about. Readjustment of wages is now going on in fourteen of the principal industries and with less disturbance than was ever known under similar circumstances.

"The newspapers keep both capital and labor informed upon the attitude of mind that obtains upon any question in which they have a direct interest. And in this connection it may be said that both capital and labor are today on a more friendly basis than they have been for generations. The one fact that labor fails to appreciate is that labor must write off its losses like capital. The high cost of living cannot be reduced until labor consents to a reduction in wage.

"What the press did during the war to keep the fires of patriotism burning in human hearts, what it did to strengthen confidence in the justice of the cause for which we fought, what it accomplished in raising the immense sums of money necessary for carrying on that great undertaking, how it unselfishly worked with tireless zeal to provide hospitals for the wounded and sick, and comforts and diversions for the men at the front and in the camp, are matters with which you are all familiar. Only a press in which the people have faith could have awakened in our people and those of other lands a sense of the world's peril in the Great War, and could have influenced men and women to give their lives for humanity's sake. In order that there shall be closer and more intelligent relationship between the United States and Great Britain, Ralph D. Blumenthal, general manager of the London Express, and himself an American, proposes that there shall be an exchange of editors between the two countries, in order that the two peoples they represent shall understand each other better and thus be able to work in close cooperation upon the great problems of civilization.

"Such a plan is practical, and would, if carried out, do much to bring about a more friendly relationship and a far better understanding of the institutions and people of both countries. If this practice could be extended to other countries, it would not be long before much of the misrepresentation, often unintentional, but due to imperfect knowledge, would cease.

"Another thing that would contribute to the stabilization of journalism and put it on a still higher level is the establishing of a supreme court of journalism, not as a part of the judicial system of the government, but as a court of the profession itself. Such a body, the constitution and plan of which we cannot discuss at this time, would fix among the qualifications for admission to the ranks of journalism established standards of practice and settle questions of ethics and disputes between the newspapers themselves or between the newspapers and their employers.

"James M. Beck, the distinguished statesman, in discussing the influence of the press, once said that 'we have arrived at a government by journalism.' Mr. Beck is mistaken. We do not have now and never will have such a government. The editors of newspapers do not aspire to such authority. They are content to serve their country, their state and their community as interpreters of the news and as advocates of high ideals. It is the people who rule through public opinion, and not the politicians or the newspapers. When public opinion is arraigned against a newspaper, a government policy, or a legislative measure there is little hope for its life."

## HAWKINS AND JACKSON GUESTS

American Newspapersmen Honored by Lloyd George and London Editors

LONDON, June 2.—W. W. Hawkins, president of the United Press, and Philip Jackson, publisher of the Portland (Ore.) Journal, were the guests of Premier Lloyd George, at noon today at the Premier's residence at 10 Downing street.

Later Hawkins was the guest of honor at a newspaper luncheon given by Viscount Burnham, owner of the Daily Telegraph. This luncheon, which was held at the Savoy Hotel, was attended by Lord Northcliffe, of the London Times and Daily Mail, Lord Riddell, publisher of the News of the World, and the publishers and editors of the principal British newspapers. The London correspondents of the principal American newspapers and Press Associations also attended.

## Bridgman Guest at Fredericksburg

Herbert L. Bridgman, business manager of the Brooklyn Standard Union and regent of the University of the State of New York, delivered an address May 25 at the 250th anniversary of Fredericksburg, Va.

## Resigns Representation

The Franklin P. Alcorn Company has resigned as national advertising representative of the Kokomo (Ind.) Dispatch.

## PRESS CONTROL IN HAWAIIAN ISLANDS

(Special to EDITOR & PUBLISHER)

HONOLULU, Hawaii.—Violations of the new Hawaiian press control law will be followed by prompt prosecution, Attorney General Harry Irwin has warned 29 foreign language publications, through a circular letter. He declares provisions of the law are to be enforced to the fullest extent possible under existing conditions.

These conditions are such that enforcement is admittedly difficult. Enacted during the closing hours of the territorial legislature after a hard battle and many alterations, the law failed to carry any financial provisions whatever. The only feature which can immediately be put into effect reads as follows:

"Any person or persons who shall publish in a foreign language any newspaper or prints of like nature for the dissemination of news or information shall file a full and true copy of each and every such newspaper or print in the office of the Attorney General of the territory forthwith upon the publication thereof."

Referring to this provision, the Attorney General says in his letter:

"This act went into full force and effect on the 27th of April, 1921, but up to the present time very few of the foreign language newspapers of this territory have attempted to comply with its provisions. It is my intention to enforce the provisions of this act to the fullest extent possible under existing conditions and this letter is intended to call your attention to the specific provisions of that section of the act which requires you to file a copy of your newspaper

with this department of the government forthwith upon its publication. No further or other notice or demand will be given or made, and failure on the part of any foreign language newspaper to comply with the provisions of this act will be followed by prompt prosecution."

The difficulty in enforcing the most important feature of the law, that aimed at seditious printed matter, lies in the fact that translations of foreign language papers cannot readily be had. The law does not require the papers to furnish such translations, and no money was provided so that the Attorney General could make them himself.

When it is found, however, that something of alleged objectionable nature has been printed, the offending publisher may be taken into court and tried. If he is found guilty, he may be fined and imprisoned. Subsequent utterances of his publication must be translated into English at his expense.

The difficulty is in learning of the initial transgression. It is the intention of the Attorney General to rely upon reports given him by the American Legion, which fathered the press control bill, and by others interested. Special investigations can be made upon a basis of such reports.

Foreign language papers here include publications in Japanese, Chinese, Korean, Portuguese, and Filipino. Hawaiian is not considered a foreign language. Leading Japanese and other publishers have expressed a desire to comply fully with the provisions of the new law.

## SPEECHES BANNED AT S.N.P.A. CONVENTION

Intensive Discussion of Vital Problems to Take Up Whole Program—No Meeting of A.A.A.A. At Asheville This Year

The program being arranged for the annual convention of the Southern Newspaper Publishers' Association, to be held at the Battery Park Hotel, Asheville, N. C., June 20 to 23, will be absolutely of the "brass tacks" variety, according to Secretary-Treasurer Walter C. Johnson of Chattanooga. "We are going to cut out all addresses and confine our three days' sessions largely to the discussion of newspaper problems," declared Mr. Johnson to the EDITOR & PUBLISHER. The vital nature of the discussions is outlined by a letter sent to all members by President Marcellus E. Foster of the Houston (Tex.) Chronicle, which follows:

"There are many new problems to come before the meeting, and each day's session will be confined to discussions of newspaper topics. There will be no long speeches by outsiders, and no propaganda in favor of the printer industry or anything else.

"We want to discuss amongst ourselves labor problems that are confronting us all, or may soon confront us.

"We want to know what we are to do about our paper contracts for the coming year. Will there be a famine in paper the coming fall, and, if so, will it be actual or artificial? "Postal rates are to be advanced again July 1, and they are already too high. What action will the Southern publishers take to get some redress.

"Big advertisers in many parts of the country are clamoring for reduction in advertising rates. How shall we answer the argument since we cannot meet the demands?

"Advertising agencies are demanding that local and national advertising rates be placed on a parity. Can it be done?

"Above are just a few of the questions we want to discuss.

"Edgar Foster, chairman of the program committee, is preparing a list of one hundred or more topics to be put before the assembly.

"As president of the association, with the duty to preside over the meetings, I intend to ask for advice and information from everybody in attendance.

"I want you to attend. I want your help, and I want you to get up and talk when you are called upon. No man will be allowed to monopolize the talking part of the sessions. I want to hear from you all.

"Won't you kindly advise Walter Johnson by return mail whether you have made your hotel reservations. If you need his help call upon him. He works all the time anyway, so he won't mind working a little more in your behalf."

H. C. Adler of the Chattanooga Times, chairman of the Southern Division of the Associated Press, is arranging to hold a meeting of the division co-incident with that of the S.N.P.A. and in all probability it will take place Wednesday afternoon, June 22.

The executive committee of the American Association of Advertising Agents finds that it will be impossible to advance the quarterly meeting of the A.A.A.A. to June and hold it coincident with the annual convention of the S.N.P.A., as for several years past. The members present at the April meeting stated that they had secured the greatest benefit by meeting with the members of the S.N.P.A. in the past, but that conditions obtaining at this time would not warrant them in leaving their offices for so long a time at the time selected for the S.N.P.A. meeting.

It is expected that a number of the members of the A.A.A.A. will attend the A.A.C.W. convention in Atlanta, and, as President Foster and other members of the S.N.P.A. will be in attendance, a get-together meeting of the members of the two associations will probably be arranged.

## Lansing Capitol News Starts

The Lansing (Mich.) Capitol News, a new daily, was started this week. Edward M. Lucas, author, is managing editor; L. Francis is business manager, and Sam R. Young is advertising manager.



## HOPKINS FOR A. A. C. W. PRESIDENCY

**New Yorker Put Forward with Backing of Many of Influential Men in the Organization — Endorsements Received from Everywhere**

With the opening of the Atlanta convention of the Associated Advertising Clubs of the World only a few days off, one of the dominant questions looming up is: "Who will the new president be?"

The biggest minds in the organization, determined that there shall be no Charles A. Otis election fiasco of last year, have been considering the best timber for the presidency for months past, and it was no surprise to have the announcement made through the New York Advertising Club this week that George W. Hopkins, general sales manager of the Columbia Graphophone Company, will be nominated with backing that seems almost certain to land him in the executive chair, if Rowe Stewart maintains his declination to be a candidate again.

Since Mr. Stewart, who is business manager of the Philadelphia Record, consented to accept the presidency in the emergency caused by Mr. Otis' refusal to continue at the head of the association last summer, he has worked heart and soul for the A.A.C.W. and has succeeded in doing much to restore its standing, which had been going rapidly down hill during the several unfortunate administration changes that circumstances had subjected it to. Mr. Stewart is the first newspaper man president of the body. Next to him Mr. Hopkins seems to be the strongest man so far mentioned.

Mr. Hopkins' candidacy was announced by the New York Advertising Club as follows:

"Since the Indianapolis convention of the Associated Advertising Clubs of the World a committee of the Advertising Club of New York constantly has been in touch with the headquarters of the A. A. C. W. for the purpose of formulating a three-year program to be presented at the Atlanta convention in June.

"The most feasible approach was being considered when, last week, George B. Sharpe, former president of the Advertising Club and now living in Cleveland, appeared among his old constituents in the Club where he was, as always, warmly welcomed.

"The proposed program then became a subject of conversation and the fact was brought out that Mr. Sharpe for some time has been thinking not only along the lines of a highly constructive platform, but also of a man broadgaged enough to interpret and successfully carry out the ramifications of the platform as finally drafted.

"A group of men with large responsibilities in the advertising and merchandising field," said Mr. Sharpe, "got together some time ago to discuss the question of the logical man for the presidency of the A. A. C. W. for this year. It was the consensus of opinion that the man who could

qualify would be the one with a national record of achievements as a merchandising executive. It was argued that such a man should be chosen, after mature deliberation, to lead the A. A. C. W. because of his known ability and his power to bring into active co-operation men who also had reputations for doing high, constructive work.

"The outcome of this conference was the unanimous endorsement of George Willard Hopkins. Mr. Hopkins, it was agreed, possessed every necessary qualification for becoming the A. A. C. W. standard bearer. He is the general sales manager of one of the largest national advertisers in the United States, a company which uses every form of advertising. His organizing genius would be a potent factor in rebuilding the A. A. C. W. at the most critical period of its history. His term as president of the Advertising Club of New York was one of marked accomplishment and long forward strides. His business is located in New York, the advertising center of the country, where is also the A. A. C. W. headquarters, and a large majority of the nation's agencies and publishers."

Immediate endorsements of Mr. Hopkins' qualifications were received from such men as George W. Coleman, William C. D'Arcy, Edwin T. Meredith, O. C. Harn, Samuel C. Dobbs, Reuben H. Donnelley, Henry Kuhns, F. W. Kellogg, Frank D. Webb, Merle Sidener, Frank H. Abbott, Jr., Lafayette Young, Jr., A. L. Shuman, M. P. Linn, T. W. LeQuatte, Arthur G. Newmyer, Harvey R. Young, Frank Presbrey, David D. Lee, Max B. Sackheim, William J. Morton, George French, Colver Gordon, Harvey C. Wood.

A. H. Billingslea, Herman Daych, Llewellyn Pratt, John Clyde Oswald, W. Livingston Larned, Jane J. Martin, Marquis Regan, James McKittrick, George Brewster Gallup, A. W. Erickson, Frank C. Hoyt, S. R. Latschaw, John Sullivan, Sydney R. Clarke, Jesse H. Neal, Robert Frothingham, A. H. VanDuzer, Oliver B. Merrill, H. H. Charles, John Lee Mahin, Karl M. Mann.

F. St. John Richards, Manning Wakefield, Paul Block, Don M. Parker, Francis H. Sisson, Frank E. Fehlman, J. W. Hastie, D. Morris-Jones, George W. Starus, Walter Ostrander, C. P. McDonald, Walter Drey, George F. McClelland, Charles C. Green, Harry Clark, Cal J. McCarthy, Irving A. Berndt, Louis W. Blesser, William L. Roberts, L. R. Wasson, F. S. Clark.

Astlof Levinson, H. A. Harris, Walter J. McIndoe, Wesley Sisson, Dan A. Carroll, Robert Tinsman, Boice DuBois, Frank J. Hermes, Harry Tipper, Emory B. Remington, Arthur B. Campbell, Vera Morel, Mary B. Ennis, Mac Martin, W. C. Rook, R. L. Lee, Fred E. Johnston, William E. Keeler, Montgomery Remington, T. A. Barrett, John J. Ward, J. D. Chappell, James Schermerhorn, Hugh Burke, Paul Meyer, Frank E. Morrison, H. H. Cooke, Benjamin Sherbow, John M. Low and many others from every part of the United States and Canada.

The official delegation from the Advertising Club of New York to the Atlanta convention will go by boat, taking the City of Savannah of the Savannah Line, Wednesday, June 8, at 5 o'clock, from pier 35, scheduled to arrive in Savannah Saturday, June 11, at 9 o'clock in the morning.

For members who find it necessary to go by train, accommodations will be made for them as follows: Special cars will be run from New York to Philadelphia and there be attached to the "Rowe Stewart Special."

### Stewart For Vice-President

TOLEDO, June 1.—At the annual meeting of the Toledo Advertising Club held today, the following officers were elected: President, Karl Ashbacher, general manager Swan Creek Lumber & Supply Company; vice-president, Charles Von Hessler, advertising manager, Lamson Brothers Company; secretary, Kenneth Barnard; treasurer, Kenneth Snedecor. It was announced that due to resignation of Bert N. Garstin, vice-president of the Associated Advertising Clubs for district number 5, the Toledo Club at the suggestion of the Cleveland Advertising Club was placing in nomination W. K. Stewart, retiring president of the Toledo Advertising Club and business manager of the Toledo News-Bee.

## CANADA'S ADVERTISERS HEAR AMERICANS

**George Hopkins and Robert E. Ramsey On Program of Semi-Annual Convention of Dominion Association—Sessions in Montreal End Today**

(Special to EDITOR & PUBLISHER)

MONTREAL, Que., June 2.—The semi-annual convention of the Association of Canadian Advertisers opened at the Windsor Hotel here this morning and will continue through Saturday. More than 75 prominent advertising managers from all parts of Canada are expected to be present before registration closes.

The address of welcome to the out-of-town members was delivered by H. S. van Scoyoc and was followed by an address by Roy Weaver, secretary of the Shoe Manufacturers' Association, on "Goodwill Publicity for Business."

The first session terminated with a joint luncheon with the Montreal Publicity Association, addressed by G. W. Hopkins, general sales manager of the Columbia Graphophone Company. This afternoon there was a demonstration of mechanical devices and processes in which national advertisers are interested. A smoker will be held this evening, at which the speakers will be Col. George Ham of the Canadian Pacific Railroad, G. W. Hopkins and M. P. Fennell, Jr.

Tomorrow morning's session will be addressed by the president of the association, B. M. Bramble, after which private sessions will be held when sales and agency relations will be discussed. Addresses also will be made by Stanley Clague of the Audit Bureau of Circulation, John Fraser of Lewis Brothers, Montreal, and L. P. Greene of Tuckett's Ltd. The luncheon of this session will be for members only.

More members' sessions will be held in the afternoon. W. A. Hersey, manager of mail and sales promotion of Robert H. Ingersoll & Bros. will be the chief speaker at the direct by-mail session, while the discussion will be led by F. W. Hunt, of the Massey - Harris Company, Ltd., Toronto. There will also be addresses by Louis Balsam, of "Better Letters" fame, and one on "Back to Brass Tacks on Business Building," by Robert E. Ramsey, director of sales promotion, publicity and advertising of the American Writing Paper Co.

There will be talks by members Friday afternoon.

## NEW HOME OF THE SOUTH BEND NEWS-TIMES



**THE** South Bend (Ind.) News-Times, daily and Sunday, recently moved its business and editorial departments to the modern News-Times building, next door to the old quarters. Rapid growth of the paper made it necessary to provide additional room for the circulation and mechanical departments, which now occupy the old building.

A new 48-page Hoe press has been installed which turns out papers at the

rate of 36,000 an hour. An electric finishing and plating machine, compressed air steam tables, automatic casting boxes and routers have been added to the stereotyping department.

In the press room, electric conveyors carry the papers from the press to the mail room, thence to the mail wagons.

An electric bulletin board, nine feet high, in the business office, flashes the news to the crowds which gather there

daily to get the news first. Joseph M. Stephenson is publisher and W. R. Armstrong is advertising manager of the News-Times.

The explanatory key to the accompanying group of views of the News-Times new home follows: 1—Ad room; 2—makeup room; 3—linotype battery (front); 4—linotype battery (rear); 5—linotype keyboard on one of the new machines; center—exterior view.



## ADVERTISING AGENCIES ARE CAUGHT ABUSING CONFIDENCES

Newspaper Executives to Have Coolest Meeting Place in Atlanta—Practices with "Broad-sides"—Chance to Develop Music and Furniture Advertising

By FRED MILLIS

THOUGH we hear ever so often, when advertising agency men get together to discuss newspaper co-operation, that there were whisperings about "lack of confidence in newspaper ability to produce," yet certain agencies do not hesitate to ask marketing information in confidence from newspapers and then turn about and use it as the basis of magazine campaigns or for personal gains.

The most recent case of such an attempt is that of an eastern agency, which stubbed its toes badly when it tried to obtain gratis from the newspapers information that it had contracted to sell to a magazine advertiser client for \$5,000.

Another example is reported by a middle western newspaper. It received a request for certain information, which would have taken at least \$100 to collect and for which it is doubtful if they would ever have had another call. Before starting on the work the management had its New York office representative call on the agency to see how vital a need there was for the data. It developed then that the agency wanted it to use in soliciting an account from another agency.

The agency wanting the information is suffering from magazinitis while the other agency is a good friend of the newspapers.

Wouldn't that make you hard boiled!

THE coolest place in the South is the roof garden of the Ansley Hotel, in Atlanta, Ga. This statement, made so often by Charles Miller, has been checked up by a number of visiting newspaper men, who add their endorsement to the assurances already given that an attendance of 600 or more, at the meeting of the National Association of Newspaper Executives in Atlanta, June 12, can be taken care of comfortably on the roof garden.

It was only through the fact that The Ansley was recently leased to a close personal friend of Mr. Miller's that it became possible to secure this meeting place for the newspaper men. They were originally planning to meet on the third floor of the Boy's High School, many blocks from the center of the city and with very poor accommodations.

This year, as at the Indianapolis gathering, the newspaper men have the best meeting place of all the conventions.

TWO letters of inquiry have come to the National Association of Newspaper Executives just this week from newspaper advertising managers wanting to know whether or not newspapers as a rule send out broadsides, printed at their own expense, for advertisers.

It seems hard to believe that there is a publisher left in the country who is allowing the agencies or the manufacturers to impose upon him to this extent.

No newspaper should give away anything in the way of service except information. Let the advertisers pay for the broadsides.

William Simpson, business manager of the Philadelphia Bulletin, has the right idea on managing a newspaper, when he

Mr. Millis conducts in EDITOR & PUBLISHER each week (under the auspices of the National Association of Newspaper Executives, the newspaper department of the A. A. C. W., of which he is secretary-treasurer) a round table discussion on matters of inter-relation to the newspaper advertising department and the user of newspaper advertising space. Criticism of or comment on any views expressed and contributions should be sent to Fred Millis, News Building, Indianapolis.

says newspapers should not do anything for an individual advertiser that it is not willing to do and is not constantly doing for all the rest of its advertisers.

If a newspaper will print a two-colored broadside and mail it to all the groceries in the city for a manufacturer who is entering that market with a new line of package dates and who is supporting his sales effort with 5,000 lines of advertising then, according to Mr. Simpson, the newspaper should see that every other advertiser who comes to that market should avail themselves of this portfolio service and should have broadsides sent out for them.

DEVELOP music and furniture advertising to take a position along with automobile advertising—this is the advice of Harvey Young of the Columbus (Ohio) Dispatch.

Newspapers of the country, according to Mr. Young, should capitalize on the "better homes" movement which has been started by the furniture interests, plans for which include the spending of three millions of dollars in advertising in the next three years.

No effort has been made by the newspapers to develop real furniture advertising or real musical advertising, says Mr. Young. There is no reason in the world why the musical manufacturers should not be spending as much money in the newspapers as are the automobile manufacturers.

Two talking machine manufacturers—the Victor and the Columbia—spend more money than practically all the other music manufacturers combined.

This really does seem to be for intensive cultivation by the newspapers.

AMONG exhibits at the Atlanta Convention will be route books, portfolio forms, etc., used by newspapers in co-operating with national advertisers. A call has gone out to send such material to Fred Millis, care of Charlie Miller at the Georgian-American, at Atlanta.

The merchandising surveys entered in the contest instituted by the National Association of Newspaper Executives are now in the hands of the secret committee of the American Association of Advertising Agencies. The results will be announced in Atlanta, where the reports will be on exhibit.

THERE isn't a newspaper in the country that cannot be improved 30 per cent in typographical appearance if the advertising department would become sold on the idea that it would pay them to clean up. Aside from the easier methods of handling magazine advertising, the one real hold that the magazines have above agencies and large

national advertisers is the superb printing effects obtainable in magazines in contrast with the weird appearance of the average newspaper page.

The usual newspaper page with its black glaring two pica rules, absurd cuts, is rather discouraging to the advertising writer who takes a real pride in his work.

This isn't a knock against newspapers but an urge to them to clean up.

NEWSPAPER advertising executives interested in the envelope system for handling advertising copy, both foreign and local, from the business office through the mechanical department should write to Harry C. Queen, advertising manager of the Lorain (Ohio) Chronicle-Telegram.

Sometime ago an article was published on this page telling of a system worked out by Harry T. Watts of the Des Moines Register-Tribune. Mr. Watts had inquiries from at least a score of newspapers about his system. Mr. Queen, however, writes:

"Mr. Watts and I have compared notes and he agrees that I have a better envelope system for handling foreign advertising than the one he has worked out.

"I have used this system very successfully for five years. If any members of the National Association of Newspaper Executives would like a copy of this system I should be pleased to hear from them."

THERE are a lot of mistaken gentlemen in this country who are planning on Dempsey knocking out Carpentier. One of these gentlemen may be knocked out or bruised slightly, but the people who are getting the heavy blow right now are the newspapers in this country who with the columns of free publicity are making possible the enormous purses that will be split after the knock-down and drag-out.

Without question a million dollars worth of newspaper space will be given to this pug show. It may be a dog-gone good fight but they certainly are raiding the papers with publicity.

THE Grand Rapids (Mich.) Press, carries the following clause in all of its display advertising contracts:

"The Grand Rapids Press shall not be held responsible for typographical errors, except to cancel the charge for such portion of an advertisement as may be rendered valueless by such typographical error."

PRESIDENT CHARLIE MILLER of the National Association of Newspaper Executives, says there is nothing in the theory that Friday the thirteenth is unlucky, for on that day he got out of a sick bed and arranged with Carling Dinkler, vice-president and manager of the Ansley Hotel, one of Atlanta's finest, to make the Ansley the newspaper headquarters during the June convention of the A. A. C. W.

The Newspaper Division will have the largest and coolest meeting place in the City of Atlanta through President Miller's arrangement to take over the roof garden of the Ansley, which is on the fifteen'th floor with windows on all four sides and will comfortably seat a thousand persons. Arrangement will be made to have luncheon served to the delegates present on the days they meet both morning and afternoon.

President Miller also arranged for a meeting room for the Association of Newspaper Classified Advertising Man-

### ATLANTA PROGRAM "HIGH SPOTS"

HIGH spots on the program of the Atlanta convention of the National Association of Newspaper Executives, which are of vital interest to every newspaper executive in the country, are as follows:

"What is local and what is foreign advertising?"

"Can local advertising rates be adjusted to be on the same level with national advertising rates?"

"Shall advertising agencies get their remuneration in the form of service fees or continue to get them in the form of discounts?"

"Can newspapers do anything to counteract destructive price-cutting of newspaper advertised products on the part of retailers?"

agers, securing the beautiful Rainbow Room of the Ansley.

The Ansley is one of the South's largest and finest hotels. It is under the new management of the Dinklers, who also operate the famous Kimball House. Its location is so convenient that the meeting place of the newspaper men promises to be the envy of every other A. A. C. W. department.

IN last week's page Ralph Turnquist was mentioned as from the Milwaukee Tribune, instead of the Milwaukee Journal. We beg your pardon.

### ADS FOR INSURANCE FIRMS

Dominion Companies Using 60 Papers To Educate Public

TORONTO, Ont., May 31.—A business promotion plan now in Canadian life insurance circles is the combination of practically all the companies of the Dominion in a united advertising campaign. The object of the advertising, as enforced by each piece of copy, is to illustrate the manifold uses of life insurance in contradistinction to the popular impression of its primary and restricted purpose. Omitted entirely from the copy is reference to any particular company. Each advertisement carries the signature, "Life Insurance Service, Canadian Life Insurance Officers' Association—Life Underwriters Association of Canada." Across the bottom runs the slogan, adopted after public competition, "Conserve the Home and Stabilize the Nation."

The series is now appearing in about sixty Canadian newspapers, and is being placed direct by J. H. C. Graham, secretary of the Life Underwriters' Association. Between \$75,000 and \$100,000, it is said, will be spent by the companies in this collective form of publicity this year.

### Iowa Doctors Will Advise

Iowa physicians have finally come to the realization that advertising pays. In their 70th annual convention recently held at Des Moines, the physicians unanimously adopted a resolution calling for the establishment of a publicity committee with full power to spread the gospel of good health throughout the state in whatever manner the committee thought most effective. The appointment of the committee is interpreted as a forward step which will allow them to advertise as a unit without violating their code of ethics.

# NEW YORK PRESS CLUB FIGHT GROWS BITTER AS BRIEFS ARE FILED

President Howard Makes Statement To Members in Lengthy Letter Reviewing Financial History of Institution—Next Meeting Tuesday

THE battle within the New York Press Club to rewrite the constitution to place control in the hands of active newspaper men and abolish for all time "we boy" methods of raising money is rapidly reaching the final stages. The next regular monthly meeting will be held Tuesday, when a record attendance is expected.

Interest in the coming meeting centers around an amendment to the constitution offered by D. A. Curtis, of the Progressives, which it is intended will take away from the trustees the right to fill vacancies occurring either on the board or among the regularly elected officers.

Affidavits in the proceeding brought by several active members of the Press Club for a judicial investigation of its affairs have been submitted to Justice Tierney of the Supreme Court, who is awaiting all papers in the case before rendering his decision. H. Francis Dy-ruff, counsel for the petitioners, submitted his brief Wednesday.

The petitioners in their brief, cited the following unanimous opinion handed down by the New York Court of Appeals which was unanimously affirmed:

"The New York Statute of 1848 to incorporate benevolent, charitable, scientific and missionary societies, declares all institutions so formed subject to visitation and inspection of the Justices of the Supreme Court or by any person appointed by the Court for that purpose. Such visitation was also confirmed in other acts for the formation of special kinds of corporations. \* \* \* \* \*

But in 1895 the Commissioners of Statutory Revision, merging these dispersed acts into the Membership Corporations Law, including institutions not strictly charitable. Visitation was provided by Section 16 \* \* \* \* \*

The revisers said their purpose was a speedy and inexpensive judicial investigation. \* \* \* \* \* An object of visitation often is to ascertain corporate property by an inventory, checked and sifted by the visitors' research and probe into the corporate acts. \* \* \* \* \* which result might be so obstructed as to be without practical avail if those inside the corporation could hold off the visitor by taking suspensive appeals. In accordance with its purpose to let in light, correct abuses and ascertain a corporation's true condition, the remedy by visitation has been always summary and not admitting of obstructive procedure. The revisers had this in mind; and even without their express words, would be presumed to have preserved the original force of such a protective measure."

Besides reiterating the allegations made upon the oral argument in court as to the alleged mismanagement of the Press Club, the usurpation of powers by the Board of Trustees and alleged unethical solicitation of prominent men as associate members in connection with the World War History, which the club is to publish, the affidavits submitted to Justice Tierney deal with the manner in which John A. Hennessy, a trustee, had himself elected chairman of the board and dismissed charges that were pending against him.

Mr. Hennessy is a newspaper publisher and editor in Providence, R. I. The charges made against him at a regular

meeting of the club were that he made threats against another member and used language in the club house unbecoming a gentleman and a member of the club.

At the last meeting of the Board of Trustees, Lawrence Covington, its chairman, resigned and Hennessy, controlling a majority of the members, was elected to the vacancy. His attention was called to the charges against him and the impropriety of his sitting on the board.

"I am the man who has to say about that," he is quoted as saying, "and I rule that there are no charges against me."

He is further quoted as saying that he would wreck the club.

Edward Percy Howard, President of the Press Club, through Charles A. Beattie, has submitted an affidavit in which he says that no complaint was made to him up to the beginning of the court proceeding about the affairs of the club. In answer to this assertion, the petitioners refer to a letter written by Mr. Howard in January, 1919, in which he stated that numerous complaints had been made about the method of soliciting associate members, for which the club was paying a commission to the solicitors. Mr. Howard, who voted in favor of the solicitation plan, according to the affidavits, explained in his letter that it was necessary on the ground that the club needed the money.

At the last meeting of the club the members, by a vote of 53 to 10, expressed their approval of the court action.

The following letter in defense of the course of the officers of the New York Press Club has been sent to all members by President, Edward Percy Howard:

To the Members of the Press Club: The publicity which the club has received in the last six weeks, and the very broad misstatements as to the purposes of its officers, leads me to address you at this time in the hope that your survey of the actual conditions will lead you in the interest of the organization to a more adequate appraisal of the facts presented herein. My controlling reason is to put you in possession of all the information that may intelligently shape your judgment in respect of the club's future and your confidence in the officers who, at some personal sacrifice, have preserved from bankruptcy a highly valuable property.

When John A. Hennessy, at the end of a very successful three-year term in the presidency, was succeeded by Charles R. Macauley, the club had approximately 1,000 members, was a solvent institution, but on its property carried a first mortgage of \$130,000 and a bond issue of \$25,000 that had been used for furnishing and otherwise equipping the new building, the officially appraised value of which was \$258,000. We had then as now six hospital beds that cost \$30,000, our own cemetery plot and other valuable assets apart from the property.

In the early part of Mr. Macauley's administration the trade newspapers and the magazines began to move uptown, reducing the membership in a single year by nearly 300, and they were followed by most of the more important advertising agencies from which had been drawn some of the best membership of the Press Club. With overhead charges and a club staff of servants that called for dues from at least 900 members a year, for solvency, the roster of active members dropped under 500 and the club gradually fell into debt. At the end of Mr. Macauley's third term there were unpaid taxes, overdue interest on the mortgage and the bonds of many unpaid tradesmen's bills.

John Temple Graves, succeeding to the presidency, fell heir to the chaotic and despite his best efforts was unable to keep even abreast of the income during the last term of Mr. Macauley's administration. The membership persistently kept moving uptown and despite careful management the club's losses were several thousand dollars a year.

I succeeded to the presidency confronted with the immediate threatening loss of the club's property, accepting the duty only after efforts by several gentlemen at my justification to get Ogden L. Reid, William R. Hearst, Chester Lord and Ralph Pulitzer to take up the burden had failed. With the concurrence

of the club, it was agreed to seek associate members, gentlemen in the arts, finance, commerce, the law and the ministry, who, while not having the privilege of voting for officers or participating in meetings, would have all the other rights of members.

The most essential financial clubs in the world had been forced to do this, finding they could not get sufficient support from their own crafts. Courtland Smith, head of the American Press Association, at my earnest solicitation that he help save the club, added his strength to the board of trustees, and Mr. Hennessy, the president whose work for the club needs no commendation at my hands, agreed to return to activity in its affairs and head the finance committee. In less than a year and a half, as the printed report of that date sent to every member of the club will show, we had rescued the organization from insolvency, paid debts amounting to more than \$30,000, made good a \$5,000 note for which Mr. Hennessy was the guarantor, reduced the \$25,000 mortgage bonds to \$17,500, paid \$2,000 borrowed from members and had \$50,000 in the treasury. This is a matter of official record which can be found in the minutes of the club and the records of the trustees.

The next thing to do was to live within our income if possible and dispose of a property then in an impossible location for a club. War conditions made the property unsalable. Herbert B. Swope, now managing director of the New York World; Courtland Smith, head of the American Press Association; Mr. Hennessy, Mr. Howard, president of the club, and other officers met as guests of Gen. Henry de Witt Hamilton in the Manhattan Club at dinner to consider the means by which the property could be saved, the quarters transferred uptown, the membership at least doubled and the club put on a self-sustaining basis. Our own entrance into the war undoubtedly halted some of the plans that seemed practical. Mr. Swope went to Europe, Mr. Hennessy became one of the purchasers of a newspaper in Providence, R. I. Mr. Sixth became buried in work as a result of the war. The treasury of the Press Club became depleted. Edward W. Drew, of the New York Herald, chairman of the board of trustees, saw the membership falling and the receipts steadily lessening through the absence of members at the front and from causes quite beyond his power to check.

In 1918, the loss was \$10,000, counting taxes, interest on mortgage, water rents, loss on dues, unpaid house charges, etc., and if it had not been for a second loan of \$5,000 through Mr. Hennessy the property might have been lost. A membership campaign tied over the most serious difficulty as to immediate and obligatory payments. All efforts to sell the property were without result and a loan from some sixty members had to be obtained to mark the line of safety.

It was then that it was proposed by members that the publication of a history of the club, having for its sole object the wiping out of the club's mortgages and the sure saving of our equity in the building, would be successful if properly handled, bring nearer the sale of the property and enable the club to move into a newer home. Over the club such as the Lotus and the Engineer's had passed through similar crucial periods through the generosity of one or two individuals, but no one could be found in the newspaper world who was able and also willing to help the Press Club in this way.

The trustees then determined to seek the assistance of those who had been in the world war in some capacity, interest them in the wiping out of the indebtedness, produce a book that they would have as subscribers and also offer them privileges of the club outside active or associate membership. This was done by UNANIMOUS concurrence of the trustees and proceeded successfully, without a single complaint of improper solicitation until about five months ago. We had in the meantime accomplished the following:

- Paid all back taxes.
- Paid all mortgage interest.
- Returned to members money borrowed from them.
- Wiped out a note of \$5,000 to a club member.
- Wiped out completely the \$25,000 of bonds, paying principal and interest.
- Added to the treasury the sum of \$27,000 toward the extinguishment of the first mortgage.
- Added \$300 a month more to revenue by the contraction of our own premises.

In last November the desire of some members to hold office, and the equally insistent urging that the administration finish its program of saving the club's equity in the property and carry out a coalition with one of several clubs uptown, resulted in an election contest which on the defeat of the opposition ticket led to the miserable charges that responsible officers of the club were parties in interest to having solicitors for the war book hold up men of prominence for subscriptions.

The information upon which this irrational statement seemed to be based was made public before any facts were called to the attention of the trustees, and rigid investigation by the officers disclosed four cases that were censurable out of nearly a thousand subscriptions, three of them applying to one particular individual.

There may yet be discovered a few more, although at this writing the trustees have no knowledge or even suspicion of them; but the place to have brought the first as well as the last was before the trustees in an open manner instead of seeking a vicious publicity, meant perhaps only to harm individual officers of the club, but actually wrecking in the public regard the career of a great institution which without the aid of newspaper proprietors had never denied charity to any destitute newspaperman, never denied burial, and never failed to care for widows or children in a temporary sense.

Only recently the club buried the managing editor of The New York Times in the Tweed days, having previously buried his wife, and having for several years carried him on its pension roll—a veteran of journalism, forgotten by all but the Press Club and neglected by newspaper owners who were appealed to in vain. This is only one of many typical cases of Press Club charity both to members and non-members, but it should be a sufficient answer to those who would present officers of the club, most of whom have personally contributed to these charities, as mercenaries and partners of fugitive get-rich-quick men.

I have no desire to characterize the rashness of the half-dozen men who have led the club into this unenviable position—one that I do not yet a year old in his membership—but I do wish to call attention to the fact that in clothing a grave injustice in a clean message, they have succeeded to some extent in deceiving some well meaning newspapermen who have jumped to the conclusion that there must be something wrong in the club's affairs, because the trustees have declined to enter public controversy. The real backbone of the club, the men who for years have paid their dues, without often using its facilities, know differently, and it is to such other of their associates that this communication is chiefly addressed.

Some persons might imagine from the sensational and purposeful articles that have appeared in some of the newspapers, notably the New York World, that the present effort to seize the club is the voice of the club instead of the intemperate action of a handful of the club membership which actually has sought to set aside even the laws of the State. As an example one of the leaders in this movement, the defeated candidate for president of the club, introduced a resolution to the effect that any motion passed by the members of the club should constitute a mandate on the board of trustees which must be obeyed. This in face of the state law which holds the trustees responsible for the debts of the club and consequently vests them with the power of management in affairs.

For the last two years I have been very anxious to quit all responsibility in the Press Club and have so notified every member of the "old guard" without exception. I am probably one of the busiest newspapermen in New York and have in addition other business obligations. While both by law and custom the actual business management of the club is under the guidance of the chairman of the board of trustees the responsibilities of the presidency have demanded a most trying tax on my available time, and I have repeatedly urged my friends to find someone properly equipped to take up the burden. They have tried conscientiously, appreciating my position, but they have not been successful. And so I have remained through an appreciation of the conscience that for so long has been shown to me, and because of a determination to see the old club through its rocky stages and not permit it to fall into irresponsible hands.

While there may have been (and in fact were) some incidents unworthy as we view our ethics, all of them could have been cured inside the club, their authors punished and decency maintained. To those of you who do not know me personally I request that you make adequate inquiry through those members in whom you have confidence, through personal acquaintance or friendship, and I am sure you will be convinced of that.

I seek support of this administration for the physical assets of the Press Club, and I am proud every moment to know that the trustees have provided in advance for the payment of all mortgage obligations in the way of interest until 1923, for all taxes next year, have placed \$5,000 in a charity fund, and have replaced the widow's fund, wholly raised by Mr. Hennessy which on a critical occasion he transferred to the trustees.

## Holland Heads K. C. Ad Men

Lou E. Holland, president of the Holland Engraving Company of Kansas City, is the new president of the Kansas City Advertising Club. Mr. Holland for many years was chairman of the Advertisers' Protective Bureau for this territory. Other officers elected are: B. F. McGuire, vice-president of the Potts - Turnbull Advertising company, first vice-president; Miss Lucille McNaughton, Bunting Hardware Company, second vice-president; George M. Husser, secretary, and W. R. Snodgrass, Fidelity National Bank and Trust Company, treasurer.



L. E. HOLLAND

## Medford (Ore.) Daily Planned

ASTORIA, Ore.—W. E. Phipps, an attorney of Medford, Ore., has purchased a printing plant here from E. N. Hurd of Seaside. Mr. Phipps will move the plant to Medford where he will use it for the publication of a daily paper.



## TIME NOT YET RIPE TO STANDARDIZE TEACHING OF ADVERTISING

Professor Hotchkiss Takes Issue With Views Expressed by Professor Starch—Movement to Organize Student Advertising Clubs Gains Headway

PROFESSOR GEORGE B. HOTCHKISS, head of the Department of Advertising and Marketing, New York University, disagrees with Professor Daniel Starch, of Harvard University in some of his views in regard to the standardization of advertising courses as expressed in a recent issue of *EDITOR & PUBLISHER*. Because advertising is so new a subject of university instruction, Professor Hotchkiss is not certain that teachers are ready to agree that any particular method of presentation has had sufficient time to demonstrate its soundness. Moreover, conditions at the several universities differ tremendously and their methods must vary. A prescription that might fit one institution would not be applicable elsewhere.

"Take the case of New York University, for example," says Professor Hotchkiss.

### ONLY TEN YEARS' DEVELOPMENT

"The development of our advertising courses began about ten years ago with a single course of somewhat general character. At that time practically all our classes were evening classes; hence it was possible to find out immediately what the students needed or thought they needed as a help in their everyday business. They soon showed a desire for specialized courses in copy, in psychology, in display and many other subjects.

"Some of the courses were taken over from the Advertising Club of New York, which had first given them at the request of their own members, practitioners in the field of advertising. The gradual development of additional special courses has in each case been due to a definitely expressed demand. We shall probably continue to add others, as the need is indicated to us. Certainly we have not reached the point of saturation yet.

"It may be admitted that when the students indicate the courses they want, there is a tendency to lay undue stress upon courses in technique. The man who earns his bread and butter by business during the day is likely to insist upon having information that he can put to practical use at once. He is more interested in securing training in the use of tools that he now uses than he is in getting a command of the general principles that will help him throughout his career.

"This is not wholly a disadvantage. I am inclined to think that the practical work of writing copy is quite as likely as anything else to lead a student to acquire a broad grasp of advertising fundamentals. He soon finds that without them he can hardly hope to write good copy. Incidentally there is nothing that is more likely to impress upon his mind the necessity of sound technique in English than the writing of advertising copy. At New York University we do not allow a student to take the Copy Course unless he has had our Freshman course in Business English or an equivalent course in English Composition at college.

"Moreover, it sometimes happens that a course that on the surface appears to be a course in technique is so conducted that it develops strong cultural value. Our course in the Language and Principles of Art ordinarily began with the practical course of teaching advertising display, but today it is giving general art knowledge of far wider application. Incidentally it is stimulating interest in the study of art and the history of art—subjects which our students would probably not approach if they were presented in purely cultural courses. After all, it is the man in the classroom and not the syllabus on paper that determines the nature and the value of any course.

### THE GROUND WORK

"I mention these things not because the points will necessarily be of value elsewhere, but because they furnish the background for my reasons for believing that this standardized course may not be altogether desirable in practice without considerable modification. It is true that the curriculum we have at New York University seems to indicate my belief in a general survey course in advertising. We still have a general course called *Essentials of Advertising*, very similar to the standard course which has been presented to us by Professor Starch.

"The *Essentials of Advertising* and the course in *Markets and Marketing Methods* form the basis for all our specialized courses in advertising. The *Essentials* has now six divisions or classes with a total enrollment of nearly 400 students. Among these are many who do not expect to specialize in advertising, but wish some knowledge of the subject as a part of the well-rounded preparation for busi-

ness. Some of those whose talents seem to be well adapted to advertising work later decide to specialize in the field, but a large percentage never go any farther in this direction.

"The course, therefore, is adapted to the needs of those who expect to take advanced courses in advertising later and also the needs of those who do not expect to become advertising men. We therefore experience no ill result from the fact that we can give only a general smattering of knowledge of each of the various aspects of advertising.

"I question whether we or anyone else could in a single course of this kind give a really comprehensive presentation of the advertising field that had at the same time any depth. It would certainly be unfortunate if any student went out from this course or a similar survey course with the idea that he had acquired advertising knowledge that would be of cash value to any employer.

"If we are to train for advertising as a profession, as we now train for engineering, law, journalism, accounting, we must beware of announcing a general advertising course, as if it were all that a student needed. More harm than good will be done by a course that purports to cover the whole field, but which in practice has to be spread out extremely thin to cover the subject in the allotted time.

"This is especially true in view of the fact that advertising, like accounting and finance, requires a great deal of problem work and practical exercises to give any real insight into the principles. When a course tries to cover economic, psychological, literary, artistic, and all other aspects of advertising, the amount of problem work and practical exercises that can be given in any one of them is small indeed.

"If the present demand for collegiate training in business is any index of its future development, we shall before long see a degree of specialization similar to that of the engineering schools. There we do not have a general course in engineering or even in mechanical engineering or civil engineering. We have instead courses in chemistry, mechanics, surveying, and the like. When we have reached that stage in the development of the collegiate school of business, a general survey course in advertising may be as obsolete as a course in things in general is in college now. I believe

that its place will be taken by a course in the economics of advertising and that the psychological elements and various other branches will be presented in separate courses.

"Would it not be well to work in that direction from now on? At least may we not limit rather than expand the scope of the general survey course? And may we not call it by a name that indicates its true function, such as *Introduction to Advertising or Elements of Advertising*?

"By following this policy we shall tend to avoid the danger of misleading students or the general public into the assumption that advertising is something that can be presented adequately in a single course. We shall avoid the danger that the employer after accepting an applicant who claims that he has taken the advertising course at X Y Z University shall be disillusioned and form an unfavorable opinion of all university education for business.

"What is more important, we shall think in the future of advertising as an extremely complex profession that demands a knowledge of a number of sciences and a mastery of several arts."

\* \* \*

A CAMPAIGN to promote the establishing of advertising organizations among the students of colleges and universities giving instruction in advertising, which had its inception at the University of Missouri, is making headway in the Middle West.

Joseph B. Hosmer, a student in the School of Journalism at that institution, who is chairman of the Conferences of student organizations of the Associated Advertising Clubs of the World, says that "the teaching of advertising in American universities has developed to a point where it is a recognized fact of the curricula in more than seventy-five universities and colleges and the future course of advertising must depend on the graduates of these schools for its leadership." This makes it desirable that students in these universities should become acquainted with the spirit and motives of the A. A. C. W. during their undergraduate days. The most practical method of insuring this acquaintanceship

## REACH PUBLIC BY ADS IN LABOR FIGHTS

EVERY newspaper publisher in the country, and especially every advertising manager, will be interested in the recognition, by both sides of the capital and labor controversy in Philadelphia, of the importance of using paid advertising space in presenting their respective cases to the public.

A year or more ago the painters' union conducted a very interesting advertising campaign in the Philadelphia papers in support of the wage controversy that they had on at that time with the master painters.

More recently the Industrial Relations Committee of the Philadelphia Chamber of Commerce has been using advertising space very generously in the Philadelphia papers in its open shop campaign. Also recently, both sides in the 44-hour week controversy between the employers and employees in the printing trades have been presenting their sides in newspaper advertisements.

Three labor organizations have been using paid advertising space in the Philadelphia papers, offering to supply workmen direct from the unions to any persons engaged in construction operations. These three labor organizations are, Philadelphia District Council of the United Brotherhood of Carpenters and Joiners of America, Council of Associated Building Trades of Philadelphia and vicinity, and Bricklayers Union No. 1.

Irrespective of the merits of the unions' plan of campaign against the open shop movement, by supplying workmen direct, these advertisements certainly mark a departure in methods, and constitute an interesting and important recognition of the value of paid advertising space. The copy used by the

Council of Associated Building Trades is especially interesting. It carries a caption reading "The City of Brotherly Love?" and then says:

"When William Penn sailed up the Delaware River and landed upon the shore of what is now part of Philadelphia, his first official act was to enter into friendly negotiations with the Indians.

"Throughout his entire administration of the affairs of this commonwealth he found that the council table was of more importance than gun powder in creating progress and peace.

"This spirit of conciliation introduced into the affairs of this city so successfully over two hundred years ago, is missing in the present relationships between the employers and employes in the building trades.

Representing the workmen, this Association extended an invitation a week ago to the employers asking them to sit around the council table with us for the purpose of reaching a satisfactory wage agreement.

"Therefore we wish to inform the public that we will not be responsible after May 1st for a continuance of present uncertain conditions, the onus of which will rest entirely upon the shoulders of the employers. We have tried in every way to secure a conference and have failed.

"However, we wish to state for the information of the public, that after May 1st we will supply competent mechanics in all the trades, in any number, to architects, engineers or to their clients direct, thus saving them the overhead charges and usual profits of the building contractor and sub-contractor.

"Service is our watchword. May we serve you?"

on the part of advertising students is through advertising organizations in the universities.

At present there are eight of these organizations affiliated with the A. A. C. W.:

John W. Jewell Chapter, Alpha Delta Sigma School of Journalism of the University of Missouri.

Henry Watterson Chapter, Alpha Delta Sigma, University of Kentucky.

Prentiss Chapter, Alpha Delta Sigma, Georgetown (Ky.) College.

Gamma Alpha Chi, School of Journalism, University of Missouri.

Gamma Alpha Chi, University of Texas.

University of Wisconsin Advertising Club, School of Commerce, University of Wisconsin.

Advertising Club, University of California.

Triad League, School of Commerce, New York University.

At the Atlanta Convention, June 12 to 16, will be held the first meeting of the committee on students' organizations, which consists of nine members, three from active university advertising organizations, three from the American Association of Teachers of Advertising and three from the Associated Advertising Clubs of the World, as follows:

Chairman, Joseph B. Hosmer, representing Alpha Delta Sigma, advertising fraternity; secretary, Miss Alfreda Halligan, representing Gamma Alpha Chi, advertising sorority; treasurer, William Florea, University of Wisconsin Advertising Club; Dean J. M. Waters of the School of Commerce of the Georgia School of Technology; Prof. Robert W. Jones of the University of Washington; Prof. E. J. Kilduff of New York University; Charles H. McIntosh of Chicago, chairman of the educational committee of the Associated Advertising Clubs of the World; John Clyde Oswald of New York, editor of the *American Printer*; Oliver N. Gingrich, manager of the retail service department of the Ralston Purina Company.

\* \* \*

IN the three courses in advertising given in the Department of Journalism in the University of Kansas, 184 have been enrolled this year. The first course, called *Elements of Advertising*, had 87 students in two sections. The second course, called *advertising copy*, was taken by 72 students. The third course to which are admitted only students going into special advertising work is called *Advertising Campaigns* and had an enrollment of 25. This work is carried by the student at the same time he is doing other work in journalism or in other departments of the university.

\* \* \*

A SMALL printing outfit has been added to the advertising course equipment at the De Pauw University, Greencastle, Ind., in order that the student may be able to set up in type the advertisements he writes and print them. F. E. Mitchell, who is in charge of the department, acts as advertising counselor to a number of Greencastle merchants. He presents to the students some of the problems he encounters and has them work upon them with him. On May 27 the department will issue a newspaper called *The DePauw Journalist*, the advertisements in which will be solicited, designed and written by the students in advertising.

\* \* \*

THE work of the Advertisers' Protective Bureau of Kansas City, Mo., was recently explained to the students in advertising at the University of Kansas by George Husser, secretary of the bureau. Mr. Husser described the methods by which several hundred cases of fraudulent advertising have been handled during the past year. The president of the Kansas City Ad Club, Clinton Oliver, also spoke to the students following Mr. Husser.



## WANT ADS HAVE HUMAN INTEREST HIDDEN BEHIND THEM

Proper Use of Promotion Ideas Brings Big Results—Economic Value of "Classified" to Communities in Which Printed—Standardization Needed in Titles

By C. L. PERKINS

Executive Secretary National Association Newspaper Classified Managers

A LARGE percentage of the Want-ads printed have a human interest story back of them. A classified manager who can secure from the news department of his paper sufficient interest and co-operation to dig up these stories and frequently print them will undoubtedly increase the reader interest in his columns.

Here's an example from the Baltimore Sun that is brimful of romance and interest:

### Keeps Light Burning To Welcome Wife

And by "Ad." in The Sun Husband She Left Tells of Undiminished Love

THE LIGHT IS STILL BURNING AND ALWAYS WILL.

—Ad. in The Sun's Personal Column.

A year ago a young couple became discontented. Life had lost some of its romance. The wife in particular was restless and decided that a separation would perhaps prove their attachment. She informed her husband that she was going away, but agreed to return at the end of a year if he still loved her.

"If you want me to come back to you," she told him, "keep a light burning where I can see it and advertise the fact that I will be welcome in THE SUN."

The year is up. The light is burning. In the personal column of THE SUN has appeared the brief notice given above.

The husband, whose love has not diminished during the period of separation is anxiously awaiting the promised return. Where his wife is, what she has been doing he does not know. She may have forgotten her agreement, she may have found associations which she is unwilling to sacrifice. But the light is burning and a welcome awaits her.

J. F. McCUE, classified advertising manager of the Wichita (Kan.) Beacon, has been very successful in building classified through the use of promotion. In connection with this subject he writes:

"During the past year on two different papers in entirely different sections of the country I have found that two of the greatest builders of classified are the front page boxes and display advertising.

"Some publishers are very set against the idea of using space on page 1 each day for the building up of their classified section, but they little know of the wonderful returns the paper will derive from the use of these boxes.

"In less than three months with the use of front page boxes and display advertising I have watched "Rooms for Rent" and "Light Housekeeping Rooms" columns grow from practically nothing to at least three-quarters of a column during the week and over a column on Sunday. The use of front page boxes is not an experiment, and it makes no difference what local conditions are, the use of these little workers will greatly aid in building up any classified section.

"The use of display advertising daily, not occasionally, will also be of a great benefit to the classified department. Many papers can double their classified in a reasonable time with the use of promotional copy.

"In the use of front page boxes testimonials are effective. People who read of something their neighbor has done

### A CHALLENGE

"I notice that there is comment on the failure of delegates to various trade and advertising conventions to attend all meetings. I challenge them all to make a better showing than the Association of Newspaper Classified Advertising Managers did at Indianapolis last year. The attendance every day was more than 100 per cent—all the members attending every session and visitors attending nearly every one."—L. J. Boughner, President of the Association of Newspaper Classified Advertising Managers and classified manager of the Chicago Daily News.

at a profit are quite sure to try the same method.

"Also in using the boxes keep up with the seasons. In the spring push real estate, used cars, garden equipment, lawn mower sharpening, auto repairing, accessories, painting and hundreds of other little items. Do the same at each season of the year. In doing this you are also bringing to the people's mind the many little details of the home that they are likely to forget."

Mr. McCue's experience is just another proof of the fact that advertising pays publishers of newspapers as well as merchandisers of commodities.

"WHAT would happen if the newspaper didn't print 'Help Wanted' advertisements?

"Suppose the employer had to depend on signs in his window—suppose the employee had to walk the streets looking for signs. Think of the handicap such a situation would impose upon industry!

"As it is the employer telephones his Want-ad to a newspaper, and the newspaper announces that want in hundreds of thousands of homes. The response is immediate."

The above is quoted from the opening paragraphs of a page advertisement which appeared recently in the Chicago Daily News. This copy, written by L. J. Boughner, brings out a thought that is worthy of greater emphasis by classified departments—viz, the economic value of classified to the communities in which it is printed. When people are educated to look away from the individual two and three line Want-ads and recognize the power of the classified pages as a whole, they will have a greater respect and appreciation for the small "Want-ad" and consequently make greater use of it.

THE lack of standardization in classification titles is realized by classified managers. Some papers, however, have departed more than others from the more or less general but unstandardized headings. For example, the New York State paper starting the classification commonly called "Funeral Notices" with the word "Tomb" and "Birth Notices" with the caption "Cradle." Why not be consistent by labeling "Marriage Notices" with the word "Alter," and

"Houses to Rent" or "Houses for Sale" as "Home." The "Help Wanted" heading might also be changed to "Work."

A BABY carriage in England is a perambulator. In the Want-ad columns this is abbreviated to "Pram." One English daily is printing daily a half column of "pram" Want-ads.

### THREE-DAY HOUSE WARMING

Fort Worth Star-Telegram Formally Opens New Home

(By Telegraph to Editor & Publisher)

FORT WORTH, Tex., May 31.—Presenting in real life the authors of the features it carries in its daily and Sunday columns, the Star-Telegram tonight wound up a three-day celebration of its formal entry into its new building with a banquet at the Country Club.

At the banquet table, in addition to visiting publishers from many Texas cities, were Sidney Smith, author of the "Gumps"; Jean Knott, author of "Penny Ante"; and Harry Hirshfield, author of "Abie the Agent."

Among the newspaper representatives present were Frank Huntress of the San Antonio Express; W. A. Dealey and E. B. Doran, of the Galveston-Dallas News; A. H. Mayborn, Dallas Dispatch and Houston Press; G. J. Palmer and L. A. Hoskins, Houston Post, and R. H. Cornell, Houston Chronicle.

Syndicate representatives present were Arthur Crawford, Chicago Tribune Syndicate; C. B. Travis and I. F. Alofsin, King Features.

The celebration began Sunday with a boat ride on the Lakeworth. It was continued Monday when the building was opened to general public inspection and when the visiting newspaper men and some 500 invited guests were given a barbecue at the home of A. G. Carter, general manager of the Star-Telegram.

The Star-Telegram is holding open house every afternoon during the week and the building is being thronged with readers every day anxious to know just how a modern newspaper is made.

### DENIES SINCLAIR'S CHARGES

Stone Says Beef Trust Story Was Not Offered To A. P.

Melville E. Stone, for many years general manager and now counsel of the Associated Press, speaking, May 26, before the Franklin Society of the University of Pennsylvania, declared that Upton Sinclair's "The Brass Check" charge that he had offered to the Associated Press a copy of the report of the Government investigations into the beef trust scandal and that the Associated Press would not buy the story was not correct. Mr. Stone asserted that Mr. Sinclair never submitted such a story to him.

Rowe Stewart, general manager of the Philadelphia Record and president of the Associated Advertising Clubs of the World, described for the college journalists the general story of modern advertising.

### Hartford Times Remembers Friends

Mementoes of the Hartford Times' entrance into its new home were sent this week to friends of the paper. Among the useful and ornamental gifts were a bronze-handled and bladed letter opener, a bronze paper weight, with a reproduction of the Times Building exterior on the outer side; the story of the new building; and erasable celluloid memorandum pad, with a 1921 calendar and a pencil, showing the same exterior view of the building.

## URGES STATE BUREAU OF PUBLICITY

Illinois Editorial Association Also Elects B. S. Herbert President—Will Meet Next Year in Chicago—Power of Country Press Emphasized

(By Telegraph to Editor & Publisher)

SPRINGFIELD, ILL., May 28.—Benjamin S. Herbert, of Chicago, editor of the National Printer-Journalist, was elected president of the Illinois Press Association at the conclusion of its annual meeting here today. Mr. Herbert, just before his election, addressed the 150 editors, urging the association to support a movement for a state and national non-partisan publicity bureau which, he declared, would be a great advantage to all newspapers and especially helpful to the smaller publication. Other officers elected are: First vice-president, Fred M. Rolens, Murphysboro; second vice-president, C. R. Denson, Minonk; third vice-president, Fred B. Blazer, Aledo; secretary, H. L. Williamson, Springfield; treasurer, W. J. Smith, Waukegan.

### 1922 MEETING IN CHICAGO

Executive Committee—S. P. Preston, Gillespie; C. H. Hemingway, Polo; Charles B. Mead, Geneva; Paul Goddard, Washington; John M. Sheets, Oblong.

Legislative Committee—J. M. Page, Jerseyville; H. U. Bailey, Princeton; James E. McClure, Carlinville; Chaplain R. W. Jones, Johnston City.

The next annual meeting will be held at Chicago on the invitation of the Chicago Association of Commerce.

H. L. Williamson, who was re-elected secretary, is state superintendent of printing. He was given a vote of thanks for his activity on behalf of the association and for his help in relieving the recent print paper shortage.

Judge James McClure, editor of the Carlinville Democrat, at the closing session talked on the power of the country press, which, he declared, is steadily growing and is the nation's greatest moulder of public opinion.

Senator William McKinley of Illinois told of the big problems facing the national administration and paid tribute to the value of the press in enlightening the people on national issues of the day.

The deficit in the association's treasury was more than wiped out by a number of voluntary contributions following the treasurer's report.

### THE REAL ELECTORS

The convention closed tonight with a banquet, at which Thomas Rees, publisher of the Illinois State Register, was toastmaster. Paul Goddard, retiring president; George Tipton, former Girard editor, and Percival Rennick of Peoria were the principal speakers. "The power of the press is greater than even you editors know," said Mr. Tipton. "You are the real electors of public officials, the real leaders in all progressive movements." Mr. Rennick sketched the growth of freedom of speech and of the press in the last century and declared that so long as the press is free the nation will live and advance.

Other short talks were made by John H. Harrison, Danville; M. F. Walsh, Harvard; Dee K. Vose, London Mills; H. A. Stevens, Paxton; Rollo Robbins, Augusta; E. E. Wadsworth, Hopedale; L. M. Wood, Flora; Charles W. Wilson, Tuscola; Z. A. Landers, Oregon; E. H. Childress, Fairfield; W. T. Bedford, LaSalle.

## NEWSPAPERS FACE 44-HOUR WEEK IN 1922

(Continued from page 7)

week. Buffalo shops are running 50 per cent of capacity, largely on the open shop basis, although four large plants have signed the 44-hour agreement. No shops in Rochester have agreed to the short week, and in Syracuse only two have signed on the union terms. Twenty-five Syracuse firms are on the open shop.

The summaries by cities follow:

**PHILADELPHIA.**—Printers strike is still on. The Typothetae claim eighty firms have agreed to the open shop principle and that only four shops have granted the 44-hour week. The unions claim considerably more. Both sides agree that few printers have dropped union cards to get work. Most shops are still crippled and recruiting printers and pressmen from out-of-town.

**PITTSBURGH.**—Printers strike is still on. About 5 per cent small shops have granted the 44-hour week. Eighty per cent are running open shops. Some printers are dropping union cards. There are no prospects of early settlement. Neither union or owners will talk. Printers are coming here for work from other points.

**HARRISBURG, PA.**—Employing printers in the central Pennsylvania section report that the strike for the 44-hour week is well in hand, and in many plants the open shop principle has been established. The strike is still on officially, but it is said that 25 per cent of the printers are dropping their cards to get work. Prospects of an early settlement are considered good.

**SCRANTON, PA.**—The 44-hour week strike has no effect here, as printers' agreement runs until January 1 and union has meanwhile decided to follow the 48-hour schedule. The 44-hour week prevails in several offices here already, including that of one Sunday newspaper. In Wilkes-Barre there are 3 or 4 big shops affected by strike. Both sides appear firm there.

**ALBANY, N. Y.**—The strike of the Albany allied printing trades involving about 1,200 men remains unchanged with no prospects of early settlement in sight. Employees of three plants remained at work with the shorter week granted. The J. B. Lyon Company, one of the largest plants in country, will open soon as open shop, but no plant has adopted the open shop plan. Strikers all remain firm.

**BUFFALO, N. Y.**—Buffalo job printing establishments affected by the strike are running at about 50 per cent capacity with 90 per cent of production on open shop basis. Half of the 700 men who struck have been replaced. The majority of present workers are men who signed non-union agreements before returning to work. The strike is still on but losing its effectiveness. There is no prospect for settlement other than on basis of individuals returning as such. About four large plants have signed 44-hour agreements. The 48-hour league has fifty employing printers as members.

**ROCHESTER, N. Y.**—There are 160 printers and 20 apprentices on strike. No shop has signed the 44-hour week since the men walked out. Twenty shops, including job departments of four dailies, are affected. Printers say only two men have dropped cards to get work. Ten shops have pledged themselves not to sign any agreement with printers within a year. Prospects of early settlement are slight.

**SYRACUSE, N. Y.**—Twenty-five Syracuse printing shops have declared for the "American Plan" since 138 printers and pressmen struck for the 44-hour week, only two members of 48-hour league of employing printers have granted the short week. Practically all plants are running. Employers have filled places of 72 strikers and claim increased efficiency. Few strikers have dropped their union-cards. There are no prospects of settlement.

In Hudson County, N. J., including Jersey City, Bayonne, Hoboken and ten other municipalities about 30 closed shops are operating on the 44-hour week. There are about 40 open shops, nearly all small. The American Type Founders Company is the only place struck. It formerly employed about 12 compositors, who struck with eight Kelly pressmen. These departments have not been union for many years, and no effort is being made to operate them.

**CAMDEN, N. J.**—Fifteen compositors and ten pressmen are still on strike. Six shops have signed the 44-hour week agreement and five have not signed. The majority of shops here are one-man plants and have not been interfered with by the union. Two compositors of the West Jersey Press were expelled from the union because they refused to go out. Other men returned to that plant June 1, but they went out the next day because the firm would not discharge the expelled men. The scale asked is 44 hours at \$38 and \$40.

**NEWARK, N. J.**—Compositors in 30 closed shops, are working 44 hours, get-

ting 48 hours pay. Men in 19 open shops work 48 hours. Closed shops report loss of work. The Master Printers Association of Newark is giving concession to men under protest, and the situation will probably drift to October 1, when New York negotiates a new scale. Four hundred pressmen and feeders accepted a \$5 reduction for short week and 100 cutting and binding girls accepted \$1.50 reduction.

**MORRISTOWN, N. J.**—The Daily Record, Jerseyman and the Morris County Press are operating from the Jerseyman plant. Some job work is being done, although still at slight inconvenience.

**ASBURY PARK, N. J.**—J. Lyle Kimmonth, publisher of the Daily Press, has put his newspaper and job printing establishment on an open shop basis. Union men are not barred from employment.

**BALTIMORE, Md.**—Typothetae of Baltimore issued the following statement May 31, signed by 109 of them: "We, the undersigned employing printers, have not signed and will not sign any agreement for the 44-hour week or any shortening of working hours. The printers whose names are on this list, 95 per cent of printing industry of Baltimore, are making a fight to keep printing costs from rising, a fight which directly affects every manufacturer, merchant and private citizen. We can take care of all orders for any printing you may need."

**WILMINGTON, DEL.**—Job printers strike is still on. Only three important shops have granted the 44-hour request, two at the outset and one since. All shops are running. Six have been added to the open shop list, with non-union men, on 48 hours. Most striking printers are said to have obtained work else-

where. None have dropped their cards as far as is known. No prospects are seen of a change. Newspapers are not affected.

### NORTHERN STATES

Illinois, one of the Northern group, which also includes Indiana, Michigan and Ohio, is one state where the printers have largely secured the 44-hour week. Ohio is the scene of a deadlocked fight, with the open shop idea gaining. Michigan is also to a great extent still on the 48-hour basis. Indianapolis printers are working on a contract which expires September 1, with the 44-hour week effective in May, June, July and August, but are preparing to fight inclusion of short week agreement in new contract.

Detailed reports from these cities follow:

**CHICAGO** is having no part in the fight. All the striking union men went back to work early in May, the printing houses granting the 44-hour week and the men accepting a reduction of \$4.35 in the 48-hour scale. There has been no further trouble since an arbitrator's decision was accepted by both sides.

**INDIANAPOLIS.**—Union shops are operating on 44-hour week on contract made last September 1 to run for one year, with months of May, June, July and August on short hour basis. One very large shop and a dozen small ones are open. Indianapolis is the fourth city in printing industry in country, but half of its printers are idle. Employers charge that printers are laying down on job so as to give as much work as possible. One large printer says time sheets show that organized loafing is going on. Employing printers will fight 44-hour week at expiration of contract.

**CLEVELAND.**—The 105 members of the master printers association of Cleveland and striking printers are still deadlocked. J. F. Berkes, president of the association, says 90 per cent of the firms are running at 60 per cent of normal. Workers are being brought from other cities. Twelve hundred are out in Cleveland, one-fourth of whom are linotype operators.

**CINCINNATI.**—Both sides claim victory in 44-hour fight. Thirty-eight shops have declared for open shop policy. Sixteen men are out, according to Elwood P. Rockwell of the Printing Trades Association. The printers' organization says eleven men are drawing strike benefits. None are dropping cards to get work. There is a shortage of men here. Union printers claim seventy-one shops have accepted 44-hour week.

**SPRINGFIELD, ILL.**—Job printers of 13 plants are back at work after winning their strike of ten days. They retain their scale of \$41 a week for 44 hours which they were receiving for 48 hours. Generally throughout central Illinois the job printers obtained their demands. No plants are running as open shops.

**DETROIT.**—Printers are all working on 48-hour basis with negotiations for 44-hour week in hands of the International Arbitration Committee. Recent local arbitration with Judge Harry B. Keidan as arbitrator failed. Neither publishers nor union accepting.

**GRAND RAPIDS, MICH.**—Employers view strike as fight for open shop and will not give in. They say the city was not represented at the agreement made in the meeting two years ago. Plants very slowly reopening with few men on jobs. The president of the printers says all will hold out and that he is confident. Many "scabs" have been imported.

(Continued on page 20)

## THOUSAND VISITORS AT CAMDEN COURIER'S HOUSEWARMING IN NEW HOME



**N**EARLY a thousand business and professional men of Camden and Philadelphia visited the new plant of the Camden (N. J.) Daily Courier, May 10. The exterior of the building was decorated with flags and bunting and lighted with searchlights; while the interior was decorated with palms and flowers. In addition to an orchestra, selections by a quartette and several vocal solos were given during the course of the evening. A buffet supper was served to all the guests and members of the staff who were present to act as hosts. The machinery was in operation and a special edition of the Courier was run off for distribution among the guests.

The plant of the Courier with its recent addition reaches from Federal

Street to Arch Street on Third, giving it a frontage of 120 feet on one of the main thoroughfares of Camden. The new building is a solid steel and concrete structure, absolutely fireproof. On the first floor, the forty-eight page Hoe Sextuple Press is installed in plain view of the street. On the second floor is the composing room with light on three sides and sky lights. It is equipped with steel furniture and a new battery of ten typesetting machines. The old building at the Federal Street end is now used exclusively for offices. The business offices on the first floor have been enlarged, redecorated and furnished in mahogany. J. David Stern is editor and publisher of the Courier and W. L. Tushingham is business manager.



# “What does Stuart West say?”



Stuart P. West

**T**HIS question is asked daily by investors —the men and women everywhere who have bought or want to buy stocks and bonds.

Stuart West writes for the largest financial audience in America. He is the ablest Financial Editor in New York. His opinions and comment are highly valued not only in Wall Street but in Detroit or Atlanta, St. Paul or San Antonio, by small and large investors as well as by bankers and brokers, because he interprets financial news of the moment in an accurate, non-technical and readable style.

## CIRCULATION

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**HORACE EPES**, Western Superintendent  
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**JAY JEROME WILLIAMS**, Eastern Superintendent  
Eleventh Floor, World Building, New York

### NEWSPAPERS FACE 44-HOUR WEEK IN 1922

(Continued from page 18)

#### SOUTHERN STATES

Birmingham is the outstanding exception to the rule against adoption of the 44-hour week in the Southern States, which comprise Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. Prevailing sentiment is against shortening of the working period, the following reports indicate:

**BIRMINGHAM.**—Of the twenty-eight local print shops all but four or five of the larger ones have signed the 44-hour agreement, and it is indicated that two or three others will probably sign within the next ten days. Some of them announced their intention of pooling their interests and operating a single plant on the open shop basis. A few non-union printers are understood to be at work. None of the union men have dropped their cards. The local union has voted a ten per cent strike benefit assessment paying married strikers \$20 a week and single men \$15. Probably a third of the strikers are now employed, due to the rush in offices which have signed up.

**NEW ORLEANS.**—The printers strike here is over, so far as employers are concerned. Of the twenty-two plants that closed May 2, twenty have reopened with non-union labor. The other two are closed. Nine union men are known to have dropped their cards and gone to work in open shops. The 48-hour week is being generally observed. New Orleans, formerly eighty per cent non-union, will henceforth be at least ninety per cent non-union.

**LOUISVILLE.**—This city, formerly 80 per cent open shop in the commercial printing industry, is now 99 per cent as a result of the employing printers decision not to accept the 44-hour week. Of 66 compositors who struck 50 were from the plant of the Standard Printing Company. All striking printers are standing pat, but employers say the strike is settled as far as they are concerned, as they will never go back to closed shop conditions. As result of printer shortage the local Ben Franklin Club is raising a \$25,000 fund for use in establishing a printing school to teach monotype, linotype and hand composition. The school expects to supply all printers needed in Louisville shops and surrounding territory.

**ATLANTA.**—Neither side in the 44-hour week fight will concede anything short

of complete victory for itself. Most of the important shops have yielded, according to union officers, while in the view of the Atlanta Typothetae the printers are now beaten.

"We want anyone who is sceptical to go look at the shops where the men walked out," declared H. C. McCutcheon. "My plant, the Johnson Dallis Company, is running normally and I don't know of a place that is not running. Seven men left us. Their posts have been filled. We are willing to deal with individuals but not with the unions."

The union head, on the contrary, asserted that only five important establishments are holding out. He charged that advertisements printed in the newspapers calling on merchants to patronize only those shops which are resisting bear the signature chiefly of one man shops which never have been unionized. Sixty-four men were out originally, he said. Half of them have jobs. The union is still paying the \$25 weekly strike benefit.

#### MIDDLE WEST

Some progress has been made by the union in the Middle West, taking in the states of Arkansas, Arizona, Colorado, Idaho, Iowa, Kansas, Minnesota, Missouri, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oklahoma, South Dakota, Texas, Utah, Wisconsin and Wyoming. The open shop has been put into effect in some cities, but is not general in the large centers in these states. The report follows:

**DENVER.**—With striking printers standing pat and 29 shops operating with depleted forces on open shop plan, the job printers' strike for the 44-hour week is at an apparent deadlock here. Thirty shops, including five large ones, have signed new contracts with the union for the new wage schedules, according to both sides. Howard M. Casler, International Union representative in charge of the strike, said only 150 printers are on strike as compared with 200 May 1. No members are dropping cards he said and union is inducing many newcomers in open shop plants to leave. The Typothetae executive committee chairman declared new recruits are coming in to fill jobs. Employers who have canceled reations with union have opened a linotype operators' school with fifteen pupils. They announced they have \$50,000 to keep it going.

**FORT COLLINS, COLO.**—There is no strike here. The Express-Courier is regularly open shop. The Robinson Printing Company granted 44-hour week before a strike was called. No union printers are dropping cards to work here.

**DES MOINES.**—The newspaper printers have all signed an agreement running from May 1, 1921, to June 1, 1922, at the same scale and at the same hours on which they have worked the past year. Newspaper printers of Des Moines are working on the 48-hour schedule. Job printers with the exception of two small shops have granted their men 44 hours a week but the wage scale is still under consideration. Union men who were employed in the two shops which turned non-union have been absorbed by the union shops. Union officials say that no union printers in Des Moines are without work.

**CEDAR RAPIDS, IA.**—No new action was taken by printers at meeting May 31. Newspaper journeymen are still under 48-hour contract. Only three men have given up cards. There are no prospects for early settlement. Every shop under union contract prior to May 1, except three, signed up under 44-hour week.

**KANSAS CITY, MO.**—Arbitration has forestalled a struggle between employing printers and organized workers. The arbiters found a 48 hours contract entered into by the local union and employers did not expire until Jan. 1, 1923. An increase in wages of \$2.50, bringing scale to \$40.50, was ordered. A shortage of printers exists in St. Joseph, where arbitration was also resorted to.

**St. Louis.**—Fifty-seven St. Louis job


printing shops have signed a five-year open shop agreement, ten of whom already were open shop. These, with twenty others operating open shops, control between 80 and 90 per cent of the volume of job printing done here. The Unions claim 100 shops have signed up for 44-hour week. There are 300 job printers in St. Louis, many of them one-man shop printers. The men are not yet dropping union cards to get work and the open shop agreement seems to preclude settlement.

**St. Paul.**—Men have been striking for a month in a large St. Paul shop, which, it is charged, violated its agreement to grant the 44-hour week May 1. No other strike has been called to date. Not over half a dozen open shops exist in St. Paul and Minneapolis. None have dropped union cards. A general strike begins June 1. The men say with exception of three or four concerns which will make stiff fight, they expect to sign up all shops in Twin Cities in a week or ten days.

**GREAT FALLS, MONT.**—Bookbinders signed up for the 44-hour week with a reduction of \$1 from the old 48-hour pay. The typographical union is working 44 hours a week, on an hourly pay scale.

**HELENA, MONT.**—Bookbinders and pressmen have received the 44-hour week on an hourly pay basis and the

(Continued on page 22)



## Baltimore Opticians Use the Sunday Evening NEWS Successfully

**THE** fact that many Baltimore Opticians, among them the leading lights in the profession, are using the Sunday Evening NEWS successfully, and exclusively, emphasizes better than we can the strength of the Sunday NEWS and the place it now occupies in Baltimore. D. Harry Chambers has used something like his 400th numbered Ad in the Sunday NEWS. Figure how many years that makes.

All theory waged against the Sunday Evening NEWS when it first started thirteen years ago, but experience has proven otherwise, and today this strong, virile paper is so entrenched in the patronage and confidence of the public that nearly 100,000 people pay 3c for it every Sunday, notwithstanding the fact that it carries no inducements in the way of special Sunday Features, its pages numbering from 32 to 36, the same as on week days.

Verily the Sunday Evening NEWS is an excellent buy! So is the Sunday Morning AMERICAN. Both lend admirably to almost every line of products, and when used in combination offer the advertiser a tremendous circulation of nearly 200,000 at the very modest rate of only 35c.

*Cover Baltimore and Maryland through the Sunday NEWS and Sunday AMERICAN combination.*

### THE BALTIMORE NEWS

Evening, Daily And Sunday,

### The Baltimore American

Morning, Daily And Sunday.

**DAN A. GARROLL**  
Eastern Representative  
150 Nassau Street  
New York

**J. E. LUTZ**  
Western Representative  
First National Bank Bldg.  
Chicago

*Frank A. Webb*  
Advertising Manager

## Half Tone News

33½, 66½ and 70 inch rolls  
basis 24x36 500/38 lbs.

On Spot New York

THE AGROS CORPORATION

Importers of Finnish Paper

27 WILLIAM STREET

NEW YORK



**Short Runs**  
**Long Runs**  
**Slow Runs**  
**Fast Runs**

All result in the finest finished product no matter how many half tones are used.

**GRITLESS NEWS INK**

will improve your publication and save money by eliminating all ink troubles.

Introduced after years of research experiments and most exacting tests by

**The Ault & Wiborg Company**

Cincinnati  
 New York  
 Boston  
 Baltimore

Philadelphia  
 Chicago  
 Cleveland  
 Detroit

Buffalo  
 Atlanta  
 St. Louis  
 Milwaukee

Minneapolis  
 San Francisco  
 Los Angeles  
 Fort Worth

For Full Particulars Get in Touch With Our Nearest Branch

**NEWSPAPERS FACE 44-HOUR  
WEEK IN 1922**

(Continued from page 20)

typographical union got the 44-hour week on the old 48-hour scale.

OKLAHOMA CITY.—Employing printers claim victory for open shop. Of entire number of bookbinders who demanded 44-hour week, and printers and pressmen who walked out, 152 in all, but 27 vacancies now exist. Claiming 110 nonunion men had been employed to fill the strikers' places, the employing printers state 15 of the strikers have returned to their jobs. Union printers announce 10 shops signed up as union shops. Between 18 and 21 shops are running open shop, not acceding to 44-hour week or union demands. Production is virtually normal.

BUTTE, MONT.—There is still a strike on here in all printing crafts. All but a few small shops and the newspapers are affected.

BILLINGS, MONT.—No settlement is yet in sight in the 44-hour strike. A few plants are running as open shops.

MISSOULA, MONT.—The strike on the 44-hour week is not yet settled. Shops are not operating.

SALT LAKE CITY, Utah.—Job printing strike continues. The short week has been granted in no case. All plants are running on open shop plan, but are working less than sixty per cent, with a tendency to increase. Printers are not dropping union cards, but a few binders and rulers have. Both sides are stubborn and prospects of an early settlement are slight. A few non-union men are coming in from other cities.

MADISON, Wis.—Only 300 printers on strike in state, as a majority secured 44-hour week before striking. There is no indication of settlement. Open and closed shops are running in equal number. No union cards have been dropped.

DALLAS, Tex.—Forty-four-hour fight is practically ended here. Most job shops have already signed contracts. Only a few printers on strike and no shop completely tied up. It is reported that all shops will sign the 44-hour contract in a few days.

FORT WORTH.—Commercial shops here are practically all on the 44-hour basis.

**PACIFIC COAST STATES**

SAN FRANCISCO.—All employing printers of union shops granted demand for 44 hours at 48-hour pay. Union officials say they also made gains in membership. No contracts, however, have been signed by employers and men. Union men in San Jose, Sacramento and Oakland also won their point. In Stockton and Turlock, employers and men are unable to agree.

SACRAMENTO, Cal.—All striking job printers here and at Woodland and other towns in this section of the state returned to work May 11 upon being granted the 44-hour week with \$46 pay. At the same time the state printing office job printers were granted the same hours and pay by the Civil Service Commission. The state printers were not in competition with the other shops and did not strike. An effort to have the regular job men accept a lower wage scale failed, and the \$46 is being paid.

PORTLAND, Ore.—Printers are now working on a 44-hour week. Employing printers here did not contest the institution of the short week in view of a previous agreement to put it in effect. The question of wages was put to arbitration and the minimum reduced from \$45 to \$42.

SEATTLE.—That master printers

throughout Northwestern States and British Columbia are strenuously resisting the demands of printers for the 44-hour week and are winning their fight is a statement made May 31 by H. A. Horowitz, president of the Northwest Employing Printers League, after receiving telegraphic reports from cities and towns in Washington, Oregon, Idaho, Montana and British Columbia. Portland, said Horowitz, is the only city in Northwest that has yielded to the demands, and master printers there, he declares, signed under a misapprehension.

Throughout the Northwest there has been a sudden swing to the open shop plan. In Seattle there are now 114 printing establishments and linotype shops running on the open shop basis, with the 48-hour week. Only two establishments here are reported to have signed the 44-hour week agreement. Although several are running on that schedule and not signing. Very little trouble has been experienced in Seattle as result of the strike.

In Tacoma six large establishments were forced to close for several days but have now reopened on the open shop basis.

Only three shops in Spokane are reported to have yielded.

Vancouver, B. C., has probably been hit hardest in the Northwest. Vancouver employing printers generally closed their establishments following the strike and a few shops have yielded to the union demands. They are preparing to reopen on open shop basis.

**CANADA**

TORONTO, Ont.—A partial strike was declared June 1 by local typographical union 91 of the job printers. Negotiations between the master printers and employes broke on the question of wages. The employers offer \$33 for a 44-hour week or \$36 for a 48-hour week. The men demand \$44 for a 44-hour week pointing out that in London, Ont., for example, where the cost of living is presumably lower, the scale for the 44-hour week is \$39.

The present Toronto agreement calls for \$32, plus a war-time bonus of ten per cent, making \$35.20 for 48-hours. Some thirty of the local offices affected have already granted the 44-hour week subject to wage adjustment to date from June 1. The men of the remaining shops will stay out pending a satisfactory wage offer. Meanwhile the employers are willing to grant an 80 cent increase over present weekly scale with 48-hour week or they will shorten hours with corresponding reduction in wages. They will not, they declare, reduce hours and increase wages at the same time.

Points in Ontario where the 44-hour week has already been granted are:

Port Arthur, Windsor, Sarnia, London, Guelph, Galt, St. Catharines, Peterboro, and Kingston.

Hamilton employers have declared for the open shop.

Advertisements now appear in Toronto papers for workers in all mechanical departments. Defections from union ranks are reported few. Only two union men working in Hamilton, it is said. In Brantford one job plant is working under old agreement and the other on new scale.

MONTREAL.—The printers agreement in this city continues till July 1. In Toronto the agreement expired June 1. A settlement, if any is reached, in Toronto before July 1 will govern the situation here. A strike is not anticipated.

WINNIPEG.—All is quiet in printing trade here. Agreements in both job and news do not expire till July 1.

**BALTIMORE PRINTERS  
CALL COAST EXPERT**

**Secretary of Lumber Industry's Labor  
Legion Asked by Typothetae to  
Organize Their Men in Like  
Manner**

PORTLAND, Ore., May 30.—Robert S. Gill has resigned as secretary of the Loyal Legion of Loggers and Lumbermen to accept a position in Baltimore where, it is announced, he will organize the printing industry along lines which are followed in the Legion, or, as it is commonly referred to on the Pacific Coast, the "Four L." He goes upon invitation of the Baltimore Typothetae.

In the official announcement of Mr. Gill's resignation it is given out that he will not go to Baltimore for the purpose of fighting existing labor organizations, but will add an organization that will cover details not touched by the unions and will bring employer and employe closer together. It is also said that an effort will be made after the principle is established in Baltimore, to extend the propaganda of the organization in the printing industry throughout the country.

Since the suggestion has been made that the principle of the Four L may be applied in the printing industry and an effort toward that end is to be made in Baltimore, a brief sketch of the organization may be of interest to publishers. It grew out of war conditions, soon after the United States entered the European conflict. The air program of the Government required a great quantity of Sitka spruce, of which the planes are made, and the

War Department sent to Portland Col. Brice P. Disque, head of the spruce production division, now brigadier-general, with instructions to get the necessary lumber. Disque found unsettled lumber conditions among the loggers and lumbermen of Oregon and Washington, with a considerable element of I. W. W.'s making trouble and holding back production.

Separate conferences of employers and employes were held, as a result of which was organized the Loyal Legion of Loggers and Lumbermen. It had local organizations in the lumber camps, district organizations and a head council. In the controlling bodies the employers and employes had equal representation, with final control, in case of a deadlock, resting in Col. Disque. After the Four L was formed strikes ceased, the I. W. W. element was driven from the forests and spruce production went forward without serious discord. The scope was made broad enough to take in the entire lumber industry, including many mills that were cutting fir for shipbuilding.

When the war was over Col. Disque called the Legion council into session, told them that the work of the spruce production division was over and that the organization was in their hands to dissolve or perpetuate, as they saw fit. With hardly a dissenting voice it was continued and is still in control of the lumber industry of the Pacific Northwest. In place of Col. Disque a civilian, a college professor of high standing, was selected as its head. Illustrative of its effective operation was a recent meeting at Portland when a reduced wage scale was adopted amicably to both parties.

**41 New Advertisers  
Secured in 8 Days**

**Our Weekly Business Review  
Page Increases "Local"  
10,000 Lines Per Month**

FOR more than 20 years our business has been that of creating local display space for newspaper publishers in leading cities. Our high class selling methods have been a powerful factor in driving out the fake special edition and strong arm solicitors.

On our books today are newspapers for which we have worked continuously for 20, 15, 10 and 5 years.

Our Weekly Business Review Page is a permanent feature with an ever increasing list of leading papers.

We sell this page in small spaces to non-advertisers, wholesale merchants and manufacturers that your own staff has never been able to sign up. 40 to 50 new advertisers.

Our contracts are made for 26, 30 to 52 weeks and we renew them before expiration.

The page appears in Saturday evening or Monday morning editions—the time local display is needed most.

Let us send you the dope, with references.

**Thomas W. Briggs Co.**

Operating in United States and Canada

Home Office, Memphis, Tenn.



# Food Importation

is necessary in the New England states.

Today its total population is nearly 7,500,000. This fact and because 85 per cent of these are inland population, with more than half of the people living in thirty-six cities, one can readily see that food campaigns meet with unfailling success in this territory.

The New England market has a

stupendous aggregate buying power. This territory offers the greatest market and the greatest field for intensive advertising by daily newspapers.

This list of daily New England newspapers will move every day an enormous volume of merchandise to the consumer, if you will do your part and use adequate advertising space.

## These papers will introduce you to the right people

### MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
*Attleboro Sun.....(E)	5,053	.025	.0175
Boston Sunday Advertiser..(S)	380,668	.55	.55
†Boston American.....(E)	301,595	.50	.50
‡Boston Globe.....(M&E)	285,189	.40	.40
‡Boston Globe.....(S)	349,003	.45	.45
‡Boston Post.....(M)	422,631	.60	.60
‡Boston Post.....(S)	380,461	.55	.55
‡Boston Transcript.....(E)	37,012	.20	.20
Fall River Herald.....(E)	11,035	.035	.035
*Fitchburg Sentinel.....(E)	9,685	.05	.035
*Haverhill Gazette.....(E)	14,983	.055†	.04
§Lynn Item.....(E)	16,165	.06	.04
‡Lynn Telegram News.....(E&S)	18,083	.05	.05
Lowell Courier-Citizen.....(M&E)	17,044	.045	.045
*New Bedford Standard-Mercury.....(M&E)	27,227	.07	.07
*New Bedford Sunday Standard(S)	23,953	.07	.07
**Salem News.....(E)	19,818	.09	.07
Worcester Telegram-Gazette.....(M&E)	72,922	.24	.21
*Worcester Telegram.....(S)	42,900	.18	.15

### MAINE—Population, 768,014

Bangor Daily Commercial... (E)	14,858	.0475†	.04
*Portland Daily Press... (M&S)	14,358	.04	.04
Portland Express.....(E)	24,740	.10	.07
Portland Telegram.....(S)	22,855	.10	.07

### NEW HAMPSHIRE—Population, 443,083

Keene Sentinel.....(E)	3,222	.03	.02
†Manchester Union-Leader(M&E)	25,564	.08†	.06
‡Portsmouth Times.....(E)	4,065	.02	.015

Government Statements, April 1, 1921.  
 \*A. B. C. Publishers' Statements, April 1, 1921.  
 ‡Government Statements, October 1, 1920.

### RHODE ISLAND—Population, 604,397

	Circulation	2,500 lines	10,000 lines
‡Newport Daily News.....(E)	6,155	.03357	.02928
*Pawtucket Times.....(E)	23,404	.06	.06
‡Pawtucket Valley Daily Times (Arctic).....(E)	2,130	.021429	.021429
*Providence Bulletin.....(E)	59,108	.135	.135
*Providence Journal.....(M)	31,374	.08	.08
*Providence Journal.....(S)	51,737	.12	.12
Providence Tribune.....(E)	23,798	.10	.09
‡Westerly Sun.....(E)	4,529	.025	.025
‡Woonsocket Call.....(E)	13,201	.04	.04

### VERMONT—Population, 352,428

*Barre Times.....(E)	7,035	.025	.02
Brattleboro Daily Reformer.(E)	2,825	.03	.015
‡Burlington Daily News.....(E)	7,010	.04	.04
*Burlington Free Press.....(M)	10,874	.05	.05
St. Johnsbury Caledonian-Record.....(E)	2,920	.0214	.015

### CONNECTICUT—Population, 1,380,631

**Bridgeport Post-Telegram(E&M)	51,638	.145	.14
**Bridgeport Post.....(S)	19,858	.085	.06
*Hartford Courant.....(M&S)	29,856	.08-.07	.10-.09
*Hartford Times.....(E)	42,537	.14	.14
New Haven Register.....(E&S)	30,803	.09	.08
*New London Day.....(E)	10,853	.06	.045
Norwich Bulletin.....(M)	10,755	.07	.05
*Norwalk Hour.....(E)	4,101	.025	.025
*Stamford Advocate.....(E)	7,839	.0375	.03
*Waterbury Republican.....(M)	11,155	.05	.04
*Waterbury Republican.....(S)	12,272	.05	.04

\*\*A. B. C. Publishers' Statement, October 1, 1920.  
 ‡Publishers' Statement.  
 †Rate on 3,000 lines.

# EDITORIAL

## A WRECKING JOB

**E**ACH new move in the New York Press Club scandal adds to the general disrepute of that organization as it is now constituted. The fact that both factions in the fight now being waged are promising to wreck it is the one hopeful sign in the entire situation. Every newspaperman now realizes that a general wrecking job must be done before a new structure can be built that will be a credit to the profession of journalism in the leading newspaper city of America.

To win the support of newspapermen and the confidence of the public, sadly lacking now. It is immaterial who does the wrecking, but the rebuilding must be done by real newspapermen—not hangers on, lawyers, politicians.

Newspapermen of New York and visiting newspapermen should have a common meeting place here. There is, therefore, an actual need for such an organization. The New York Press Club does not meet that need. It has not for years; and so long as it operates as it operates now there can be no constructive action to establish such a club.

The EDITOR & PUBLISHER suggests, therefore, that all the present officers of the club immediately tender their resignations and petition the courts to appoint a committee of three or five active, daily newspapermen to re-organize and operate the club until the constitution can be re-written in the interest of regularly employed newspapermen, and arrangements can be made for a general election.

That committee should be composed of men of the type and standing within the profession of Henry L. Stoddard, Herbert Bayard Swope, Charles M. Lincoln, Arthur Brisbane, H. J. Wright, Bruce Bliven, E. P. Mitchell, W. W. Hawkins, Keats Speed, J. R. Hastings, T. R. Niles, Merton Burke, John H. Tennant, Marlen E. Pew, C. V. Van Anda, Ralph Pulitzer, Frank I. Cobb, Ogden Reid, Charles R. Miller, Simeon Strunsky, C. McD. Puckette, William R. Hearst, Frank A. Munsey, J. P. Donlon, Don Seitz and Frederick Roy Martin. A committee so constituted would lift the present club out of its shame and make it an organization with which every newspaperman would be proud to be associated.

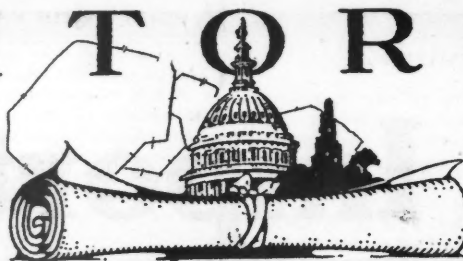
The job must be thorough. Court actions can never do it. It can't be undertaken half-heartedly nor by men who have less than the best interests of newspaper work at heart, unbiassed, unswerving and unafraid.

## NEWSPAPER ADVERTISING PAYS

**N**O more convincing illustration of the efficiency of newspaper advertising has been presented than the experience of the Literary Digest. Five years ago when the magazine had 350,000 circulation the directors decided that a larger circulation was desirable and that the only way to get it was through advertising. For four years \$1,000,000 was invested annually in 400 leading newspapers in the United States with the result that today the magazine has a circulation of 1,300,000, and its income has been increased more than 360 per cent.

Would it have been possible for the Literary Digest to secure such returns from any other medium? We believe not. Newspaper advertising presents its message when people are in a receptive mood. Appearing as it does in a medium that is welcomed and read in practically every household it is bound to attract the attention of masses of people, and if the article advertised possesses real merit, large sales are sure to follow.

**PAUL BLOCK'S** idea of having the American Newspaper Publishers' Association issue franchises to all responsible and recognized advertising agents is rather novel to say the least. Under his plan no agent who had not been given a franchise could receive either recognition or credit from publishers. Of course even now when the A.N.P.A. grants recognition the agency receiving it has all the advantages that are inherent under such recognition but it is not transferable. A franchise on the other hand has a tangible value and is an asset that could be sold with the approval of the grantor. The possessor would take pride in its possession, because only those agents who measured up to the high standard established by the Association could obtain it.



*"No large business can be permanently successful which is dependent upon one man only. Between a brilliant executive who is unable to choose lieutenants, and a head of only moderate personal ability who has an eye for just the right job, give me the second one every time."—M. A. TRAYLOR, President First Trust and Savings Bank, Chicago.*

## TENDENCY OF ADVERTISING RATES

**T**HERE is no disputing the fact that the magazines have been hard hit by the business depression which has prevailed during the past year. The loss in advertising will average between 40 and 50 per cent. Part of this loss is directly chargeable to the refusal of the public to buy merchandise at present prices and to the slowing down of industry. Another important element entering into the situation has been the decision of a number of large national advertisers to shift their appropriation from the magazines to the newspapers because of the necessity of securing quick action and direct sales.

In an effort to regain the ground they have lost the magazine publishers during the past few weeks have announced a reduction in rates, the amount in two or three instances running from \$1,000 to \$2,000 for color pages. Two of the largest women's magazines give as a reason for the cut that it is made to enable manufacturers to plan their fall and winter advertising campaigns upon a more tangible basis. Whether those reductions in rates will bring back to the magazines any considerable portion of the business that has slipped away from them remains to be seen.

It is significant that while the tendency of magazine advertising rates is downward the tendency of newspaper advertising rates is upward. The newspaper's loss in volume of advertising has been comparatively small while revenues have remained about the same because of the increases in rates made last year. Very little is heard about a reduction of newspaper rates. While national advertisers have urged publishers in some cases to use the knife, the latter have shown little inclination to accede to the request on the ground that until the cost of printing is reduced by a substantial cut in wages and the price of paper and other raw materials is lowered such action will not be possible.

June 4, 1921 Volume 54, No. 1

### EDITOR & PUBLISHER

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THE EDITOR & PUBLISHER CO.

1117 World Building, 63 Park Row, New York.

James Wright Brown, Editor.

John F. Redmond, Managing Editor.

Arthur T. Robb, Jr., News Editor.

Rosalie Armistead Higgins.

Associate Editors:

Ben Mellon Walter Sammis

Frank LeRoy Blanchard

J. W. Ferguson, General Manager.

J. B. Keeney, Advertising; Fenton Dowling, circulation.

R. L. Staunton George Strate

C. B. Groomes J. G. Tauner

F. W. Payne

London Editor: Herbert C. Ridout, 10 Radcliffe Road,

Winchmore Hill.

London Distributor: The Rolls House Publishing Co.,

Ltd., 4, Rolls House, Breams Buildings, London,

E. C. 4.

Paris: William A. Bird, IV., 8, Place du Palais-

Bourbon.

Los Angeles: R. W. Madison, 802 Title Insurance

Building.

St. Louis: Roy M. Edmonds, 1777 Arcade Building.

Washington: Robert T. Barry, Pennsylvania Avenue

and 14th Street.

10 cents a copy; \$4 a year; foreign \$5; Canadian \$4.50.

## COPY, NOT SPACE, COUNTS MOST

**T**HAT the prevailing craze for big space in advertising is an evil that needs immediate attention and correction is the opinion of many advertising men. Joseph H. Appel, director of publicity of John Wanamaker, sounds a warning note in an article he contributed to the last issue of *Newspaperdom*, under the title, "Is Advertising Over-shooting its Mark?"

Mr. Appel asserts that the advertiser has taught the public to respond not to the news and thought and service of his advertisements, but to big display and big type. The impression given the reader is that unless an announcement occupies three or four columns in big display type it cannot be much of a sale. To correct this impression the Wanamaker advertisements sometimes carry this statement at the top:

"It is not big type and big talk in the newspapers, but the quality, fashion and fair price of the goods in the store which make the value and give the satisfaction."

During the months immediately following the close of the war advertising was overdone in volume, due, in a measure at least, to the desire of advertisers to spend a portion of their excess profit in creating the good-will of the public rather than of the government. Advertisers were not content with using single or double column space, but insisted on a whole page and even a double truck. They were not as particular about the character of the copy that went into the space as they should have been, their principal purpose being to dominate the paper in which their announcements appeared.

The result of this orgy of advertising was so disappointing, at least in some cases, that manufacturers have concluded that advertising does not pay, and have dropped out of the newspapers. The trouble with such manufacturers is that they have spent their money like drunken sailors. They used whole pages in expensive mediums, when quarter pages would have served the purpose better and brought them just as good results.

Advertising—honest, straightforward advertising—was never more potent than it is today, but it must be used intelligently and with due consideration of the interests both of the advertiser and the consumer. Big space is often wasteful and in most cases unnecessary. If the message is important, it will get across to the reader if it occupies only a few inches. If it is not important, even though it fills a page, it will not bring a satisfactory response from the public. It's the message that counts at all times.

Arthur Brisbane in giving advice to a class of students in advertising once said: "Put so much thought into what you write in an advertisement that a single paragraph will expand to a page in the mind of the reader."

A low rate usually means a cheap medium, reaching a cheap class of people. If space commands a high price, it is because the medium has been found highly productive and well worth the amount charged for it. Instead of trying to force the publisher to lower his rate, the advertiser should be content with less space and then reduce his advertising expenditure to the point he can well afford.

**T**HE advertising rate law recently passed by the Montana legislature provides that the charge for legal notices shall be \$1.50 per folio of one hundred words for the first insertion and 50 cents per folio for subsequent insertions. For tabulated matter the rate is \$2 a folio and 50 cents for subsequent insertions.

How much a newspaper will receive for printing this legal advertising depends upon the size of the type in which the matter is set. Twelve folios set in agate would measure 171 lines. Set in six point they would net the publisher about \$18; in seven point, \$20.40; in eight point, \$23.05, and in ten point about \$33.33. As all of the newspapers in the State must be paid the same rate, no matter what their circulation may be, it follows that the smaller papers will receive much more than their regular rate for the space occupied. As the largest daily in the State has a circulation of less than twenty-five hundred the rate will also be remunerative for the newspaper.



**PERSONAL**

**G**EORGE F. BOOTH, formerly publisher of the Worcester (Mass.) Gazette, has just returned from a two months' trip with Mrs. Booth through the West, including California. Mr. Booth is now chairman of the Worcester Park Commission.

Ralph H. Booth, publisher of the Booth chain of daily newspapers in Michigan, with his wife and their children, Virginia and Jack, sailed for Europe yesterday. They will return to Detroit in the fall.

J. Lyle Kinmonth, publisher of the Asbury Park (N. J.) Press, sailed this week for Europe to attend the International Rotary Club's convention in Edinburgh, Scotland.

A. T. Norman, who has been editor and publisher of the Hempstead (Tex.) News for the last ten years, has leased his plant to B. M. King, who has assumed charge as editor and publisher. Mr. Norman will devote his time to the interests of the American Farm Bureau Federation.

Rev. Nathan Howard Gist, formerly pastor of the Pilgrim Congregational Church of Leominster, Mass., has become managing editor of the Leominster Daily Enterprise. He has also become a junior partner in the company. Rev. Mr. Gist has been correspondent for several Western papers in the last twenty years and for the past several months he has written most of the editorials which have appeared in the Leominster paper. Walter N. Howe, for more than 35 years an employee of the Enterprise, has been made business manager.

Lynn W. Wilson, editor of the Bridgeport (Conn.) Times, sailed June 1 with Mrs. Wilson to attend the International Rotary convention in Edinburgh, Scotland, and May 26 he was guest of honor at a farewell dinner given by 30 friends. Edward J. Lynch, of the Times; George Waldo Jr., William Steinke and Louis J. Reilly, of the Post; Richard Howell, of the Sunday Herald, and Charles F. Greene, postmaster and formerly of the Times, were among the guests. In addition to a kodak presented to Editor Wilson, a handsome traveling case was given Mrs. Wilson.

Sir Campbell Stuart, K.B.E., managing director of the London Times made his first public address on his Canadian tour in Kingston, which he visited in order to visit the grave of his great-grandfather.

N. D. Welty, editor and president of the Bartlesville (Okla.) Examiner, will be in New York June 6 or 7.

Henry B. Hale, editor of the East Hartford (Conn.) Gazette, has leased the paper for two years to William S. Harper of Hackettstown, N. J. Mr. Harper assumed control on June 3. Mr. Hale has been appointed a delegate to the World Press Congress at Honolulu in October and will attend it after making a tour of the United States. Mr. Harper is a Methodist clergyman who has obtained a leave of absence to try running a newspaper.

A. Partridge is spending a week in Montreal, making the acquaintance of the advertisers generally before assuming his duties as manager of the promotion department of the Canadian Daily Newspaper Association, with headquarters in Toronto.

John Henry Shaw, for three years editor of the Sterling (Colo.) Enterprise, which he recently sold, is now director of publications and instructor in

journalism at the State Teachers' College at Greeley, Colo. Mr. Shaw came to Colorado from newspaper work in Philadelphia twelve years ago and since then has been connected with the Fort Collins Express, Denver Post, Rocky Mountain News and the Pueblo Chief-tain.

Mr. and Mrs. Emory C. Van Loan of Hudson, N. Y., spent the week-end over Decoration Day as the guests of Mr. and Mrs. Albert W. Fell of Worcester, Mass. Mr. Van Loan is general manager of the Hudson Republican, which Mr. Fell and Mr. Van Loan purchased in February. Mr. Fell is general manager of the Worcester Telegram-Gazette.

Chas. S. Osborn, Jr., editor of the Fresno (Cal.) Herald and Republican, sailed from Vancouver, B. C., May 26, to spend three months in China, Japan and other parts of the Far East.

Sir Charles Dykes, M. P., a director of the United Newspapers of Great Britain, arrived in New York on the Olympic, June 1.

Scott C. Bone, former editor of the Washington Herald and of the Seattle Post-Intelligencer, has been nominated for governor of Alaska by President Harding.

Thomas Lamont, owner of the New York Evening Post, returned from Europe June 1. He reports business on the other side as "distinctly on the mend."

Agnes Gilson, editor of Vogue, New York, has been awarded a jury verdict of \$2,000 damages against a hair dresser who, it was charged burned her scalp.

**IN THE EDITORIAL ROOMS**

**S**ARA L. ALLEN, daughter of William A. Allen, city editor of the Albany (N. Y.) Times-Union, has become society editor of the Elizabeth (N. J.) Journal. Miss Allen has been connected with the former Albany Argus, Albany Evening Journal and the DeRouville Advertising Agency.

Ralph D. Casey, of the staff of the New York Herald, and Miss Lois E. Osborne, daughter of Mrs. Anna T. Osborne, of Seattle, were married June 2, in the University Place Church, New York City.

Wilbur Sanders, who served the Spokane Spokesman-Review as a carrier boy for several years, and worked for the news department while a high school student, has been appointed assistant sporting editor of that paper.

Gerald Beaumont, one time Oakland (Cal.) newspaper man and lately with the Southern Pacific Railway's publicity bureau, has entered the literary field. He has contracted with Dodd, Mead & Co. for three books, "Hearts and the Diamond," "Hearts and the Squared Circle," and "Hearts and the Hoofbeats."

D. S. Switzer, former assistant city editor of the Dallas Morning News, has resigned and is now on the staff of the Los Angeles Times.

J. E. King, who has been assistant night editor of the Dallas Morning News, has been promoted to the position of night editor.

Charles Armstrong, a native of Canada and at some time an employe of various newspapers in the East, has joined the staff of the Dallas News as an engraver.

F. F. Fletcher, reporter for the Dallas Morning News, has resigned to become a deputy in the office of the County Clerk.

Arthur Marek, staff correspondent

**FOLKS WORTH KNOWING**

**O**NE of the best equipped and efficiently managed newspapers in the smaller cities of the country is the Richmond (Ind.) Palladium, of which E. W. Harris is manager.



E. W. HARRIS

The usual vision of the smaller city newspaper is of a dirty mused up office and a composing room and press room that is more so. But people who have the idea that all are run like this should visit the Palladium. The front office would do credit to a bank—the advertising department with its maps, charts and merchandising assistance compares with any. The composing room is clean and is well ordered as an electric power house. It is the same way throughout the whole mechanical department.

The same efficient careful methods used, which are readily apparent in looking over the physical assets of the Palladium, are largely responsible for the splendid growth of this paper.

for the San Antonio (Tex.) Express, has resigned.

A. F. Henning, who has been night editor of the Dallas (Tex.) Morning News, has been made financial editor and given a daylight job as a reward for faithful service.

Curtis Vinson, news editor of the Galveston (Tex.) News, has been transferred to the Dallas Morning News.

L. A. Fernsworth, who was for several months telegraph editor of the Dallas (Tex.) Morning News, has resigned and is now in a similar position on the Chicago Herald-Examiner.

N. A. Sparks, formerly connected with the Memphis (Tenn.) Commercial Appeal and also with newspapers in Baltimore and Pittsburgh, is telegraph editor of the Dallas Morning News.

C. O. Cartwright, who has worked

on various newspapers in Alabama and Florida, has joined the Dallas Morning News.

John M. Greene, sports editor of the Hartford Courant, and William A. Linnane, city hall reporter for the Times, have been appointed by Mayor Brainard to the Committee which is to arrange a municipal Fourth of July celebration.

Miss Margaret C. Getchell, until recently woman's editor of the Worcester (Mass.) Telegram and Eugene O. Parsons of Lowell, Mass., were married May 29. Mrs. Parsons was formerly a member of the staff of the Philadelphia Public Ledger and is the author of several books and short stories. She was a frequent contributor to the feature section of the Boston Transcript.

Edward J. Driscoll, former Leominster (Mass.) newspaper man, has become secretary of the Leominster Chamber of Commerce.

Capt. Roland F. Andrews, managing editor of the Worcester (Mass.) Telegram, recently addressed the students at the Classical High School in that city on the making of a newspaper.

Emil H. Gauvreau, managing editor of the Hartford Courant, is the author of a short story called, "Mallory Muddles Through," appearing in the June "True Story Magazine."

E. F. Rogers, managing editor of the Rochester (Minn.) Bulletin and correspondent of the Associated Press, scored a decisive beat in reporting the death of Franklin K. Lane at the Mayo hospital. Mr. Rogers developed a personal acquaintance with Mr. Lane, whose last request as he went on the operating table was that the A. P. correspondent be notified of that fact and of the outcome of the operation. When death came, Mr. Lane's brother called Rogers at his residence to give him the story, which Rogers telephoned from his home to the A. P. bureau in St. Paul.

Thomas Alexander Boyd, literary editor of the St. Paul Daily News, has varied his activities by furnishing an illustrated feature on weird romances of the Northern Minnesota woods, unearthed by the forest rangers in their work of preventing timber fires.

(Continued on next page)

**Free Maps of the Panama Canal**

The Haskin Service begins this week the free distribution of 150,000 maps of the Panama Canal.

These maps were made under the direction of the National Geographic Society.

They are printed in four colors on coated paper, and are 12 by 7 1/2 inches in size.

They are given away to the subscribers of the newspapers that use the free information service provided by

**FREDERIC J. HASKIN**

John FitzGerald, late of the Peoria (Ill.) Transcript, has joined the St. Paul Daily News as reporter-photographer.

Robert H. Brugere of the St. Paul office of the Associated Press is spending his vacation with his parents in St. Louis.

C. Alex. Sperry, formerly with the Waterbury (Conn.) Sunday Herald, is now reading copy for the Bridgeport Star.

Miss Jane Frances Winn, literary editor of the St. Louis Globe-Democrat, sustained a fractured hip when she slipped and fell in one of the corridors of the Globe-Democrat building.

James Whalen, of Milford, is trying his hand at writing the news for the Bridgeport (Conn.) Telegram. He is new at it.

Angus S. MacKay, formerly connected with the Bridgeport (Conn.) Telegram and more recently in the insurance business, is back with the Bridgeport Star.

Miss Dorothy Northrup, former assistant society editor of the Bridgeport (Conn.) Post is substituting during a leave of absence granted Mrs. Ruth M. Kilpatrick, society editor of the Bridgeport Telegram.

Frank L. Blackadar, assistant city editor of the Bridgeport (Conn.) Post, went shopping for his wife one afternoon recently. He completed the purchases for her, then stopped in an automobile agency and bought a Ford roadster which he immediately drove home. Several Post reporters now drive their own cars.

Miss Florence Merdian is the new city editor of the Galesburg (Ill.) Evening Mail. She has worked as society editor, reporter, and telegraph editor of the Mail, and as society editor of the Springfield (Ill.) State Register. Miss Merdian studied Journalism at Knox College, and is a member of Theta Sigma Phi, honorary journalistic sorority.

John J. Coyne, formerly of the staff of the Albany Times-Union, has joined the copy desk of the Detroit Free Press.

Mrs. Antoinette L. Scudder, a scenario writer for the Vitagraph Company, is engaged in research work in Paris for a historical book dealing with the period of the early Frankish kings. Mrs. Scudder's father is the proprietor of the Newark (N. J.) Evening News. She will return to the United States for a short visit this summer.

Alfred H. Kirchofer, political writer for the Buffalo Evening News, will become Washington correspondent of the News. For the past four years Mr. Kirchofer has been the News' Albany correspondent.

#### THE BUSINESS OFFICE

GORDON MITCHELL, who has been connected with the engraving department of the Galveston News for

#### ADVERTISEMENT

Mr. Edward Kramer, better known as "Kramer" of engraving fame, is now a Sales Executive for the Knapp Engraving Co., 147 East 25th Street.

Mr. Kramer's pet theory is that business friends should be made personal friends.

Charles C. Westervelt, John J. McMahon and George J. Dignus are associated with Kramer.

P. S.—Phone Madison Square 8934 for good engravings.

several years, has resigned to become associated with the Texas Engraving and Color Plate Company of Houston, recently organized. Mr. Mitchell and his brother, E. W. Mitchell, are chief owners of the new concern.

Edney Ridge, formerly service manager on the Greensboro (N. C.) Daily News, has become advertising manager of the Wilmington (N. C.) Morning Star, and will establish a service department for national advertisers.

Jacob A. Turner, foreman-emeritus of the Hartford Courant composing room and connected with the paper for more than sixty years, celebrated his 85th birthday on May 26. Mr. Turner is in bed, recovering from injuries received in a recent automobile accident. His two sons, Fred R. Turner and Burt Turner, are in the composing room force of the Courant, Fred as foreman.

#### NEWS OF THE AD FOLKS

FRANK C. RAND, president of the International Shoe Company, St. Louis, who has been made chairman of the city's 1921 Municipal Advertising Fund, under appointment of the Chamber of Commerce. A fund of \$75,000 is planned, \$25,000 of which has been appropriated by the city. Business interests are expected to supply the rest. The purpose of this year's advertising is to increase purchases here by residents of St. Louis trade territory as well as to bring new industries.

E. J. Welch, who has been assistant advertising manager of the Goodyear Tire and Rubber Company, Akron, O., has resigned to become a member of the advertising staff of the Hudson Motor Car Company, Detroit.

#### NOTES OF THE AD AGENTS

CHESTER W. McDIARMID, former business manager of the Toronto News and the now defunct Toronto Times, has been appointed western representative for the R. Sykes Muller Advertising Agency, Montreal. Mr. McDiarmid, conjointly with George M. Rae, will represent the company, with headquarters in Toronto.

Stuckel, Inc., advertising agents of Butte, Mont., have removed their offices to Chicago. While the new quarters have not been decided upon, mail will reach the company at 175 West Randolph street, Chicago.

M. E. Herring, formerly with the Simpson Advertising Service Company, St. Louis, has been made representative there for the McGraw-Hill Company, succeeding Edgar Kobak, who has been transferred to the New York office.

J. B. Taft, formerly of the Biddle

Agency, recently joined the staff of the Richard A. Foley Agency, Philadelphia.

The financial advertising agency of Rudolph Guenther-Russell Law, Inc., has moved from 25 Broad street to its new building, 131 Cedar street, New York. A five-story structure has been erected for the sole occupancy of the organization. It houses under one roof a complete unit for handling financial advertising from inception of an idea to its execution in typographical form.

Dwight W. Jennings has joined the copy staff of the Pacific Coast office of Lord & Thomas. He has been in the advertising department of the California Fruit Growers Exchange, Cadillac Motor Car Company and in the copy department of the Gardner Advertising Company, St. Louis.

Carl Whipple, for eight years advertising manager of Crowley, Milner & Co., Detroit, has resigned and will form an advertising agency with W. H. Grant of Walkerville, Ont., with offices at 309 Free Press building, Detroit.


The Boston publishers have transferred recognition from Leonard Etherington Advertising Service to Etherington-Everett Service, 100 Boylston street, Boston, and extended recognition to Bradley, Inc., Charles H. Bradley, Jr., president, 294 Washington street, Boston, and to Joseph P. Cox, 176 Temple street, Boston. It was voted to cancel recognition previously extended to Howlett &

Newcomb, 18 Tremont street, Boston, and to cancel recognition previously extended to Charles N. Dennett, formerly at 136 Federal street, Boston, present address unknown. Recognition was cancelled also formerly extended to the Walter Advertising Service, Inc., 357 Westminster street, Providence, R. I., and branch office at 200 Devonshire street, Boston, as this agency has combined with the Larcher-Horton Company, 75 Westminster street, Providence, R. I., under the latter name.

Stockholders of the Western Advertising Agency, Racine, Wis., have elected the following directors: Sarah Jelliffe, Franz Jordan and Taylor J. Brokaw. New officers are: Sarah Jelliffe, president; Franz Jordan, vice-president; Taylor J. Brokaw, secretary-treasurer.

Waring Sherwood has become head of the sales department of the Cargill Company, designers, engravers and printers of Grand Rapids, Mich. Mr. Sherwood was formerly identified with various printing and advertising interests in the South. He recently resigned as advertising manager of the Briscoe Motor Corporation, Jackson, Mich.

The Massengale Advertising Agency, of Atlanta, will celebrate its 25th anniversary of starting business June 14 with a housewarming and banquet in connection with the annual convention of the A. A. C. W., which will then be in session.



You can know in advance the extent, the buying power, and the buying willingness of the Minneapolis market for any goods you may have to sell. The Minneapolis Journal will furnish you with a trade analysis that will be individual, up-to-date and thorough, for Minneapolis, the Twin Cities, or the entire Northwest.

# THE MINNEAPOLIS JOURNAL

Represented in New York, Chicago, and San Francisco by O'Mara & Ormsbee

#### THE WELL-DRESSED MAN Weekly Fashion News Feature

**M**OST Syndicate Features only cost you money. THE WELL-DRESSED MAN makes money for you. A big Ohio Daily (name upon request) has already sold advertising space beside the Feature exceeding twenty times the price for the entire year.

Write for Prospectus and Specimens, together with facsimiles of published WELL-DRESSED MAN Pages showing the Advertising Feature has delivered.

#### Only Sold By The Year

Complete Mat Every Week: 52 Style Editorials, 52 Comic Style Cartoons, 208 Latest Fashion Sketches, And An All-Year Question-And-Answer Department For Your Readers

Alfred Stephen Bryan Men's Fashion Feature  
665 Fifth Avenue, New York  
L. L. Heuslein, Gen. Mgr. M. Blackwood, Sales Mgr.



**BURSTING GOLDEN BUBBLE  
WINS GOLD MEDAL**

(Continued from page 5)

interview from Charles W. Barron, for many years the well known financial expert of New England and editor of several financial journals in New York, Boston and other parts of the country, in which Mr. Barron tore the Ponzi scheme to shreds. But Ponzi's answer was prompt. He filed a suit for \$5,000,000 against Mr. Barron and attached his property.

Then the Post had its Paris correspondent investigate in France and also learned from the headquarters of the Postal League in Switzerland that there was no extensive dealing in reply postal coupons going on there and, furthermore, in Washington it was found that not more than ten thousand dollars of these coupons had been redeemed in the whole year.

This looked like a staggerer for Mr. Ponzi, but he was ready with his counter. With the most engaging appearance of frankness, he admitted now that these facts were correct, but that he had simply used the postal reply coupons scheme as a blind to prevent Wall street men from getting even a hint of what his real money-making scheme was. And he still kept it secret.

**THEY GAVE "THREE GROANS"**

So popular even was Ponzi at this time that when he appeared in front of the Post building on his way to the bank, where he was a director, his devoted adherents cheered and the crowd turned and gave "three groans for the Post."

Again he stopped the run against his establishment which the Post stories had again started, and it looked on the outside, at least, as if all these attacks had merely resulted in advertising him so that he could gain more investors and more money by the confidence he instilled.

But now came the final blow that burst the Ponzi bubble.

In the course of an extended investigation the Post had found that one "Charles Ponzi" had served a term in a Canadian prison for a "get-rich-quick" swindle in Montreal. The Post sent a representative there and by means of pictures identified the Montreal Ponzi as really the Boston Ponzi. But the cool swindler himself was not floored. He simply denied the evidence and flatly declared that if it were published he would take action against the Post at once.

It was published, however, and its effect was tremendous. The impressive marshalling of the evidence in the Post that morning could not be disproved and at last Ponzi admitted that the story was correct and further admitted that he had served a term in the Federal prison at Atlanta for smuggling aliens across the Canadian border.

That was the end. An enormous run started upon his office. His arrest followed and the authorities took possession of his affairs.

Later the official auditors announced that Ponzi had simply been taking the incoming money from his victims to pay the dividends due to earlier investors, and that he was hopelessly insolvent. His total operations were put as high as \$14,000,000, and out of that amount so far as it can even now be learned not 25 per cent will be saved for investors. Ponzi was sentenced to Plymouth jail for five years under Federal indictment. In addition the Commonwealth secured fifty indictments against him

which, if brought to successful trial, might give him, it is estimated, at least fifty years more imprisonment. The question whether a man can be tried on these indictments after having appeared in the Federal court has just led to a suspension of the Commonwealth proceedings.

In his fall Ponzi dragged down the Hanover Trust Company, of which he was a director, and it is probable that the grave situation in banking circles which led shortly afterwards to the closing of five large Boston banks was due in no small measure to the Ponzi operations.

Had he not been exposed, his victims might have lost hundreds of millions of dollars, because he had started to operate in other cities and even on the very day that the Post exposé was printed he had taken in a million dollars in that twelve hours alone. Thus it is easily seen how the stopping of his scheme at this juncture proved to be such a big move for the public good.

As to the man who authorized and engineered the exposure of the swindle and to whom goes the entire honor for this action. Mr. Richard Grozier is still a young man, about 35 years of age, but he has had a long and brilliant career in journalism. From Phillips Exeter Academy he went to Harvard College, where he graduated in 1909. Since that time he has devoted his attention to newspaper business and has gained a most extraordinary experience in many ways.

He worked his way through all the departments in the newspaper, from cub reporter to editorial writer in the editorial department, from apprentice work to journeyman work in the stereotype and press rooms and by complete experience in the various other departments.

**KNOWS FOREIGN METHODS**

He has visited the plants of the large newspapers of America, England and the Continent, and possessing, as he does, a most keen, alert mind, a broad vision and an extraordinary inventive ability, he has gained a great newspaper experience and a breadth of knowledge acquired by very few.

Like his eminent father, who has made the Boston Post the great newspaper that it is, Richard Grozier has the same ability to grasp quickly the fundamental reasoning underneath any newspaper move and by natural intuition to make the instant decisions that are so necessary in the work of a metropolitan paper. He possesses also the same winning personal characteristics that his father always has and that have built up an organization that gives its best to the development and advancement of the Post.

In the last few years the Post has bought several large adjoining buildings and the entire charge of securing and incorporating these with the former buildings, together with the installation of big additions to the plant in the form of new presses and other mechanical equipment, has been in the hands of Richard Grozier. In this work his expert knowledge of newspaper machinery and his mastery of the details of construction have resulted in the building up of one of the best arranged modern newspaper manufactories as well as one of the largest in the country.

Several years ago Richard Grozier was put in charge of the business interests of the paper as acting business manager, where, for a year or more he handled directly all the business interests of the paper. Then he was appointed assistant editor and later on was made assistant editor and pub-

(Continued on page 28)

**Publishers**—Reproduce this in your own columns. Give your local wholesalers and retailers reasons why they should insist upon newspaper advertising when manufacturers' salesmen display an impressive looking magazine campaign.

# Dealer Influence What Is It?

It is common talk for advertisers to use national magazines for their alleged influence upon the trade. "Dealer influence, that's what we're after." Now, just what do magazine advertisers mean by "dealer influence"?

Do they mean that national consumer magazines are the best way to advertise to you, to tell you of the merits of certain merchandise and through the message you see in the magazines, convince you, influence you to put in a stock on merit?

Is that "dealer influence"? If so, it's a long way 'round and expensive.

Or do they mean that you, the dealer, seeing the advertising in national magazines, will believe that immediately your customers will overwhelm you with a demand for the goods? Clutching the telephone, you gasp to the jobber: "Rush me ten gross of Tweedledee I see advertised in the National Tweedledum!"

And the jobber hasn't got it and never heard of it before! Nevertheless, it's advertised in Tweedledum, the magazine that has—oh, you know what I mean—yes, dealer influence, of course. Frantically, Mr. Jobber scratches a telegram to the manufacturer ordering a carload.

Is that what is meant by "dealer influence"? If so, it is bunk!

You know that comparatively few magazine readers live in your section.

You know that the greatest dealer influence is *consumer demand*.

You know that the best way to create the biggest consumer demand in the only territory you care about is by reaching the greatest number of people in that territory.

Your greatest profits are in co-operating with advertisers using *your local newspapers*.

Newspapers reach the most people. Newspapers wield the greatest power. Newspapers create the largest consumer demand—and therefor offer the only sound "dealer influence."

## Insist Upon Newspaper Advertising

If you use this Series, will you please send us clippings?

**E. Katz Special Advertising Agency**

Established 1888

**Publishers' Representatives**

Chicago  
Kansas City

New York

Atlanta  
San Francisco

lisher, with the authorization when E. A. Grozier was absent to serve as acting editor and publisher. So that he now has and has had for several years the broadest scope in his work and during the absence of his father has the complete charge of the Post in his hands.

\*\*\*

**T**HE Pulitzer prize for the best example of a reporter's work during the year, the test being strict accuracy, terseness and the accomplishment of some public good, of \$1,000 was awarded to Louis Seibold, of the New York World, for an interview with President Wilson.

"The Americanization of Edward Bok," by Edward Bok, famous editor and writer, was awarded the prize of \$1,000 for the best American biography teaching patriotism and unselfish services to the people.



EDWARD W. BOK

prize for the original American play presented in New York best representing the educational value and power of the stage.

The \$2,000 award for the best book of the year upon the history of the United States was awarded to William Snowden Sims and Burton J. Hendrick, authors of "The Victory at Sea."

Edith Wharton will receive \$1,000 as the author of "The Age of Innocence," the American novel published during the year which best presents the wholesome atmosphere of American life, and the highest standard of American manners and manhood.

Mr. Seibold's extended interview with President Wilson, a pronouncement that was telegraphed to the four quarters of the globe, was the only one granted by Mr. Wilson during the eight years he occupied the White House.

No living journalist has had a more varied career or covered the important assignments Mr. Seibold has had during the twenty-eight years he has been a member of The World staff. He has excelled in every field of reporting. He was the first reporter to reach Martinique at the time of the Mont Pelee eruption when 34,000 persons perished. His graphic cable accounts of it to The World constituted a "beat" memorable in the history of journalism. A thumb-nail sketch of other newspaper accomplishments, including the following:

Served as a correspondent in Cuba during the Spanish-American War; interviewed exclusively the man who discovered the Klondike and revealed the first intimate facts connected with the gold rush to Alaska; obtained at Albany the first inside facts of a highly sensational nature resulting in the insurance frauds inquiry in 1906 which started Charles E. Hughes on his distinguished public career; has "covered" every national political convention since 1896; accompanied Secretary Colby on the diplomatic mission to South America and interviewed the Presidents of Brazil, Argentina and Uruguay.

Mr. Seibold's exposure of the Wood Presidential campaign fund a year ago resulted in the General's rejection by the Republican National Convention and incidentally put ex-Gov. Lowden of Illinois out of the running as a candidate. In 1913 Mr. Seibold's series of articles exposing the lobby in Washington re-



LOUIS SEIBOLD

sulted in an investigation by a Congressional committee. His printed revelations in connection with the management of the New Haven Railroad a few years ago forced salutary reforms in railroad management, following an inquiry by the Interstate Commerce Commission.

Mr. Seibold, in 1915, unearthed the first conclusive evidence of German plotting and intrigue against the United States. His exhaustive articles, accompanied by indisputable documentary evidence, including the now famous "Albert papers," ultimately brought about the dismissal of not only Austrian Ambassador Dumba, Boy-Ed and von Papen, but ultimately Count von Bernstorff, the Kaiser's representative at Washington.

When the war broke out Mr. Seibold was in Europe. His cables describing the initial days of hostilities were among the most notable achievements. He brought back the first exclusive news of the safe transportation of the first British Expeditionary Force to France, news to which censorship had closed the cables. He accompanied President Wilson to the Peace Conference and travelled with the ex-President through Europe.

The award of the Pulitzer Prize to Mr. Seibold for the year's best example of a reporter's work marks the third time it has been bestowed upon a member of The World staff. Previous winners were Herbert Bayard Swope, now executive editor of The World, for articles on Germany during the war which attracted international attention, and John J. Leary, Jr., The World's expert on industrial conditions and labor, for exposing conditions in

the West Virginia coal fields. The only other newspaper reporter on whom the prize has been conferred is Harold A. Littledale, of the New York Evening Post, for his articles forcing reforms in New Jersey prison management.

#### BOK PRIZE FOR SERVICE

#### Editor Sets Aside Sum for Annual Award for Philadelphians

PHILADELPHIA, June 1.—Edward W. Bok, famous editor and author, has founded what is to be known as "The Philadelphia Award," by which \$10,000 is to be given each year "to that resident, man or woman, of the metropolitan district of Philadelphia, its suburbs or vicinity, who during the preceding year shall have done an act or rendered a service best calculated to advance the largest interests of Philadelphia."

Mr. Bok has deposited \$200,000 in securities with a local trust company to carry the award which is to be made at a public meeting, and it is intended that the presentation shall be an annual function of civic importance.

In case there has been no signal service noted during any year no award is to be made, but the \$10,000 shall be devoted to or toward free scholarships for boys and girls in the metropolitan district, such scholarships to be divided among ten institutions.

#### New Home For Birmingham Post

The Birmingham (Ala.) Post, the Scripps daily which began publication on January 21, already has found it necessary to move into a larger home—a two-story building with approximately four times the floor space of its birthplace.

#### JUNE CALENDAR OF COMING EVENTS

- 4—Association of Canadian Advertisers semi-annual convention, Montreal.
- 7—Wisconsin Daily Newspaper League meeting, Milwaukee.
- 9-10—Canadian Weekly Newspapers' Association annual convention, Vancouver, B. C.
- 9-11—National Association of Office Managers, Buffalo, N. Y.
- Texas Press League meeting, McAllen, Tex.
- 10—New England Association of Newspaper Executives' organization meeting, Braintree, Mass.
- Northwestern Missouri Publishers' and Printers' Association annual meeting, Macon, Mo.
- 10-12—Texas Press Association annual convention, McAllen, Tex.
- 12-16—Associated Advertising Clubs of the World annual convention, Atlanta, Ga.
- 14—Massengale Advertising Agency 25th anniversary, Atlanta, Ga.
- 16—Shippers' Merchandising and Distributing Association meeting, at Williams Penn Hotel, Pittsburgh, Pa.
- 17—Audit Bureau of Circulations directors' meeting (tentative).
- 20-22—Southern Newspaper Publishers' Association annual convention, Battery Park Hotel, Asheville, N. C.
- 22—Southern Division Associated Press annual meeting, Battery Park Hotel, Asheville, N. C.
- 22-24—Pennsylvania Editorial Association visit to Swarthmore and Chester.
- 23—Metropolitan Golf Association (New York) tournament.
- 24—New Jersey Press Association annual meeting, Williamstown, Mass.
- Southern Illinois Editorial Association meeting, Springfield, Ill.
- 27—Georgia Press Association annual meeting, Washington, Ga.
- 28—New York State Associated Daily meeting, Geneva, N. Y.
- 29—New York State Press Association opens at Ithaca, N. Y.
- 30—New York City Newspaper Credit Managers' Association monthly meeting.

#### George D. Adams an Officer

George D. Adams, advertising manager of M. E. Smith & Co., Omaha, has resigned to join the Darlow Advertising Company, also of Omaha.

# The New York Globe

America's Oldest Established  
Daily Newspaper—Founded 1793

A Newspaper of Great Virility and  
Strong Individuality

An Absolutely Fearless,  
Independent Newspaper

170,000 a DAY

MEMBER A. B. C.

LORENZEN & THOMPSON, Inc.

Special Representatives

Chicago—People's Gas Bldg. New York—19 W. 44th St.

Have You Ordered  
the series of Twelve  
Remarkable Articles  
by Roger W. Babson  
starting June 25th?

Associated Editors

35 North Dearborn Street  
Chicago, Ill.



**SOLID AGAINST 44 HOURS**

**N. Y. State Publishers' Association Reaffirms Its Decisions**

BINGHAMTON, N. Y., May 27.—The New York State Publishers' Association, meeting here today, re-affirmed its decisions made at previous meetings to stand opposed to the 44-hour work week and to lend its moral, financial and material support to any New York State publishers upon whom such demands are made. A unity of purpose was most pronounced, the publishers having kept in close touch with each other constantly since their organization last fall. Publishers of the Binghamton Morning Sun and the Press told of their experiences in meeting the printers' strike and conducted the visitors through their plants where regular-sized editions are now being produced and conditions are rapidly being brought to normal.

Other subjects of discussion were print paper, advertising and subscription rates. The fact that war time wages and costs of production now prevail in every city turns any reduction in rates into an invitation to disaster. Upon roll call, it was found that no reduction in rates are contemplated. The next meeting is to be held in Utica within a few weeks.

**E. W. Simmons New A. B. C. Director**  
(By Telegraph to Editor & Publisher)

CHICAGO, May 31.—At the meeting of the board of directors of the Audit Bureau of Circulations, held in Chicago last May 26, the matter of the Bureau's recommendation for the abolition of the so-called Government statement of circulation was given very thorough consideration and plans were laid for further work on the project, all of which will be outlined shortly in Editor &

PUBLISHER. The resignation of Strong Smith, formerly publicity director of Bauer & Black, Chicago, who has accepted and E. W. Simmons, advertising agency, was reluctantly accepted and E. W. Simons, advertising manager of the James Manufacturing Company, Fort Atkinson, Wis., was unanimously elected to fill the vacancy. The next meeting of the board will be held in New York some time in June, the date to be determined later.

**CONTEST NOT A LOTTERY**

**N. Y. State Court of Appeals Finds for Evening Mail**

ALBANY, N. Y., May 30.—The Court of Appeals has handed down a verdict to the effect that the Mail and Express Company, publisher of the New York Evening Mail, and its publisher, Daniel Nicoll, were not guilty of conducting unlawfully an advertising lottery when, in July, 1919, the Evening Mail began the free distribution of cards advertising the paper and the fact that the numbers on them entitled the holder to a drawing of \$15,000 in prizes of Liberty Bonds and money. The cards were left at newsstands for free distribution and were handed to passengers on the subways by boys and referred to the issues of the paper for details of the prizes and the names of the winners.

A demurrer interposed to the indictment was allowed by the Court of Special Sessions of New York and their decision was upheld by the Appellate Division. Henry Wollman, appearing for the defendants before the Court of Appeals, May 9, argued that the plan of gift coupons was for the purpose of advertising the paper and increasing its circulation, and that as nothing was paid for them there was no lottery within the

meaning of the law. The district attorney of New York County contended that the public was induced to buy the paper because of the cards and that this was sufficient consideration to constitute an unlawful lottery.

**A Delaware-Maryland Meeting**

(By Telegraph to Editor & Publisher)

EASTON, Md., May 31.—Sixty-one editors from all over Maryland and Delaware gathered at Salisbury May 23 and 24 to attend the joint meeting of the Maryland Press Association and the Del-Mar-Via Press Association. Both bodies were recipients of many courtesies from the Chamber of Commerce, the Rotary Club and the Wicomico News. Governor Ritchie of Maryland urged support of his legislative programs to develop the schools of the state. Governor Denny of Maryland also was a speaker. A visit was paid to the splendid plant of the Wicomico News, probably the finest in the state outside of the cities, where demonstrations were given of various kinds of printing and stereotyping. The next meeting of the Del-Mar-Via Association will be held in Easton in October.

**Reynolds Goes to Wichita Eagle**

Members of the advertising staff of the Dallas Times-Herald and other employes of the paper tendered a banquet to James C. Reynolds, advertising director of that paper, who has resigned to go to Wichita, Kan., to become advertising director of the Wichita Eagle. Albert Swinsky, Jr., was toastmaster and members of the staff and co-workers of Mr. Reynolds responded with toasts laudatory of his work. Mr. Reynolds was presented with a Masonic ring by the advertising staff.

**Legal Daily Loses Again**

The Appellate Division of the New York Supreme Court has affirmed the decision that the "Legal Daily, Buffalo," a newspaper of restricted circulation, does not meet legal requirements and cannot publish city notices although it obtained a contract as publisher. The suit was brought by the Buffalo Commercial to enjoin the city of Buffalo from making the Legal Daily its official newspaper. The higher court makes permanent the injunction obtained by the Commercial to prevent publication of the city notices in the Daily.

**The Atlanta Journal**  
ATLANTA, GA.

5c Daily      10c Sunday

Associated Press  
United Press

Leased Wire Cable and  
Financial News

An outstanding  
newspaper

Advertising in The  
Journal Sells the Goods

# INTERTYPE

"THE BETTER MACHINE"

*More than 5,000 Intertypes have been sold*

and we have the Users' words that each and every one are giving "entire satisfaction."

No matter what the class or nature of composition required "The Better Machine" will deliver the goods day or night.

Intertype standardization, simplicity of construction, and its well known dependability are time saving and profit earning features that dominate each and every installation.

Let us demonstrate model for model at your convenience.

## INTERTYPE CORPORATION

BUILDERS OF "THE BETTER MACHINE"

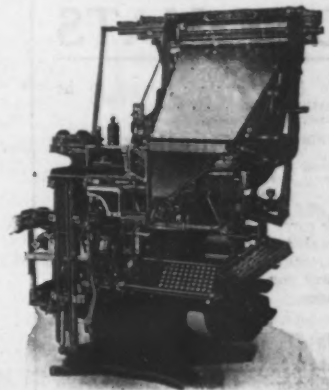
General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

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160 Madison Avenue, Memphis, Tenn.

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86 Third Street, San Francisco, Cal.

MILLER & RICHARD, Canadian Representatives



**FORUM OF FEMININE FRATERNITY OF  
FOURTH ESTATERS**

Conducted by **MILDRED E. PHILLIPS**

**EDITORIAL NOTE:** The director of this column in **EDITOR & PUBLISHER** is Sunday editor of the Syracuse (N. Y.) Post-Standard. Miss Phillips announces her program as follows: "Everyone knows there are newspaper women, but unless one knows and reads all the newspapers in the world there's no way of knowing who's who in feminine newspaperdom. Where is there a better place to learn than in the biggest and best newspaper magazine published? I hope to make this column the most popular and unusual of its kind. It will be purely a newspaper woman's feature—all masculine members of the fourth estate being excluded. Of course, unless some one happens to write something unusually clever, then in payment we shall allow them to have their little say."

**T**HIS week we retire almost entirely from the ring, and give our place as chief spokesman to one who can speak, write and think much better than we ever hope to. But, while we are getting settled with a pink lemonade, and turning on the electric fan, we want to say just a few words about the question of the day, and the young person who will dissertate.

There is just one thing we want you to do when you have finished reading



CONSTANCE DREXEL

the "coluym" this week and that will require more courage than "breaking in" the game did. We want every newspaper woman who reads this story by Miss Drexel, be she at the North Pole or the Tropic of Capricorn, to place this issue of **EDITOR & PUBLISHER** under the nose of her managing editor, and then, some day soon after the idea has had a chance to take root, discuss the matter with him.

**DRY MATS**

We have but two reasons to be worthy of your patronage.

1. Quality
2. Price

We carry a large stock at Bush Terminal and receive shipments every fourteen days. Don't let delivery worry you. Write or phone for our prices.

**W. B. WHEELER CORP.**

Formerly Albert de Bary, Jr.

Phone 9930 6 Church Street  
Rector New York

He'll listen. He's in this game to make HIS newspaper the best in his village, town, state or country. And if he can discover an idea that's new, an idea that he can feature, an idea that will make his paper "different," he'll be like the "little pitcher"—all ears.

It is really quite amazing to realize that men the world over—and that includes what Fay King calls "the humanest humans,"—the editors—are extremely amenable to reason when they think that there is a reason and a real one for any request on the part of their women folk.

And I think that is the way with our friendly-enemies, the editors. They have been so busy keeping men's affairs on the front page, that they have just lost sight of the fact that women's affairs are also deserving of a place on that front page, because women's affairs are not always concerned with howda keep flies away from the baby's crib, and howda get rid of blackheads.

A newspaper is designed to appeal to all classes and all kinds of people. And, unless the newspaper of today broadens its policy sufficiently to recognize that the 22,059,236 women in the United States are people, and interested in something else besides how to get a rich husband, it fails in its mission.

And here is where the feminine political reporter comes in.

Girls, do you realize that this field of political reporting for women is practically untouched, that there is only one woman today who does the job in the way it should be done? That woman is Miss Constance Drexel, who represents the Philadelphia Public Ledger in Washington. Miss Drexel is probably one of the most interesting and important figures in feminine journalism.

**DAILY STORY  
FOR THE  
CHILDREN**

BY  
**Howard R. Garis**  
FEATURING THE FAMOUS



**Uncle Wiggily**  
A STEADY FAVORITE

THE McCLURE  
NEWSPAPER SYNDICATE  
378 Fourth Ave., New York City

She stands as a living proof of what women in journalism can do if they go about it properly equipped, and with the best interests of the game at heart, ready to do all and dare all for the sake of their profession. But we'll let Miss Drexel tell it. She knows how, and we don't—.

By **CONSTANCE DREXEL**

I am very glad to take this opportunity of saying something about the need for women journalists down here in Washington in the hope that such a thought may start something in various editors' minds.

I seem to be the only one specializing on national politics for women, and there ought to be more. The Philadelphia Public Ledger is the only newspaper organization that has anyone specializing on this subject here. I think that every press association and every newspaper maintaining more than two correspondents in Washington ought to have a woman.

I don't mean to take the place of men—I mean in addition to the men. The Public Ledger has a staff of five men correspondents in its Washington Bureau in addition to all the services of the Associated Press, yet my daily news article interferes with none of them and does not duplicate any of them. That is because I am not trying to do a man's work. I am trying to "cover" Washington—National Politics—from a woman's point of view and believe me there is a difference!

I don't mean to say that there are no other women down here. There are some splendid society editors, and there are a very few among the bureaus, only one or two, doing man's work. That is to say, they are covering general news as best they can. To read their product you would not know

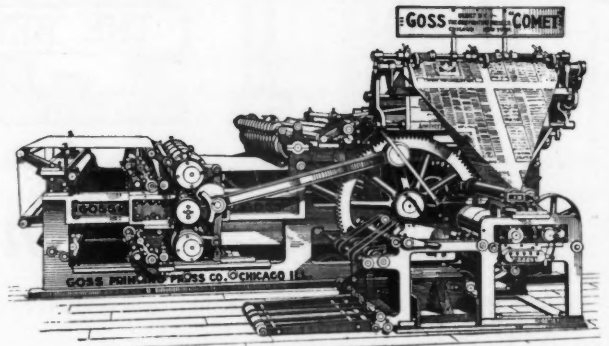
whether a man or a woman had written it. They rather pride themselves on this fact.

No this is not what I have in mind. I think there ought to be some high class feminine women down here with their hearts in the right place with well stored minds and with experience in having followed the suffrage movement who will pick out news events and personalities from a woman's point of view in general and follow what women are trying to do here, in particular. The men correspondents aren't doing it. They don't think we are of sufficient importance in politics or as readers of newspapers.

So strongly do I feel on this subject that in my judgment no newspaper can faithfully portray the new administration without digging into national policies and politics from the point of view of what women want. Take the Sheppard-Towner and Public Welfare Department bills for instance. Both were promised to women in the Republican campaign and are now before Congress, largely through women's efforts. The administration is backing them to the limit. They constitute a radical departure for the Federal Government to pursue; they mark the dawn of a new era. In many respects they are more important than the tariff or tax revision, yet men correspondents pay little or no attention to them.

Please, Mr. Editors, won't you send

**GOSS  
COMET FLAT BED PRESS**



**Prints 4-6 and 8 Page Papers**

From Type Forms and Roll Paper.  
A 5 Horse Power Motor will drive it.

**Now Being Built for Early Delivery**

Write for Literature and Prices

**THE GOSS PRINTING PRESS CO.**

Main Office and Works:  
1535 So. Paulina St., Chicago

New York Office:  
220 W. Forty-second St.



some woman journalists down here, not to take the place of the men, but in addition to the men?

\*\*\*  
THREE cheers for Connie.

So say we all of us.  
But: If We can't all go to Washington, We can start something in our own home town, and our own city room.

How about this as a war-cry—A feminine political reporter on every paper? Doesn't that sound good to you?

It does to me, and I'm willing to bet that wonderful new lace hat I saw in the window this morning, but can't afford, until it is marked down, that such a thing isn't so impossible as it

sounds, and that before another presidential election comes around every newspaper publisher will be sending in the following personal to EDITOR & PUBLISHER:

"Miss Dorothy Brainstorm, our woman political reporter and specialist on women's politics, will accompany Mr. Would-Be President on his cross-continent campaign."

\*\*\*  
JUST a word about next week's "Coluymn." We have all the masculine humorists backed off the map with a story about a newspaper girl whom we all know. Don't miss it. You'll throw away your spring tonic and laugh yourself well when you read it.

## ASKS AMERICA'S HELP FOR CHINA

Dr. Hsieh Tells Association of National Advertisers of Remaking of His Country and of Our Opportunities for Trade

In what was pronounced one of the best addresses ever given before a convention of the Association of National Advertisers, Dr. Tehyi Hsieh, director of the Bureau of Chinese Information in New York, told the organization at its semi-annual gathering in Atlantic City last week of "The Re-making of China" and of the opportunities for American trade in his country if the United States will lend a helping hand to China in the critical period of her evolution. Dr. Hsieh, who in the past year has traveled over 120,000 miles in the United States and Canada, lecturing on China, said in part:

"China is no dumping ground for rubbish. She will pay handsomely for the right stuff you can sell her. Advertising is a medium that not only supplies the demand but creates the demand. The meaning of trade in China is merely this: Trade consists in transporting commodities from where it is to where it ought to be.

"Who told us we could use Pittsburgh window glass? If it were not for the advertisers, China would never have bought it from Pennsylvania. Yet, all over Peking, Nanking, and Canton, the innermost of the really good, beautiful halls must have Pittsburgh window glass.

"The best tea of Peking, known among the mandarin crowds of old—forty-six taels an ounce; \$1.60 per tael—is not known here. The Chinese themselves had never believed that there was such a thing as a tea at forty-six taels an ounce until the advertisers began to tell them.

"China today is a different China, no longer desirous of living in the settlements of the dead past, but looking forward to the coming of the real nation, destined to loom large for business men and advertising power, which is after all the expression for many and for those who cannot get what they want!

"The evolution of the customs, the industry and the ideals of China is quickening in such a striking fashion that when you measure the gigantic strides that have already taken place just in this one decade, it is impossible to despair.

"Five great essentials can easily be numbered as the very few features of this forward movement of China. First, the archaic form of examination of China—the classics of 40,000 symbols are now converted into 39 simplified, unified letters of an alphabet termed by us as a new Chinese esperanto. When this is put into effect fully, it will not only revolutionize the whole of China, 4,500,000 square miles, but it will go further and offer you in America the best medium of understanding the country, which at one time appeared merely to be one of romance and of mystery.

"The second essential is that the constitutional government of China has come to stay, and it is based entirely upon the same kind of administration as yours today. The men who

lead in the Cabinet are no longer those of the old Chinese insular conceit, who didn't want to know anything outside of the so-called Middle Kingdom. But they are eager to accept everything you can give and we can take and give in return. Out of the eight men in the Cabinet, seven have been trained in the seats of learning of America, England and Europe and only one is of the old school—yet not an untraveled man, who came to New York and spent eighteen months looking through your educational institutions—making. Here are eight who are enlightened and eager to be intelligent of conditions outside of China.

"The third great essential is the advancement of the womankind of China. The belief of China today is that the true measure of civilization is for the nation to respect its womanhood. The emancipation of womankind is going to be the marvel of the age of the Orient! It is surprising to see the great changes that have taken place during these last few years—that our sisters and our mothers are the inevitable allies not only in civic but in political life. One—a Miss Chang, generally known as the Joan of Arc of China—represented China in the Peace Conference; and two more are going to the International League of Women's Peace and Freedom.

"The fourth essential is the inevitable great flow of European capital! Industry in China is giving our country a new life. This is going to make China a stronger, a better fitted, rejuvenated and disenthralled nation that shall take her place in the comity of all other powers for her rightful claim which never before in history has she been able to make.

"The fifth, and perhaps the most important, is the lesson we have learned after this great advantage of modern education—Advertising and Health Publicity. In the progress of any great nation, politically, economically, philosophically, nothing is so deep and so profound as when one touches upon morals. The morals of a country cut deepest into life. The morals will reach the springs of action. Morale itself has the farthest merit of reaching or sending the mind from the root-cause to the root-remedy. We therefore concede that in our healthy publicity what we need is TRUTH! It behooves China, therefore, to take steps with such carefulness that she may avoid the mistakes of others.

"There are 2,600 Chinese students in the United States—over a thousand sent by the Chinese government as a mark of appreciation for the return of the Indemnity Fund or a great portion of it. These young men and women now in your midst are going to be tomorrow the potential leaders of the greatest Republic in the Orient, who are going to prove to be the apostles of good-will for America."

### Pulitzer School Graduates 52

The degree of Bachelor of Literature in Journalism was awarded by Columbia University this week to the following graduates of the Pulitzer School of Journalism:

E. M. Allen	A. G. Henderson
J. M. Baker	H. H. Hertel
F. F. Bond	J. T. Hiller
M. B. Brady	W. H. Hooker
W. B. Brummitt	S. P. Hopley
Mrs. W. T. Burch	Beatrice H. Hurwitz
Ruth B. Chamberlain	H. P. Jones
G. R. Chaput	Mordecai Katz
M. E. Clapp	S. N. Kirkland
E. H. Collins	W. R. Knhns
M. W. Corum	L. S. Lifton
C. M. Davidson	J. H. McMullen
S. C. Dearstyne	S. M. McNair
Martha F. Drewry	Margaret M. Mitchell
Helen M. Dwight	H. E. Obermeyer
R. E. Ellinwood	Mildred Paxton
John Elliott	Nettie N. Pashin
Alice M. Felsher	Victor E. Reichert
Simon M. Felshin	Helene Schanal
Marlice Foley	Marguerite L. Schnlz
Solomon Garden	Rae Steiger
J. M. Gibson	P. A. Stewart
J. C. Gonrlie	H. M. Sutherland
R. M. Graham	J. S. Van Nort
A. L. Greene	Irving Walters
H. E. Harner	C. S. Whitehill

### John Clark Sims Forms Agency

John Clark Sims has gone into the general advertising agency business in Philadelphia.

# INDIANA

If you have a national distribution you cannot cover this great central state of Indiana effectively with a scattering of outside national media. You *must* use the *Indiana daily newspapers*, for they go into the homes, are read and believed by the loyal Hoosiers.

If you are figuring on distribution—a few states at a time, then by all means include Indiana first.

Indiana gives you a potential market unsurpassed. It gives you central location, excellent rail and water transportation to that market. And it offers you the best means of reaching that market—the newspapers of Indiana, all of them substantial, enterprising papers, highly thought of by their readers and advertisers.

## HERE THEY ARE USE THEM

	Circulation	Rate for 5,000 lines
*Crawfordsville Review	(M) 4,005	.025
Decatur Democrat	(E) 3,114	.025
Evansville Courier	(M) 23,513	.05
Evansville Courier	(S) 21,318	.05
*Fort Wayne Journal-Gazette and Evening Press	(M&E) 45,829	.07
*Fort Wayne Journal-Gazette	(S) 26,888	.07
*Fort Wayne News and Sentinel	(E) 34,715	.08
*Gary Evening Post	(E) 6,789	.04
*Indianapolis News	(E) 118,205	.20
LaPorte Herald	(E) 3,638	.025
Richmond Palladium	(E) 11,937	.05
South Bend News-Times	(M) 10,617	.05
South Bend News-Times	(E) 6,551	.05
South Bend Tribune	(E) 17,028	.055
Terre Haute Tribune	(E&S) 21,670	.06
*Vincennes Commercial	(M&S) 4,532	.025

Government Statements, April 1, 1921.

\*A. B. C. Publishers' Statements, April 1, 1921.

# WHAT OUR READERS SAY

## Mr. Sinclair's Advertisement

LOS ANGELES, CAL.

To EDITOR & PUBLISHER: This statement is submitted to the Survey, the New Republic, the Nation and the Weekly Review, each of which, some time ago, published an attack upon me, contained in a full-page advertisement written and paid for by Upton Sinclair. The Weekly Review, having declined or neglected to examine a letter of Mr. Sinclair's bearing upon this matter, must in honor have published either this advertisement or else a statement fully covering the details. The propriety of its publication by the other journals I question. The advertisement in its reference to me is misleading and fraudulent, and is furthermore, in my judgment, malicious. The use of the paid advertisement as an instrument of private malice is, I believe, an innovation in American journalism. This statement is also submitted to the EDITOR & PUBLISHER, the New York Globe and the Kansas City Star, each of which has published some part of the pending controversy, and to the Los Angeles Times, Examiner, Record and Express, each of which was charged by Mr. Sinclair with having suppressed the election returns from the Tenth Congress District last November.

Lest by any of the journals which printed the advertisement objection is made to the printing of this statement on the ground that it is too long, may say first, that I have cut from it every unnecessary word; and second, that the counsel of perfection so frequently offered by the critics of the capitalist press emphasizes the demand that a refutation must be given the same space and conspicuousness given to an accusation. The advertisement, be it remembered (though only a part of it related to me), filled a page.

Mr. Sinclair's advertisement challenges an implication made by me that a purported dispatch from Pasadena, which appeared in the Call of November 7 and bore the date of November 6 had been sent by him after the returns had been published in the Los Angeles Times. The original dispatch, he shows, contained two sentences, and it bore the date of November 5 and the signature of Michael Rudolph. The text he gives as follows: "Sinclair vote Tenth Congressional District twenty thousand—double last year. Papers still suppress entirely." The Call had padded the dispatch to five or six times this length and had altered the date. Evidently something more had been done to the original; for Mr. Rudolph happens to live in Los Angeles and is presumably not in the habit of telegraphing from Pasadena.

I have elsewhere given my reasons for regarding the difference between the signature of Michael Rudolph and that of Upton Sinclair on this particular telegram as of no importance. Even if these reasons are not sufficient, Sinclair is still an accessory after the fact, since he has given the telegram his unreserved approval. "The statements made in the telegram," he writes (The Globe, February 4), "were true, and also all their implications." I shall now show that he makes no difference whether this telegram was sent on the 5th or the 6th. In either case it was a fraud. The charge made against me of unfairness in dealing with this purported dispatch is also fraudulent. It would have been fraudulent in any case, since on the face of the printed text the implication made by me was justified. One trusts to the integrity of a news dispatch unless he has good cause to suspect it. The greater part of the editorial comment appearing in the press is based upon an acceptance of the news as it is printed. Any editor (and particularly an insurgent editor) who had based an editorial statement on a purported dispatch of 21 lines appearing, let us say, in the New York Times, and bearing a Liverpool date of November 6, would be highly incensed at a charge of unfairness if subsequently it turns out that the original was a London dispatch of 4 lines sent on November 5. But the charge of unfairness is doubly fraudulent in view of the particular facts which I shall here relate.

At a meeting of a certain discussion club in Los Angeles, on the evening of April 27, Burton Knisely, editor of the Scripps-McKee newspaper, the Evening Record, related his story of the circumstances of the alleged boycott by the local press on the election returns from the Tenth Congress District. "The day after the election," he said, "I asked, 'Why aren't we getting any returns of Sinclair's vote?' I thereupon looked into the matter. I found that at the office of the Registrar of Voters all the clerical force were working on the returns for other candidates in this order: First, importance of the office; second, closeness of contest. Tabulating the vote in the Tenth District was regarded as of secondary importance, because it was generally realized there was to all intents and purposes no contest. Subsequently, and, I believe, partly as a result of our efforts, a complete tabulation of Sinclair's vote was made, and the figures were published in the Record. This perfectly natural focusing by the Registrar on the important and close contests is the explanation of the whole Sinclair boycott dream." (The foregoing statement, in its original form, was submitted by me to Mr. Knisely. He referred it to its present form and granted me permission to give the revised statement to the public.)

Mr. Knisely's statement is confirmed, with some difference in details, by W. M. Kerr, Assistant Registrar of Voters; by Sherrill B. Osborne, son of the Representative in Congress, who also asked for a compilation of the vote, and by a reporter on the Record, R. W.

Borough, who is friendly to both Mr. Rudolph and Mr. Sinclair.

What happened was this: From the first returns it was seen that there was no real contest in the Tenth District. The figures were therefore slightly by both reporters and office clerks. The intimation in the Times of November 4 that returns had been tabulated "from a majority of the precincts" was sheer repertorial bluff. No such tabulation had then been made. The California law, according to Mr. Kerr, does not require unofficial compilations. The work of preparing them is on account of the shortness of office help, usually assisted by the newspaper men. In this case the Times and the Examiner helped both with service and with money for extra clerk hire. Unofficial compilations on "scraps" contests are likely to be ignored unless a specific request is made for information. On the afternoon of the 3d or the morning of the 4th requests for a Tenth District compilation were made both by the Record and by Mr. Osborne. Some of the force, either regular or special or both, was turned to this work. Here there is some variance, largely a matter of emphasis, in the testimony. Mr. Osborne remembers the result as purely a newspaper compilation. Mr. Kerr as an office compilation, with newspaper help. On the afternoon of the 5th it was given out. It was virtually complete, lacking only 303 votes for Mr. Sinclair and 1,754 votes for Mr. Osborne of the official figures. This compilation was evidently too late for the regular editions (the only ones kept on file) of the evening papers. But if it appeared as late in the Record (and both Mr. Knisely and Mr. Borough are positive that it did), it must have appeared in a late edition of the 5th. This edition is nowhere on file. Both the Times and the Examiner had the compilation on the following morning (Nov. 6), and the Evening Express mentioned it later in the day.

There is no earthly way in which Mr. Rudolph could have known of this result on the 5th (when he telegraphed it to the Call) except through the work of the newspaper men, and he could not possibly have got the figures without hearing how they were prepared. He must also have known of the efforts of the Record. His statement, vouched for by Mr. Sinclair, that the "papers still suppress entirely" was wholly unfounded. They could not have suppressed anything until the afternoon of the 5th, since there was nothing tangible to suppress. Instead of suppressing anything, they were working to get the figures, and as soon as compiled these figures were published. Though the figures used by Mr. Rudolph were not taken from a printed copy of the Times, they were taken from a compilation made through the help of the Times, and printed by that paper on the following morning. That Mr. Sinclair, in his feverish eagerness to learn the results of the election, could have been ignorant of all this, appears to me incredible. At any rate, the trouble of so finding his claim and widely published fiction that the newspapers combined to suppress the returns and that he, by organizing a chorus of protests both in Great Britain and America, forced the reluctant printing of these returns by one of the conspirators, the Times. I further pulverize his endorsement of the Rudolph telegram and his pretense that the date of Nov. 5th, instead of Nov. 6th, on that telegram is of any consequence.

I have elsewhere (the EDITOR & PUBLISHER, April 25; the Weekly Review, April 27) shown the falsity of every material statement made by Mr. Sinclair in this affair, from Aug. 22, 1920, to March 22, 1921 (the date of his latest letter in the Globe). That is, all but one; and that one I have sufficiently covered here. From the standpoint of an immediate and spectacular triumph, the publication of these advertisements, at an admitted cost of \$750, must be regarded as exceedingly clever. But from the standpoint of an abiding victory, the maneuver must be regarded as little short of imbecile. Somewhere, somehow, he should have reflected, the facts would make themselves known.

W. J. GHENT.

## Endorses Clean-Up

May 24, 1921.

To EDITOR & PUBLISHER: You have my hearty endorsement in your campaign to drive the leeches out of the ranks of ethical newspaper men.

Recently America underwent an "organization craze." Everybody wanted to join something and there was "something" provided for everybody to join. I even heard of a burglars' union.

Wichita has and is undergoing an experience with a so-called "press club." It was started, apparently, in good faith and nearly all of the fraternity joined. But three or four months after its birth we heard of a scheme to secure funds to provide and equip a permanent press club room of quarters rather than the mere taking in "associate" members (which by the way the club first voted down) as so much per, was broached and put into operation by the directors without sanction from the membership.

A professional solicitor was retained on a contract, he to get 50 per cent of all funds collected. Many of us objected, but were ignored. When we learned the extent of solicitation we were amazed. The solicitor had secured \$15,000, half of which he kept, and all within a few weeks, not over three months ago. The outside. Persons who joined as "associate" members, complained about promises or methods used.

As a result of the scandal every employe in the editorial department has frantically decided to withdraw from the club. There the matter now rests.

We have no personal fault to find. The professional solicitor is not to be blamed for he must find work or go into another business. I hope that the Editor & Publisher will quicken the ethical conscience of the newspaper fraternity so that any such methods will not be recognized as fitting for a news writer to sanction.

J. B. DOZE,

Managing Editor, Wichita (Kan.) Eagle.

## All Newspaper Men Should Join

NEWBURYPORT, MASS., May 28, 1921.

To EDITOR & PUBLISHER: I think the work you are doing in agitating for a clean-up of the leeches of the American press is one deserving of every encouragement. For their own reputation all legitimate newspaper men should join with you in the crusade. I wish you much success.

FRED E. SMITH,

President News Publishing Company.

## News and the New Saga

CHICAGO, MAY 7, 1921.

To EDITOR & PUBLISHER: A recent editorial in EDITOR & PUBLISHER on the "commercialism of the press" came as a shock and a surprise. One does not expect so popular an organ of journalistic opinion to concern itself with a question which is—after all—academic rather than realistic. The raising of the question is significant. In the first place it is an indication of the eternal sentimentality—idealism if you please—of the American press. In the second place it means that newspaper men really don't get the significance of their profession.

The newspaper is not being ruined by the commercialism. It is being transmuted by the romanticism of human nature. The newspaper has taken the place of the ballad singer of earlier centuries. It is not historical, it is sociological in its implications.

The term news has passed through an interesting semantic development during the last hundred and fifty years. In the days of Defoe, "news" was "new." That new thing may have been factitious or not; it may have concerned with recent advices from Holland, or with the strange adventures of a man who was dead five days and came to life and is now at Wild's Coffee Shop ready to tell his adventures for half a shilling. On the lips of the high-minded journalists of the last age, the term news took on a new seriousness. At that time it took on the meaning that was defended in EDITOR & PUBLISHER last week. The latest meaning of the terms "news," the meaning our editorial practitioners recognize, but fail to admit, is the result of a sudden increased literacy among American and English low-brows, an increase that has been particularly rapid since 1880. Caliban must dream. He no longer finds his Homer, his scop or his ballad singer; but he can read. Voice!

This latest meaning of the term is difficult to define. Psychologically, news compensates the reading public for the dull and wholly unsatisfactory life it is leading. This compensation is peculiarly complete. The truck-driver, the stevedore, the man who uses his struggle and enjoys this use reads sports, the struggles of the hatting halloons in the far north or the salacious incidents of high or low scandal.

The man of affairs reads of business combines, and the meteoric rise of this or that concern—similar to his in its small beginnings—which now nominates foreign commerce and dictates to a more or less subservient government. Your stenographer who is devoting her life to the support of an abbreviated wardrobe reads of bungalow mysteries, love acts and the adventures of a handsome millionaire with a girl of humble though honest origin. In each of these cases news compensates the reader.

News enables him to live a life that is more active, more complete, more dramatic, more perfect. That remarkable subliminal force that causes us to dramatize ourselves, that is the ultimate cause of any progress we have made that force is given room for expansion in the fifty or more columns of every edition of every newspaper of the country.

Sociologically, the newspaper is of great significance. These forces that I have outlined are powerful. The newspaper stimulates them and gives them vicarious expression. Newspapers speak what communities dream. We do not admit that we dream these things. We are half ashamed of them. But examine the face of the girl across the way. She is reading of the Hamon murder. She is oblivious to the hole in her stocking, to the fat lady at her side, to the new boss or the new job. She is living a romantic—if unmoral—existence in a hotel with a great hero. The girl across the way is, in a sense, the community—the community satisfying its romanticism vicariously.

Whether this vicarious satisfaction is good or bad in a social sense is debatable. It may be argued that were this outlet denied, the community would be forced into action, would be forced to dramatise itself in deeds, forced to think—for dreaming is a refuge from thinking. The man who supports the newspapers would reply—if he accepts my premises—that this vicarious action is the safety valve that must save America from revolution.

It is more pleasant for us to exercise our unsocial instincts by reading about Irish atrocities than it is to go into the streets and murder women and children. The fact that this form of compensation is not acceptable to all people, that there are always a small num-

ber of men and women who actually have to murder in order to add the spice of romance human nature craves, this fact gives our editors material upon which the majority of the reading public may feed itself. Thus the newspapers may be doing us a great service. They subliminate our unsocial instincts and anesthetize our desire for action.

Modern news is a dignified and ancient origin. There are few themes in the "big" stories that are not in the folk literature of all times. Miss Helen, formerly of Troy (Greece) becomes Mrs. —, formerly of the Folies. The innocent shepherd, becomes a bronzed guide of the north woods. The husband, a king in his own world, fights his battles with or without the sympathy of a large and interested audience. Honor is the theme. None can deny that the Helen motif is eternal in the literature of all nations and all classes. The beautiful woman, strong—if turgid—love, great adventure, these are the stuff of romance, eternal and necessary.

Those who care to answer this will tell me that my thesis may be true, but that this condition is unfortunate and threatens the future of a democratic nation which, if it is to thrive, must do so by virtue of a well informed body politic. I grant this at once. However, I am not concerned in this analysis with the possible moral or political consequences of the newspaper as a social institution. A realistic analysis of facts must show, I think, that the newspaper has developed in response to an imperative demand that the people be amused. It may or it may not be unfortunate that your stenographer is more interested in Mrs. Stillman than in Article X. Any survey of historic fact makes it difficult to demonstrate that the progress of a diabolical world is due to rational processes. Throughout his progress Home Sapiens has carried his interest in romantic obscurity with him. Perhaps it is this imperative desire for amusement that has made us into even the small things we are.

R. D. JAMESON,  
University of Chicago.

## MAIL PRIVILEGES RESTORED

### Hays Acts for Call and Leader On Liberator Grounds

WASHINGTON, May 31.—Postal prohibitions against the Milwaukee Leader and the New York Call, two Socialist newspapers, were withdrawn today by Postmaster General Hays, who restored them to second class mailing privileges. The action was in line with that recently taken in the case of the Liberator, a periodical published in New York City. Victor Berger, who was convicted of violation of the Espionage Act, was editor of the Leader. His conviction recently was set aside by the Supreme Court.

Postmaster General Hays proceeded on the theory that the previous administration of the department had erred in withdrawing low rates and yet permitting the papers to be distributed. If barred at all, they should have been barred entirely, he is said to have decided.

Whether the Post Office Department will voluntarily refund the excess charges occasioned by the Burleson order was not stated today. In the case of the Liberator, Mr. Hayes said a refund would be ordered, the amount due that publication being estimated at more than \$11,000.

## Shake-up in St. Paul

ST. PAUL, May 24.—The staff of the Dispatch-Pioneer Press has undergone another mild shake-up. Miss Alice Borup, society editor, after fifteen years' service in the society department, resigns to engage in other business. She is succeeded by Mrs. Elizabeth Moline, hitherto moving picture editor. A. L. Wilhelm leaves the night copy desk to take the place of Mrs. Moline, being succeeded by Karl L. Lee, who comes from the Chicago American. George M. Bates, formerly on the night copy desk, becomes assistant editor of the Farmer's Dispatch in place of Stowe Elliott, who takes a position with the Grain Growers, Inc., Chicago.

## Paper Company Moves

The Hudson Trading Company, newspaper brokers, have moved from 18 East 41st street to 300 Madison avenue, New York.



**TIPS FOR AD MANAGERS**

**Amsterdam Advertising Agency, 1180 Broadway, New York.** Placing orders with newspapers for Page & Shaw "Vitamines Chocolate Bars," 114 East 29th street, New York.

**N. W. Ayer & Son, 300 Chestnut street, Philadelphia.** Placing orders with newspapers generally, copy to start in the fall, for Winship-Boit Company, "Merode" underwear, Wakefield, Mass.

**George Batten Company, 381 4th avenue New York.** Placing orders with newspapers for Boot Mills, "Boott Mills Toweling," Lowell, Mass.; again placing orders with newspapers generally for Indian Refining Company, "Flaxoline Oil," 244 Madison avenue, New York; placing orders with newspapers for Fry Glass Company, "Ovenglass," Rochester, Pa.

**Campbell, Blood & Trump, Marquette Bldg., Detroit.** Placing advertising of Pere Marquette R. R. Co., and Young Bros., Detroit.

**Charles Advertising Agency, 23 East 26th street, New York.** Reported will make up list of farm papers during June for B. G. Pratt Company, "Scalecide Spray Material," 50 Church street, New York.

**Corman Company, 19 West 44th street, New York.** Have secured account of F. A. Ferris Company, hams and bacon, 262 Mott street, New York.

**Cowen Company, 50 Union Square, New York.** Placing orders with newspapers for Lorillard Company, "Beech Nut" cigarettes, 119 West 40th street, New York.

**Dauchy Company, 9 Murray street, New York.** Again placing orders with newspapers for Madison Mills Company, hosiery, 503 Broadway, New York.

**Dollenmayer Advertising Agency, 315 Marquette avenue, Chicago.** Has secured account of Golden Grain Juice Company, "Minnehaha Pale Soft Drink," Minneapolis.

**Doremue & Co., 44 Broadway, New York.** Making contracts with newspapers for Goldman, Sachs & Co., financial, 60 Wall street, New York.

**Dorland Advertising Agency, 9 East 40th street, New York.** Reported to have secured account of V. Vivadon, Inc., "Mavis" toilet preparations, 418 West 25th street, New York.

**Dominion Advertisers, Inc., Montreal.** Contracts for Hurlhut Shoe advertising being sent out by Mr. Craigie.

**Evans & Barnhill, 10 East 43d street, New York.** Reported will shortly start general newspaper campaign for Bendalls Products Corporation, "Check" cleaning fluid, 709 6th avenue, New York.

**Federal Advertising Agency, 6 East 39th street, New York.** Reported will make up lists of newspapers during June for Runkel Brothers, Inc., cocoa, 445 West 30th street, New York.

**Freeman Advertising Agency, Inc., Mutual Bldg., Richmond, Va.** Sending out advertising for the Alton Hotel, Alton, Va., to Eastern daily newspapers.

**F. A. Gray Advertising Company, 14th & Oak streets, Kansas City.** Reported to be handling the following accounts: Burlington Overall Manufacturing Company and Regal Dust Manufacturing Company.

**Green-Fulton-Cunningham Company, Free Press Bldg., Detroit.** Again placing orders with newspapers in various sections for the Industrial Correspondence Institute, Ferry Bldg., Philadelphia.

**Guenther-Bradford & Co., 7 South street, born street, Chicago.** Will make up lists during June for Shores-Mueller Company, 153 Shore Station, Cedar Rapids, Mich.

**E. W. Hellwig Agency, 299 Madison avenue, New York.** Reported to be renewing some of their newspaper contracts for Corn Products Refining Co., "Karo" corn syrup and "Mazola" salad and cooking oil, 17 Battery place, New York.

**E. T. Howard Company, 117 West 46th street, New York.** Placing orders with New York City newspapers for Montray Corporation, Astor Trust Bldg., 5th avenue and 42d street, New York.

**Arnold Joerus Company, Detroit.** Reported to be placing advertising for the O. K. Giant Battery Corporation, Detroit, Mich. Reported to be placing advertising for Kalamazoo Corset Company, "Madam Grace" and "Graceful Stout" corsets, Kalamazoo, Mich.

**Johnson Read & Co., 202 South State street, Chicago.** Now handling following accounts: Velie Motor Corporation, Moline, Ill., and Diller Manufacturing Company, "Thermatic Fireless Cookers," Bluffton, Ohio; Transport Truck Company, Mt. Pleasant, Mich.

**Kraff Adv. Agency, 431 Palace Bldg., Minneapolis.** Will place orders with newspapers within a radius of 200 miles of Minneapolis for Chippewa Springs Corp., Chippewa Falls, Wis. Placing advertising for Minneapolis Custom Garment Company.

**Martin V. Kelley Company, Second Nat. Bank Bldg., Toledo, Ohio.** Making yearly contracts with newspapers for the Chicago, Rock Island & Pacific Railway.

**Phillip Kohbe Company, 208 5th avenue, New York.** Handling advertising for the Illinois Zinc Company, zinc shingles.

**H. E. Lusan Agency, 440 4th avenue, New York.** Will use rotogravure sections of newspapers for Bigelow-Hartford Carpet Company, 25 Madison avenue, New York.

**H. H. Levey, Marlbridge Bldg., New York.** Making trade deals with newspapers for Embassy Hotel, Broadway and 70th street, New York.

**H. K. McCann Company, 61 Broadway New York.** Placing orders with newspapers generally for Borden's Milk Company, "Borden's Chocolate Malted Milk," 108 Hudson street, New York.

**Theo. F. MacManus, Inc., 82 Hancock avenue, East, Detroit.** Reported to have secured account of American Blower Company, fans, 6,004 Russell street, Detroit.

**More International Agency, 449 4th avenue, New York.** Again placing readers with newspapers generally for Rumford Chemical Works, "Horsford's Acid Phosphate," Providence, R. I.

**Rae Advertising Company, Cleveland.** Reported placing advertising and planning newspaper campaign for William G. Yates Company, "Cottage Ironer," Cleveland.

**Joseph Richard Company, 9 East 40th street, New York.** Reported renewing newspaper contracts for Conklin Pen Manufacturing Company, Toledo.

**Phillip Ritter Company, 185 Madison Madison avenue, New York.** Has secured the following accounts: Soluble Coffee Company of America, New York; General Chemical Company, "Sofas Laxative," New York, and B. H. Janssen Piano Company, New York. Will use newspapers.

**J. Walter Thompson Company, Lytton Bldg., Chicago.** Placing orders with some newspapers for Davey Tree Export Company, Inc., Kent, Ohio, and Astor Court Building, New York.

**John C. Van Haagen Advertising Agency, 1602 Chestnut street, Philadelphia.** Placing orders with Pennsylvania newspapers for Stratford Cigar Company, Philadelphia.

**Fred C. Williams Advertising Agency, 136 Liberty street, New York.** Have secured account of Youmans Hat Stores, New York.

**Ruthrauff & Ryan, 404 4th avenue, New York.** Making 5,000-line contracts for The Ironized Yeast Company, Atlanta, Ga.

**Ruthrauff & Ryan, 404 4th avenue, New York.** Placing orders in magazine sections of Sunday newspapers for National Radio Institute, Washington, D. C.

**Sackheim & Scherman, 354 4th avenue, New York.** Placing some orders in newspapers for Little Leather Library Corp., 354 4th avenue, New York.

**L. A. Sandlass, 217 West Saratoga street, Baltimore.** Making yearly contracts with newspapers for the Resinol Chemical Company.

**Scott & Scott, Inc., 220 W. 42d street, New York.** Placing advertising in certain states for the National Association Against the Prohibition Amendment, Inc., Washington, D. C.

**Frank Seaman, 470 4th avenue, New York.** Making yearly contracts with newspapers for the Studebaker Corporation.

**Sherman & Lehair, 116 West 32d street, New York.** Making up list of newspapers and will shortly place orders generally for B. V. D. Company, underwear, 350 Broadway, New York. Placing orders with Sunday newspapers that have magazine sections for Famous Authors Library Association, Philadelphia, Pa.

**Southern Adv. Agency, Randolph Bldg., Memphis.** Will commence placing copy with newspapers within the next forty days for Gerstle Medicine Company, Chattanooga.

**Stavrum & Shafer, 14 East Jackson Blvd., Chicago.** Reported to be planning newspaper campaign through the above agency for Elgin National Soap Company, "F.E.P." pulverized soap, Elgin, Ill.

**Sterling Advertising Service, 110 West 40th street, New York.** Again placing orders with newspapers in various sections for Sarnoff-Irving Hats, New York.

**Stewart-Davis Advertising Company, Keefer Bldg., Chicago.** Making yearly contracts with newspapers for William Wrigley, Inc.

**Sweeney & James Company, 1623 Euclid avenue, Cleveland.** Placing orders with newspapers in various sections for Mason Tire & Rubber Co., Kent, Ohio, and 233 West 58th street, New York.

**J. Walter Thompson Company, 242 Madison avenue.** Gradually extending the list of cities for the United States Gutta Percha Paint Company.

**J. Walter Thompson, 242 Madison avenue, New York.** Reported will make up list during June, using newspapers for Tidewater Oil Sales Corp., "Tydol," etc., 11 Broadway, N. Y.

**Van Patten, Inc., 50 East 42d street, New York.** Reported will handle advertising of Montgomery, Ward & Co., mail order, Chicago.

**Guy C. Whidden Advertising Agency, Bulletin Bldg., Philadelphia.** Reported to be handling advertising for General Phonograph Co., "Okeb" phonographs and records, New York.

**Williams & Cunningham, 111 5th avenue, New York.** Placing orders with some New York City newspapers for Gunn Furniture Company, "Lino Writing Bed Desk," Grand Rapids, Mich., and 11 East 36th street, New York.

**Fred C. Williams Advertising Agency, 136 Liberty street, New York.** Placing orders with newspapers in various sections for Mustard Products Co., "Nacco Mustard," Bush Terminal, Brooklyn.

**Zimmer-Keller, Inc., Kresge Bldg., Detroit.** Making yearly contracts with newspapers for Apperson Bros. Automobile Company. Handling advertising for the Saxon Motor Car Company.

# IOWA

Ninety-nine out of every hundred persons in Iowa can read and write, the highest per cent. of literacy of any state.

Persons of school age	736,925
Persons attending school	519,814
Enrolled in colleges	25,410
Persons with High School education	289,109
Persons with college education	140,009
Number of public schools	20,446
Number of consolidated rural schools	260
Value of public school property	\$60,000,000
Value of private colleges	10,401,405
Value of state colleges	15,487,150

Iowa spends approximately thirty million dollars every year for educational purposes, or \$12.67 per capita.

Compute the purchasing power for your goods of the people who support these institutions and know that to reach them by daily newspaper advertising will sell your product.

Advertising success comes from knowing the territory and acting accordingly.

	Circulation	Rate for 5,000 lines
Burlington Hawk-Eye	(M) 10,401	.035
Burlington Hawk-Eye	(S) 12,960	.035
Cedar Rapids Gazette	(E) 19,005	.055
Council Bluffs Nonpareil	(E&S) 15,147	.05
Davenport Democrat & Leader	(E) 15,153	.06
Davenport Democrat & Leader	(S) 17,332	.06
Davenport Times	(E) 24,322	.06
Des Moines Capital	(E) 49,805	.14
Des Moines Sunday Capital	(S) 32,931	.14
Des Moines Register and Tribune	(M&E) 111,560	.20
Des Moines Sunday Register	(S) 92,761	.20
Iowa City Press-Citizen	(E) 6,847	.035
Mason City Globe Gazette	(E) 9,516	.035
Muscatine Journal & News Tribune	(E) 7,991	.035
Ottumwa Courier	(E) 12,373	.05
Sioux City Journal	(M&E) 51,723	.11
Sioux City Journal	(S) 33,795	.11
Waterloo Evening Courier	(E) 15,554	.05

Government Statements, April 1, 1921.

\*A. B. C. Publisher's Statement, April 1, 1921.

\*\*A. B. C. Audit, October 1, 1920.

†Publisher's Statement.

**The Detroit News**

THE Detroit Sunday News carried the most Sunday advertising in Detroit during 1920 despite the embargo it was compelled to place on full pages during the Spring of 1920. A 38% lead in total circulation and 76% lead in city circulation are potent reasons.

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 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 New York JOHN GLASS Chicago

**OF THE SHAFER GROUP**

The Louisville Herald led the other Louisville morning newspaper in local display advertising for the year of 1920 by 182,991 agate lines. Local advertisers know local values.

**THE LOUISVILLE HERALD**

Kentucky's Greatest Newspaper

OF NEWSPAPERS

**THE NEW YORK EVENING JOURNAL**

has the largest circulation of any daily newspaper in America.

**Obituary**

J. C. MCNEALUS, member of the Texas Senate and well known newspaper man of the old school, died suddenly in Fort Worth last week. At the time of his death Senator McNealus was editor and publisher of the Dallas Democrat. He was born in New York in 1850, and engaged in the newspaper business as an apprentice printer on a paper owned by National Democratic Committeeman Mack of New York. He later worked on a number of New York papers as printer, reporter and minor executive positions. In 1870 he joined the "gold rush" to California. For the last 45 years he had lived in Dallas. He was for a time connected with the Dallas News, and was editor and publisher of the old Dallas Herald that later was consolidated in the present Dallas Times-Herald.

MARJORIE GUEST, 14-year-old daughter of Edgar A. Guest, poet on the staff of the Detroit Free Press, died May 27 of tuberculosis.

GEORGE L. SMITH, reporter and poet of the Detroit Journal, died recently of tuberculosis, with which he suffered since discharge from the army.

MISS RUTH GOODSILL, circulation manager of the Galesburg (Ill.) Evening Mail, died in that city on May 22. She had been at the head of the circulation department of the Mail for ten years.

FREDERICK REDDALL, recently in the editorial department of Hearst's Magazine and for many years a writer and editor on musical topics, died in Brooklyn May 26, aged 68 years.

JAMES McLEOD, publisher of the Almonte (Ont.) Gazette, for several years, died at that place recently, aged 67. He had been connected with the paper at intervals for nearly half a century, first as apprentice, later as co-partner, and from 1902 to 1919 as sole owner. For a time he was on the editorial staff of the Ottawa Free Press, and afterwards published a weekly at Smith's Falls.

ARTHUR HITCHINGS CHAMBERS, one time commercial editor of the Montreal Star, died recently at Vaudreuil. During his newspaper career he wrote a series of articles on the importance of developing the St. Lawrence river, and these played an important part in bringing about the deepening of the river and improving the Montreal harbor.

FREDERICK K. BEEBEE, treasurer and one of the organizers of the Mid-Continent Advertising Agency of Dallas and Houston, Tex., died last Friday in Kerrville, Tex., where he had been for the last five months in quest of health. Mr. Beebee came to Dallas in 1918 from New York, where he had been for a number of years associated with the George Batten Company.

DANIEL B. HATCH, 49 years old, and well known throughout Texas as a paper salesman, died in Johns Hopkins Hospital, Baltimore, and his body was sent to Houston last week. Mr. Hatch had been a resident of Houston since 1900, and as traveling salesman for the Elliott Paper Company of Dallas was known to newspaper men throughout the state.

HARVEY M. CAMPBELL, aged 64, for 34 years continuously in the employ of A. H. Belo & Co., publishers of the Dallas-Galveston News, Dallas Journal and other publications, died in Dallas last week after an illness of more than two years. Mr. Campbell came to Dallas when the Dallas News was established in 1885 as one of the original members of the staff. In 1912 he was retired on a pension, but was called back into service when the Dallas Journal was launched. His health failed about two

years ago and he first went to Colorado and later to California in quest of health.

VALENTINE T. KARNES, city editor of the Buffalo Times, died May 27 after a lingering attack of Bright's disease, at the age of 41 years. William J. Campbell, city editor of the Buffalo Courier, died a few weeks before the end came for Mr. Karnes.

DONALD EVANS, who died this past week in New York City from gas asphyxiation which was the result of an accident, was formerly on the staff of the Philadelphia Inquirer. Later he worked on the New York Times and the Daily Garment News in New York. Mr. Evans was 36 years old and had published several books of verse which were ultra modern in their form and attracted quite a lot of attention.

RUFUS C. SAUNDERS, publisher of the Kalamazoo (Mich.) Advocate, was killed recently when he lost control of his automobile.

STEPHEN F. LAMBERT, for years identified with the printing industry of Boston, died of pneumonia in Jamaica Plain, Mass.

GEORGE TAYLOR LINCOLN, who for more than 30 years was editor and publisher of the Banker and Tradesman, a weekly, died recently in Brookline. He founded the North Brookfield (Mass.) Journal in 1875 and later was employed on the Boston Globe and Boston Journal.

DAVID FRANK OLDROYD of the Worcester (Mass.) Telegram composing room force, died recently in Worcester, aged 65 years.

WILLIAM G. TURRILL, a printer employed on the Boston Herald for many years, died suddenly in Roxbury, Mass. He was a civil war veteran. He joined the Herald staff in 1886.

CHARLES W. GEERS, aged 81, founder of the Denton (Tex.) Monitor in 1869 and later connected with various other newspapers in North Texas and Oklahoma, died at his home in Mill Creek, Okla. Mr. Geers had been editor and publisher of the Mill Creek Herald for six years prior to his death.

DAVID W. NICOLS, formerly a member of the staffs of the Hartford Courant and the Times and more recently proprietor of the Bureau Press (printing establishment), died May 25, aged 37. He was for twelve years police reporter on the Courant, later going to the Times as general assignment reporter. He was at one time secretary of the Hartford Board of Trade.

**A Concise Style Book**

Conciseness is the outstanding feature of the new manual just issued by the New Bedford (Mass.) Standard for the guidance of its staff in the "preparation and presentation of a well-written and intelligently edited newspaper." It was compiled by George A. Hough, Jr., news editor of the Standard and formerly assistant city editor of the New York World. The subject is treated under these heads: The Standard's Field, What the Standard Wants to Print, The Law of Libel, Rules for Reporters, Rules for Copyreaders, Rules for the Composing Room, and Style. A staff directory, with addresses and home telephone numbers is given for use in emergencies, and a 1921-1922 calendar is a valuable feature at the end of the book.

**Perley Boone Best on Links**

Perley Boone, of the Chicago Tribune, turned in the best card in a tournament of the New York Newspaper Golf Club last week. He went round in 98, but his handicap of 25 strokes gave him a net score of 73.

**TO REACH THE RICH TRADE OF KANSAS**

**Topeka Daily Capital**

Sworn Government Report for 6 Months ending March 31, 1921

**35,472**

Its sales promotion department is at the service of advertisers. And it really promotes.

*Arthur Capper*

Member A. B. C. Publisher.

Nearly every person in Richmond reads

**NEWS-LEADER**

The NEWS-LEADER's circulation in Richmond is greater than that of all the other Richmond papers combined.

The NEWS-LEADER's circulation in Virginia is greater than any other Virginia newspaper.

The sworn statements of the Richmond papers show the NEWS-LEADER has a daily circulation in Richmond which is more than three times greater than its nearest competitor.

Foreign representatives The Kelly-Smith Co., Chicago, Ill. B'way at 34th St. Kelly-Smith Co. New York City. Lytton Building. Marbridge Building J. B. Keogh, Candler Bldg., Atlanta, Ga.

**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.

**Another Big Plant**

Now in Course of Construction at

**Perth Amboy, N. J.**

Large increase in Savings Deposits during past year.

For further information regarding this important territory, address Perth Amboy Evening News or F. R. Northrup, 303 Fifth Avenue, New York City.

**WIRE NEWS**

For Evening and Sunday Newspapers

International News Service World Building, New York



**NEW ORLEANS HAS 60,000 HOMES**  
(GOOD ONES)

The **New Orleans Sunday States** guaranteed to reach **55,000** New Orleans Homes  
May 15—May 22—May 29  
NO INCREASE IN CARD RATE IN MAY

**The Mount Vernon, N. Y.**

**DAILY ARGUS** carries more display advertising than any other newspaper in Westchester County. This is an acknowledgment 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

**Famous Wits of History**

A short magazine page feature twice a week.  
**NEWSPAPER FEATURE SERVICE**  
241 W. 58th ST., NEW YORK

**More Than an Introduction**

When a newspaper does more than introduce an advertiser to a community, there must result a spirit of mutual satisfaction. For more than three-quarters of a century **The Pittsburgh Post** has introduced advertisers to the purchasing power of the great Pittsburgh district. Each introduction is accompanied by an indorsement which cannot be dissociated from the character of such a paper.  
**DAILY AND SUNDAY**

**"The African World" & "Cape-to-Cairo Express"**

Published every Saturday in London.  
**SOLE AGENTS FOR UNITED STATES**  
The World Wide Advertising Corporation  
No. 1 West Thirty-fourth St., NEW YORK CITY

**NEWS OF ASSOCIATIONS AND CLUBS**

**THE** Minnesota Editorial Association has begun raising \$100,000 to build an addition to the State Hospital for Crippled Children in this city, in memory of the late Michael J. Dowling, the crippled newspaper man and banker, whose achievement attracted world-wide attention. The work is in the hands of a committee of ten comprising one member for each congressional district of the state, appointed by Philip Liesch, president of the association. The chairman is J. R. Landy of the Olivia Times, past president. The Minnesota Bankers' Association, Elks and American Legion posts are co-operating.

The Worcester Advertising Club has elected these officers: President, Edward A. King; vice-president, Louis A. Hastings; second vice-president, Richard A. Toomey; secretary, Otis C. Sheldon, and treasurer, Floyd Davis.

The financial situation as it affects the Ontario provincial weeklies was the chief topic of discussion at the third annual meeting of the association of Selected Town Weeklies, held in Toronto, last week. The following officers were elected: C. M. Mundy, Oshawa Reformer, president; Hal B. Donly, Simcoe Reformer, vice-president; and George James, Bowmanville Statesmen, secretary-treasurer. Principal conditions for membership in the association prescribe all home-print and a circulation of at least 1,500.

The Advertising Club of St. Louis last week unveiled a bronze tablet in honor of 47 members who served in the World War. Relatives of the men were invited to the exercises, which were held at a luncheon at Hotel Statler. The speakers were Charles M. Hay, an attorney, and Marvin E. Holderness, vice-president of the First National Bank and former president of the Advertising Club.

John E. Cooke, of Rockdale, president of the Texas Press Association, and Sam P. Harben of Richardson, secretary, are making extensive plans for the annual convention of the association to be held at McAllen, June 9, 10 and 11.

The Houston (Tex.) Advertising Association at its weekly meeting elected officers to serve during the coming year as follows: George B. Forristall, president; N. A. Schenayder, vice-president; A. S. Pimental, secretary and treasurer; J. B. Westover, J. D. Mason, Follette Isaacson and Fred Wilhelm, directors.

Music as one of the most effective forms of advertising for any city as a material presentation of the city's soul, was pointed to as a necessity in municipal development by Will A. Watkins in an address before the Women's Ad League of Dallas, Tex. Mr. Watkins laid particular emphasis on the municipal chorus and the Symphony Orchestra of Dallas, declaring that these organizations were spreading the name of Dallas in places inaccessible to other forms of advertising.

Mark Anthony's famous oration in Shakespeare's Julius Caesar could be studied with a great deal of profit by present-day salesmen, in the opinion of Herman E. Roesch, manager of the sign department of the Whitehead & Hoag Company, who spoke before the members of the Poor Richard Club the other day on "Shakespeare As a Salesman." He said: "There are the four well-known laws to be observed in making a sale. First, is to gain the attention of

the prospective customer; second, to arouse his interest or curiosity; third, to awaken in him a desire for the goods you are trying to sell, and fourth, to influence his will to do your bidding. "Mark Anthony, in his speech to the populace after the murder of Julius Caesar observes these laws most carefully. He would have made a capital salesman."

The Philadelphia Club of Advertising Women has elected the following officers: Miss Blanch E. Clair, president; Miss Bertha P. Shaffer and Miss A. K. Johnson, vice-presidents; Mrs. Cora M. McElroy, recording secretary; Miss Gertrude M. Flanagan, corresponding secretary; Miss Elizabeth H. Schaffer, Miss Margaret Tullidge, Miss Mary A. O'Donnell, Miss Nellie E. Quirk and Miss Katherine Flanagan, directors.

The California Press Association members have returned from a week's visit to the Grand Canyon in Arizona and to the Petrified Forest. During the excursion, Friend W. Richardson of Sacramento was again elected president by acclamation. Owen A. King of Jackson was re-elected secretary and Justus F. Craemer of Orange, vice-president and R. W. Walker of Vallejo was elected treasurer.

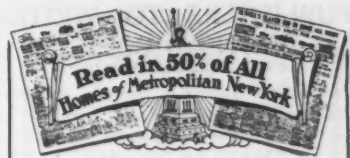
A better business bureau has been organized in Terra Haute, Ind., under the management of J. F. Eggers, formerly with the Willys-Overland Company, of Toledo and before that manager of the Merchants & Manufacturing Association of Cleveland.

An experience meeting featured the St. Paul Town Criers' Club dinner and educational session the evening of May 18. Ten members each described his most successful advertising and sales coup under the general head of "My One Best Bet." Prizes were awarded, the judges being the audience. Henry Curtis of the Curtis 1,000 Printing Company and James Bennett of the Dispatch-Pioneer Press were tied for first place. The former won on the flip of a coin. Miss Cora Crowder of the West Publishing Company won second place. Harry Madden of the Betting-Thompson-Madden Advertising Agency was awarded the booby prize. His "best bet" was in saving his organization several thousand dollars by failing to obtain a contract from a firm which subsequently went broke.

As a feature of the annual meeting of the Montana Press Association, which will be held at Whitefish, Mont., July 21, 22 and 23, the Whitefish Pilot, of which G. M. Moss, vice-president of the National Editorial Association, is president and managing editor, will issue the Montana Editor in 16 pages. Two thousand copies will be circulated to publishers, chiefly west of the Mississippi River.

Directory of members, house rules and constitution of the Advertising Club of New York are printed in a "Red Book," a miniature of the classified telephone directory, just sent to members of the club with the compliments of Harvey C. Wood, vice-president of the Reuben H. Donnelley Corporation. Following the alphabetical listing of members is a listing classified by occupations, with the club regulations noted above.

The "On-to-Atlanta" roster of The Poor Richard Club of Philadelphia has already passed the half-century mark. It is expected that the Philadelphia delegation will be one of the largest that has ever attended an annual convention of the Associated Advertising Clubs of the World—excepting the year that the convention was held in Philadelphia.



**THE WORLD AND THE EVENING WORLD ARE NEW YORK'S NEWSPAPERS**

and sell the most prestige, and the most circulation for the least money.

—first of all a great newspaper, it is naturally one of the outstanding advertising mediums of the U. S.

**The Indianapolis News**

FRANK T. CARROLL, Advertising Manager  
New York Office: DAN A. CARROLL, 150 Nassau Street  
Chicago Office: J. E. LUTZ, First National Bank Bldg.

A business depression has no terrors for the North Jersey Shore—the field dominated by

**THE ASBURY PARK PRESS**  
(Evening and Sunday)

This territory has factories that produce \$25,000,000 annually; farms yielding \$10,000,000 annually; and a huge resort business besides. It requires a panic, indeed, to seriously affect all of these lines of endeavor. Member A. B. C. Standard Rate Card Frank R. Northrup, Special Representative 303 Fifth Avenue, New York City Association Bldg., Chicago, Ill. J. LYLE KINMONTH, Publisher Asbury Park, N. J.

Few Papers—(if any)—surpass the **TRENTON NEW JERSEY TIMES** AS **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. New York Lytton Bldg. Chicago

**SHOWALTER**

Advertising Promotion Service Founded by W. D. Showalter Carried on by E. J. Craine 51 Irving Place For Newspapers and Magazines Monthly promotion copy for use in building up classified and store advertising. A Service that educates readers to read the advertisements and stimulates merchants to advertise adequately. Write for particulars and rates on four month's trial service.

### PUBLISHERS TO WRITE OWN AD COPY

**Translations Taboo in Doherty Advertising Campaign Through Foreign Language Newspapers on Liberty Loan Drive Plan**

Through William M. Hewitt Company agency, Henry L. Doherty & Co. of New York, launched this week a \$100,000 advertising campaign to sell \$2,000,000 of preferred stock of the American Gateway Realty Company. This is an organization incorporated by Henry L. Doherty & Co. It holds title to the Battery Park Building, the Maritime Building, the Cheesbrough Building, and to 19, 21 and 23 Pearl street and 22 and 24 Whitehall street, and to the substantial former holdings of Doherty & Co. in the No. 8 State Street Realty Corporation, the Battery Park Land Corporation and the South Ferry Building, all valued at about \$5,259,000.

The campaign will be confined entirely to the foreign language newspapers, and will cover the whole country except for a few of the Pacific Coast states. For the first part of the campaign, which will extend over three weeks, 124 papers have been selected. The largest copy to run will be 18 inches by 4 columns and the smallest 10 inches by 3 columns. The first three weeks will be used as a test of medium value, and only the papers that have shown satisfactory results will be selected for the second part of the campaign, the succeeding three weeks.

The campaign is being conducted by Hans Reig, who was in charge of the Foreign Language Division at Washington for the Liberty Loan drives during the war, and will be managed, so far as possible, on the lines which made the Liberty Loan drives a success.

"One of the unique features of the campaign," said Mr. Reig to Editor & PUBLISHER, "is that there will be no translations of copy offered to the newspapers. I have found that translations almost never convey the full thought nor adapt themselves exactly to the clientele of the paper publishing them. Therefore copy containing a proper and adequate statement of our selling points will be furnished to publishers. They, knowing well the language of their readers, and especially knowing what kind of copy will appeal most strongly to them, will be held responsible for putting the matter we furnish into the most acceptable and pulling form. That will do away with the frequent complaint of publishers when results are poor, that the copy furnished did not fit their clientele or that translation was faulty.

"I believe that a campaign like this cannot fail to foster and increase Americanization of our foreign peoples. You know, everybody knows, that the foreigner who has a few dollars to invest is being mulcted by agents who induce them to buy foreign securities that are of at least problematic value. That accomplishes two things: it diverts the in-

terest of the foreigner from American securities and keeps it centered in his old home country, and it sends abroad a great deal of money which might better be kept in this country. I believe, therefore, that a drive like this will not only give the foreigner in America greater return for his money, but will also tend to Americanize him by centering his interest here.

### ST. LOUIS HONORS LINN

**Newspaper and Advertising Folk Give Him Three Farewell Dinners**

M. P. Linn, who leaves St. Louis to become vice-president and general manager of the S. C. Beckwith Special Agency, with headquarters in New York, was an honor guest last week at three St. Louis functions. The Municipal Theater Association, of which Mr. Linn was chairman of the productions and publicity committee, gave him a luncheon at the Bevo Mill. Former associates on the Republic, of which Mr. Linn was general manager when it suspended publication, gave him a luncheon at the Planter's Hotel, John Ring, Jr., president of the John Ring, Jr., Advertising Company, presided at a dinner at the Missouri Athletic Association, where Mr. Linn was honored by former and present officers of the Advertising Club of St. Louis, and other organizations with which he had been connected. At the first and last named functions, Mayor Kiel was one of the speakers.

Mr. Linn has been connected with advertising clubs in St. Louis ever since there was a club. He was a member of the Asbestos Club, organized by advertising men in 1902, of the Advertising Men's League, formed in 1903, and

of the Advertising Club of St. Louis, which has been in existence since about 1909. He was a "private in the rear ranks" until 1915, when he was elected president of the club. He was re-elected in 1916, the first man to be so honored. During his administration, the convention of the Associated Advertising Clubs of the World was secured for St. Louis.

### A Wicked Blue Pencil

A wealthy former New York woman offers to finance a daily newspaper edited by Dr. W. H. Wray Boyle, pastor of the Central Presbyterian Church here, who edited the Denver Post on May 5, according to a preliminary announcement made from Mr. Boyle's pulpit. "I have no intention of leaving the ministry," he said, "however, I would like to learn that woman's name. If there existed in Denver a united Christian demand and a united Christian support of the right sort of a newspaper that kind of a paper would be supplied." He explained if he were an editor "every damnable thing would be blue-penciled" pertaining to sensational news.

### Norval Hawkins "G. M." Director

Norval T. Hawkins, who joined the General Motors Company on April 11 of this year as a member of its advisory staff, has been elected to the board of directors of the General Motors Export Company.

### Used Radio When Au-cra Flashed

The recent demoralization of telegraph and telephone lines by aurora borealis inspired the St. Paul Daily News to arrange for service by wireless.

### SCOUT 10,000% PROFITS

**N. E. A. Officers Won't Indorse Magazine Section Campaign in West**

Considerable correspondence regarding the John C. Hubbert Company of 604 Teachout Bldg., Des Moines, is passing through the hands of H. C. Hotelling, executive and field secretary of the National Editorial Association. This company is "organizing" Minnesota, Iowa, Nebraska, South Dakota, Missouri and other states in the promotion of its plan to furnish one newspaper in each county with a magazine supplement. The publisher is called upon to pay \$25 to the company, in consideration of which he is guaranteed a business that is sure to bring him annual returns to the extent of from \$2,500 up. The Hubbert concern has made an official statement in which it claims assets of \$295,000; but to make up this amount \$280,000 is included, the value of contracts with newspapers which it claims to have secured. Mr. Hubbert's idea seems to be to get his advertising magazine into papers having a circulation of 3,000,000 and put the catalog houses out of business.

G. L. Caswell of Ames, Iowa, field secretary of the Iowa Press Association, states that the Secretary of State of Iowa is investigating the rosetate scheme. The Hubbert company has numerous canvassers at work. Mr. Hotelling states that no officer of the National Editorial Association has yet or will indorse the enterprise.

### Gravure for S. F. Chronicle

The San Francisco Chronicle, May 9, issued its first rotogravure section.

# SUPPLIES and EQUIPMENT

## FOR NEWSPAPER MAKING

### FOR SALE

**6c A WORD** for advertisements under this classification. Cash with order.

#### For Sale

Duplex Tubular Plate Press, with complete outfit of modern stereotyping machinery; used only two years; press now prints 4, 6 and 8 pages, and additional units can be added as required. First unit would give 10 and 12 pages, second addition would give 14 and 16 pages; attractive price; early delivery. John Griffiths, 41 Marshall Street, Poughkeepsie, N. Y.

#### For Sale

One Hoe Sextuple Press, four plate wide, seven column 13 1/2 ems or eight columns 12 ems. Column length 20 3/4 inches. Price and further description on application to Dallas News, Dallas, Texas.

#### Complete Newspaper Plant for Sale

32-page Hoe press with stereotype equipment, Ludlow type caster, linotype machines, type cases, stands, trucks, etc. Plant must be moved and offered at a sacrifice. Address Post Office Box 1677, Boston, Mass.

#### Printers' Outfitters

Printing Plants and Business bought and sold, American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

### EQUIPMENT WANTED

**6c A WORD** for advertisements under this classification. Cash with order.

#### Wanted to Buy

Sixteen-page rotary press; size of page 8 columns, 12 1/2 ems, 21 to 22 inches long and stereotyping outfit. Duplex Tubular preferred. Record-Herald, Wausau, Wisconsin.

## NEWSPRINT

*Reasons for buying from us*

Quality of paper always uniform. Regular deliveries. Shipments made in from five to six weeks at prices below present contracts.

**J. & J. SCOTT, Ltd.**

33 W. 42nd St., Phone Vanderbilt 1057  
New York City

### For Prompt Service

## TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

## AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

## FOR SALE

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22 1/2".

**This Press May Suit You.**

**WALTER SCOTT & COMPANY**  
PLAINFIELD, NEW JERSEY

Established in 1912 to sell and equip Newspaper Plants

**PECKHAM MACHINERY CO.**  
MARBRIDGE BLDG.  
34TH & BWAY  
NEW YORK CITY

### QUICK ACTION BARGAINS

Huber-Hodgman 2-Revolution, 42x62 bed; fine press for half-tone supplement or two-color work; with motor \$3000.00

Guaranteed Spare Bands . . . . . \$1.00



# Introduction to Employer and Employee

## SITUATIONS WANTED

**3C** A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

### Advertising Man

Have you a place in your organization for a young man, twenty-eight years' old; experienced in writing, laying out and selling advertising? I have spent all my working life in the newspaper game and have a working knowledge of every department. At present editor and manager of weekly which I have made a leader in its field against keen competition in the last six months, increasing the advertising more than 200 per cent. Now tired of the country game and want a job on live small daily as advertising manager—solicitor. Can deliver the goods. Reference unquestionable. \$45 a week—and will earn it. Address A-595, EDITOR & PUBLISHER.

### Advertising Manager—Auditor

Advertising manager, with broad experience, now on leading metropolitan daily, desires permanent connection August first as business manager, secretary, or advertising manager of established daily. Knows details of advertising and business departments. Graduate accountant. Thoroughly familiar with newspaper and general accounting. Extraordinary training. Able executive. Understands human nature. Good personality and natural pleasant disposition. Box A-591, care EDITOR & PUBLISHER.

### A Timely Tip if you Need An Advertising Man

With wide experience, clean cut record. Quick to utilize the essentials of advertising and selling for the promotion of business. Seeking position as Advertising Manager with retail, wholesale and manufacturing establishments. Handled ad copy service departments with daily newspapers and printing plant, also as plan and copy man with agency. Desire permanent position in larger field of activity with a live going organization. Salary \$3,000 for first year. Address B. W. Orr, General Delivery, Canton, Ohio.

### Advertising Solicitor

With six years' experience in advertising soliciting, promotion and development, with small publications. Has proven ability and now wants to connect with a larger paper. He is looking for a hard job, where the sound application of advertising knowledge will mean an established future. Box 131, Scranton, Pa.

### Advertising Manager

Fifteen years' experience, now advertising manager of afternoon and Sunday paper with 45,000 circulation. Want connection with paper in East or North. Second paper preferred where I can build large advertising volume record. Excellent references to publisher who needs live wire. Address Box A-589 care of EDITOR & PUBLISHER.

### Young Advertising Man

University trained, thoroughly experienced, desires position on staff of live paper or as advertising manager of small daily. Successful solicitor, effective copy writer, consistent business builder. Must be real opportunity and permanent. Box A-599, EDITOR & PUBLISHER.

### Agricultural Editor

wants position. Ten years in one position and builder, from the ground up, of one of the most beautifully gotten up livestock journals in this country. Advertiser is practical livestock breeder and author of two standard works on livestock. Gilt-edged references. Very moderate salary. Box A-593, care of EDITOR & PUBLISHER.

### Circulation Manager

Desires to locate in the west or southwest. Have had years' experience in all branches of circulation work. Am now connected with one of the South's largest newspapers, in charge of promotion. Will be glad to get on the ground and go over any proposition. In fact, would not accept any proposition unless I could do this. Address Box A-597, care EDITOR & PUBLISHER.

### Circulation Manager

desires position in middle west. Experience on morning and evening and Sunday editions. Thoroughly familiar with every detail. All reference. Box A-566, Care of EDITOR & PUBLISHER.

### Competent Circulation Manager

now employed wants change to larger paper. Capable handling 50,000 circulation. Reference gladly furnished. Address A-588 care of EDITOR & PUBLISHER.

### Desk or News Man

Nine years' experience, college graduate, age 29; married; two years as editor country weekly; seven years city dailies, ex-service man, can get news, write and edit it; snappy head writer. Box A-590, EDITOR & PUBLISHER.

### Experienced Newspaper Artist Cartoonist

War veteran whose work has appeared regularly in two big morning papers since armistice, wants permanent position with an enterprising newspaper or syndicate. Originality and results. Salary secondary to opportunity of establishing future. Address: Sixth Marine, 407 Schofield Bldg., Cleveland, O.

### Reporter

22, four years New York newspaper and publishing work, seeks position where ability will be recognized. Can conduct movie column. A-1 references. Box A-583, Care EDITOR & PUBLISHER.

### Live Newspaperman

30 years old, open for position in United States or Canada. Ten years' experience leading Canadian papers as reporter, city editor, news editor and editorial writer; hard worker. Box A-600, Care of EDITOR & PUBLISHER.

### Telegraph or Sporting Editor

28, married, ten years' experience cities of 35,000 to million. Now managing editor city of 15,000. Would consider change. Address A-596, EDITOR & PUBLISHER.

### News Man

Experienced news man seeks place with daily in town under 50,000 in eastern states. Can handle any branch thoroughly from news gathering and writing to laying out paper, editing copy and writing heads. Five years' experience on dailies in west. Just locating in east. Best of references. Moderate wages expected. Arthur A. Bull, 689 East Second St., Brooklyn, N. Y.

## HELP WANTED

**6C** A WORD for advertisements under this classification. Cash with order.

### Advertising Manager

Advertising Manager is wanted by the publisher of a farm paper in the Southwest. This paper has no competition in its home state, has a circulation better than 90,000, and a rate of 60c. per line. I need a clever, energetic, experienced man to help me in building the advertising, local and national, for this publication.

I want a man who will come to stay; one who has a little money (a few thousand dollars) with which to buy a small amount of stock after we have agreed that we can get along together, and have made proper investigation of each other. Here is an excellent opportunity for a man who is willing to give the best he has, and to work hard and loyally, with an opportunity that is accorded to few.

I have a wonderful proposition, and I want some man to help me in working it out. Write specifically, giving experience, age and whether you are able, if everything is satisfactory, to invest from three to five thousand dollars in a proposition if that proposition is shown to be worth while.

This is not a question of money, it is a question of getting the right man and tying him to me through interest, so that he will stay by me and work with and for me and himself. Box A-592, EDITOR & PUBLISHER.

### Manager

for morning paper in mid-west city of 35,000. Circulation 10,000. Permanent. Good salary and bonus; interest if desired. Write, giving experience, references, salary expected and all particulars to A-594, care of EDITOR & PUBLISHER.

## HARTFORD TIMES STAFF GATHERS

### First Annual Dinner a Farewell to June Bride

HARTFORD, Conn., May 27.—The Times city staff had its first dinner and reunion at the City Club last evening, the immediate occasion being a farewell to Miss Margery Rice who is leaving the staff to marry Clifford Fields.

About forty Times people and their wives were present, actors from local theaters furnishing the entertainment. City Editor Albert I. Prince was toastmaster.

At the dinner a four-column burlesque newspaper called "Happy Times" was distributed, the "staff" being composed of City Editor Prince, Assistant City Editor Max Farber; Ward Duffey, Capitol man; F. C. Nelson, book reviewer; and Marion N. Allen, woman's page writer.

### Rebate to Wichita Papers

The Wichita (Kan.) Beacon and the Wichita Eagle have received checks from railroads by order of the Interstate Commerce Commission representing a rebate of \$1,196.64 with interest at 6 per cent from 1916 and 1917. The award is based on proof furnished by the two papers that the railroads charged more for transporting print paper from Minnesota and Wisconsin mills than they should have charged.

## C. W. N. A. EXPECTS 350 AT VANCOUVER

### Members from Cape Breton and Eastern Provinces Have Special Train —Weeklies' Problems Only on Program

According to E. Roy Sayles, manager of the Canadian Weekly Newspapers' Association, more than 350 members and the wives are likely to be present at the annual convention to be held in Vancouver on June 9 and 10.

"Two years ago," said Mr. Sayles, "this event would hardly have been thought possible, but the enthusiasm of the first annual convention of a year ago made anything possible. The slogan, 'On to Vancouver,' developed by a few delegates from British Columbia, soon grew into a demand, and today preparations are nearly completed for the largest press gathering ever held in Canada. The National Editorial Association of the United States declared it had 360 delegates to Florida, and that some of them came eighteen hundred miles. It was something to be proud of, too, but it looks as if the C. W. N. A. will beat that number; and, as for miles,—well, we shall have members all the way from Cape Breton."

The party, which will be made up at first of representative editors from Nova Scotia, Prince Edward Island, New Brunswick, Quebec and Ontario, left Toronto, on June 2, on a special train of ten cars provided through the courtesy of the C. P. R., the C. N. R., and the G. T. R. The Easterners will use this train on the entire trip. The journey to the coast will be made over the lines of the Canadian National Railways, while the delegates will return by the Canadian Pacific Railway. Numerous stops will be made on the way ranging upward from three hours a day, and these stops will include many important points in the West, such as Winnipeg, Saskatoon, Edmonton, Jasper Park, and Kamloops. On the return trip visits will be made at Lake Louise, Banff, Calgary, Regina, and Port Arthur.

During the two-days' session at Vancouver topics of editorial and business importance will be discussed. One of the principal speakers will be Frederick W. Kennedy, dean of the School of Journalism at Seattle, who will address the convention on "Newspaper Costs," and "Using Production as a Standard for Estimating and Costs." James J. Hurley of the Hurley Printing Company, Brantford, Ont., will review from various angles the question of "Making the Job Office Pay," while "The Paid-in-Advance Mail List" will be the subject of a talk by Hugh Savage, of the Duncan (B. C.) Cowichan Leader. The question of costs and cost systems will be dealt with by F. A. J. Davis, of the Carleton Place (Ont.) Central Canadian, under the heading, "Should a Weekly Paper Have a Cost System?"

Similarly, Louis Ball, manager of the Vernon (B. C.) News, will present an interesting study of comparative costs, entitled, "The Difference in Costs East and West." The discussion on "Soliciting Local Advertising" will be opened by Fred Stevens, of the Hartford (N. B.) Observer, while the kindred topic, "What Does It Cost to Set Display Ads?" will be introduced by J. J. Keefe, of the Norwood (Ont.) Register. Problems affecting circulation will

**\$75,000**

or less will be paid for a daily newspaper property in a city of 10,000 or more population. \$35,000 available for first payment, balance to be deferred. Politics immaterial.

Proposition W. B.

**Charles M. Palmer**  
Newspaper Properties  
225 Fifth Ave. New York

## Unusual Opportunities

Daily & Weekly  
NEWSPAPERS  
TRADE PAPERS

**HARWELL & CANNON**

Newspaper and Magazine  
Properties

Times Building, New York  
Established 1910

be considered by Lorne A. Eedy of the Walkerton (Ont.) Telescope in "Is the \$2 Subscription Rate Too High?"

Although the business sessions of the convention promise to make severe demands upon the time of the delegates, the local reception committee has seen to it that their guests shall not lack for entertainment. On the morning of June 9, the Mayor of the city will open the convention at the Vancouver Hotel. Later in the day, the Canadian Club will receive the members of the Association at luncheon, while the Women's Press Club will entertain the ladies. Other events of a social nature will include an auto drive to Jericho Beach and a clam bake; a visit to Stanley Park and the Marine Drive, and, possibly, a theatre party. On Saturday morning the party will leave for Victoria, where they will be the guests of the Lieutenant-Governor of British Columbia, the Hon. Walter Nichol, formerly editor of the Vancouver Province. On Sunday morning, the newspaper men of Victoria will take the delegates to see the wonderful Butchart Gardens which will be followed by a trip over the Malahat Drive. The return trip will be commenced from Vancouver on the same day, and the main party will arrive in Toronto on Monday, June 20, after having been away for nearly eighteen days.

### Two New Papers in Zanesville

The Zanesville (Ohio) Dispatch Company launched a new morning and evening daily, May 16. The company has a capital of \$150,000, with the following officers: F. E. O'Neal, president; B. E. Miller, vice-president; H. F. Piper, secretary. Editorial direction is under George H. Sheard, formerly of the Cleveland Plain Dealer, Edward Bell has charge of advertising; Leslie H. Showers, formerly of the Pittsburgh Dispatch, is in charge of circulation; C. V. O'Connell is city editor; C. T. Moore, formerly of the Kansas City Star, is night editor; Edith Brilliant is society editor; and B. J. Mechlin has charge of the sporting department. R. R. Mulligan has been appointed to represent the Dispatch in the national advertising field.

The W. G. Bryan Organization has taken permanent offices in the new Knickerbocker Building.

# Million Dollar Hearst Features

The World's Greatest Circulation Builders  
**International Feature Service, Inc.**  
 New York

## AN EDITORIAL A DAY

Current events and movements interpreted crisply, entertainingly and with impartial precision. This service is not syndicated broadcast; each client is carefully protected in exclusive territory. Your territory may be open. Ask about it, and for samples and price.

**Charles Grant Miller**  
 1116 World Building,  
 New York

## NEWS PICTURES

Try our Camera News page in single mats with type matter—or Pertinent Portraits—or, better still, both in combination.

**The International Syndicate**  
 Baltimore, Md.

## EVENING HERALD

The Largest Daily in the West  
 Government Circulation Statement, April 1, 1921 **143,067**  
 Grows just like

### LOS ANGELES

The Evening Herald goes into practically every home—covers this field completely. Successful advertisers use it exclusively.

Representatives  
 New York: H. W. Moloney  
 604 Times Bldg.  
 Chicago: G. Logan Payne Co.  
 432 Marquette Bldg.

### Tried and Found True

Whether as a household necessity for the family or a productive salesman for advertisers

## The Pittsburg Dispatch

has stood the test for generations.

Branch Offices:  
 Wallace G. Brooke,  
 Brunswick Building, New York  
 The Ford-Parsons Co.,  
 Marquette Building, Chicago, Ill.

# HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. Editor & Publisher will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH Editor.

Only a few Americans can afford frequent trips to the mountains or sea shore. The big majority are interested in knowing about the attractions near home, and the nearer the better. An Outdoor Page in the larger newspapers or department in smaller newspapers will attract this class of readers. Interest can be added by offering prizes for experiences—M.

"Can You Imagine" is the catchy title of a new department in the Chicago Defender. Illustrated with comic drawings, it gives the reader a chance to get off a harmless joke on his or her friend. The column has to deal with the little impossibilities of life, such as, "Can you imagine Rev. Smith as the end man in a Minstrel Show?" The column will soon become the talk of your town.—L. M. R.

The Topeka Daily Capital for several months has been running daily a contributed article "I've Been Reading." The articles cover everything from the Bible to "Main Street" and back again. Readers from all over Kansas have contributed and the feature has been very popular. To get it started letters were sent to people through the state known to be interested in books.—L. R. B.

The Vancouver (B. C.) Sun dubbed a reporter "Sunny Jim" and sent him out in search of examples of courtesy on the streets and in the stores. Where names could not be secured descriptions of persons were used. Small purchases were made in city stores and the conversation that ensued between "Sunny Jim" and merchant was recorded. Street car conductors, porters, hotel clerks and secretaries as well as prominent men figured in the series of experiences which spread over a week. The feature was well advertised before hand and it

stirred up a great deal of interest.—G. O. W.

In every city many veterans of the daily papers have gone to positions of prominence. Why not an edition of your paper edited and reported by men holding big positions who were once reporters or editors?—E. T. L.

The St. Paul Daily News has a sort of double-barreled cash-prize contest having to do with bird love. It prints pictures of birds and invites readers of ten years or younger to paint or crayon them. Boys and girls of eleven years or older are given a chance to compete in little essays on birds, their habits, birdhouses, etc.—J. T.

In railway centers, interviews with old locomotive engineers who have never had an accident and also with those who have participated in the greatest number of accidents make live reading. Records can be obtained from the master mechanic's office at each divisional center.—L. B. B.

A series of articles on how the main streets of your city acquired their names and brief historical sketches of the first residents make interesting filler for Sunday editions.—L. B. B.

A series of illustrated articles dealing with the outstanding industrial concerns in the city, under the caption of "Getting Acquainted With Industrial St. Thomas," which were recently run in the Times-Journal of St. Thomas, Ontario, Canada, proved very popular with the readers and were of much value to the industries.—L. B. B.

An interesting feature published in the Warren (Ohio) Tribune every Saturday is headed "Pa Tells Ma" and sub-headed "And the Kid Tells the Public." The feature is a chatty talk in youngster slang commenting on the doings of the week in a small city and brings in many local names and incidents.—H. B. S.

## BUSINESS PROMOTION IDEAS

AS a stimulus to advertising and general mercantile business, the Bridgeport (Conn.) newspapers co-operation with the Retail board of the Chamber of Commerce, successfully held a suburban day for shoppers on May 24. A similar program was recently a success in Hartford. The extra advertising induced to attract the suburban residents overflowed from Bridgeport papers to those of the suburbs themselves. An aeroplane circled over the suburban territory and circulars announcing the project were dropped by S. B. Price, executive secretary of the Chamber of Commerce. Bridgeport formerly held Dollar Day sales several times a year but now has a different plan that works well. The city is divided into many community shopping districts, so East End, West End, Black Rock and similar sectional Dollar Days are the rule now. Merchants of the neighborhoods stress their advertising for the purpose.

The Salt Lake City Tribune is publishing monthly the Tribune Service Bulletin, the first number of which has just

appeared. It is entitled "a journal of co-operation" and its aims are set forth as "better merchandising and advertising." All reading matter is given a slant that will directly interest the retail dealer.

The Faribault (Minn.) Daily News fathers a scenario-writing contest for a cash prize of \$25. The winner is to be determined by the votes of local theatre-goers. The competing efforts will be filmed and exhibited on the Faribault stage and the News gives it out that ideas rather than pretty writings are wanted.

The Winona (Minn.) Republican-Herald has established a road bureau, giving information on highway conditions in southeastern Minnesota and western Wisconsin. The road reports gathered from its territory are published under the heading "Road Bulletins." The reports are gathered by postal card and telephone from banks, garages and road overseers.

1920  
 Indication of Lineage Increase  
 1920 vs. 1918  
 in the  
**BOSTON AMERICAN**  
 on  
 Financial Advertising  
 Total Lines, 1918... 21,769  
 " " 1920... 233,609  
 1918  
 Buy Space in Boston's Greatest Evening Newspaper

The Family Income  
**Over \$3,000.00**  
 In Buffalo the percentage of families with incomes over \$3,000.00 is Six Times Greater than the average for United States.  
 Buffalo Evening News reaches 95 per cent of the families with \$3,000.00 income or over. It reaches 80 per cent of the English reading families in the Buffalo market.  
**KELLY SMITH CO.**  
 Foreign Representatives  
 Marbridge Bldg., New York City  
 Lytton Bldg., Chicago, Ill.

IN NEW ORLEANS  
 IT'S—  
**THE NEW ORLEANS ITEM**

**FIRST**  
 The New York Times may published 2,092,816 agate lines of advertising—more than the combined volume printed by the two newspapers popularly classed with the Times as to quality and circulation.

We can increase your business—you want it increased.  
 You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.  
**BURRELLE**  
 145 Lafayette St., N. Y. City  
 Established a Quarter of a Century



# Pennsylvania

## Cultivate This Market Through Daily Newspapers

Merchandise of all kinds is in demand. Working people are putting their money into making for themselves a better home and better living conditions. Constant advertising has gone a long<sup>also</sup> way towards this condition.

Pennsylvania is a largely urban, busy state with 8,720,017 people who look to their newspaper for their wants. A diversity of needs and density of population makes Pennsylvania an ideal market.

Pennsylvania dailies are strong on co-operation.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
Allentown Call (M) Item.....(E)	32,561	.10	.10	§Oil City Derrick .....(M)	6,467	.04	.035
*Altoona Mirror .....(E)	23,556	.06	.06	Philadelphia Record .....(M)	111,883	.25	.25
Bethlehem Globe .....(E)	7,764	.04	.04	Philadelphia Record .....(S)	125,555	.30	.30
*Chester Times and Republican (M&E)	15,110	.065	.05	*Pittsburgh Dispatch .....(M)	57,521	.17	.15
Coatesville Record .....(E)	5,429	.021	.021	*Pittsburgh Dispatch .....(S)	76,651	.22	.18
Connellsville Courier .....(E)	5,267	.0179	.0179	§Pittston Gazette .....(E)	3,847	.03	.025
*Easton Express .....(E)	13,260	.05	.05	*Pottsville Republican .....(E)	11,416	.055	.05
Easton Free Press .....(E)	13,969	.05	.05	Scranton Republican .....(M)	31,190	.12	.10
*Erie Dispatch (M) Herald (E) (M&E)	19,493	.065	.065	Scranton Times .....(E)	35,904	.12	.10
*Erie Dispatch-Herald .....(S)	18,738	.07	.07	*Sharon Herald .....(E)	4,942	.021	.021
*Erie Times .....(E)	27,787	.08	.08	Warren Mirror .....(E)	3,780	.0179	.0179
Harrisburg Telegraph .....(E)	34,445	.095	.095	*Washington Observer & Reporter (M&E)	15,640	.06	.05
*Lancaster Intelligencer and News-Journal (M&E)	23,143	.08	.08	*Wilkes-Barre Times-Leader....(E)	18,346	.05	.05

Government Statements, April 1, 1921.  
 \* A. B. C. Publishers' Statement, April 1, 1921.      §Government Statement, October 1, 1920.

# THE PEORIA EVENING STAR

## IN 1920

Carried 11,517,842  
Lines of Advertising

Nearly 20 per cent more than its nearest Peoria competitor.

The Star is Central Illinois' greatest daily.

It has twenty per cent more A. B. C. circulation than the second Peoria paper.

If you would reach the 250,000 people within its circulating radius you must use the Star. It circulates in the richest section of the richest state in the Central West and the third in the Union.

First in circulation, advertising lineage and drawing power.

*Foreign Representatives*

## FRALICK & BATES

Tribune Building, New York

Heyworth Building, Chicago





# EDITOR & PUBLISHER



*The Oldest Publishers' and Advertisers' Journal in America*  
1854 1921

Copyright, 1921, by the Editor & Publisher Company

## Space - Buyers' Chart and Market Survey of the CITY OF CHICAGO

Second Section

NEW YORK, SATURDAY, JUNE 4, 1921

Pages I to XVI

### APPEAL TO CHICAGO REACHES ENTIRE NATION

Trade Routes of North America Terminate In Great Inland Seaport—Editor & Publisher Survey Brings To Light Many New Facts About Mid-Western Merchandising Center

NO city in America occupies a more important position from the standpoint of advertising and merchandising than Chicago. This is true not alone from the fact that it is among the world leaders in population, industry, trade and art, but because of its position as the transportation heart of the nation—it is the natural center where the business currents of East and West meet.

Chicago with a population of 2,881,827 (according to census figures of 1920 sent to Washington) has gained 696,544 residents in the last ten years—an increase of 31.37 per cent.

This population is Chicago's achievement in eighty-seven years—an achievement that is regarded as one of the marvels of civilization. Chicago was not incorporated until 1837 and was all pasture land beyond an area of two and a half square miles. Chicago, now feeds the world, the products of its industries travel to the farthest corners of the globe, its citizens live and work in about 200 square miles of territory and need still more room.

Nature prepared for the Chicago site an area free from physical obstructions, one so level as to be ideal for rail and truck traffic, and so low as to bring at a uniform loading level all carriers, water, rail and highway; an area on a far-reaching inland sea which is happily devoid of all tidal problems of ocean ports.

That Chicago is the fourth city in population in the World and the second in the United States, and that it is the World's foremost railroad terminus are facts that will impress manufacturers, sales organizations and ad-

vertising agents studying marketing.

Every train either begins its journey or finishes its trip in Chicago—no train passes through—40 per cent of the railroad mileage of the United States terminates there.

The Port of Chicago is also an important factor in the transportation of manufactured products and raw material. Chicago as a Port owes its advantages largely to the natural protection for vessels afforded by the mouths of the Chicago and Calumet rivers. Breakwaters have been built on the east and for some distance out on the north and south, by the United States Government, thus forming an outer harbor of 21 foot depth.

Chicago served the Indians in much the same way as it does the people of

the Middle West today. The Indians gave to the general surrounding area the names Chicago, meaning strong, and Calumet, meaning pipe-of-peace. To the Chicago territory the Indians could best come for their peace councils because it was accessible from distant points by easy means of travel. This advantage, the one of easy accessibility, made Chicago in the Indian days and makes it now a seat of power.

In considering the Chicago Metropolitan market the advertiser should always bear in mind that his appeal is more than local. Being the commercial, geographical and transportation center of the continent, the fame of a product made known in Chicago, will be carried from Coast to Coast and from Canada to Mexico.

Particular attention is directed to the analysis of population and the reports of banks in the standardized space buyers' charts as an indication of the purchasing capacity of Chicago.

Given an area of population density, supplemented by a suburban territory which it is estimated supplies 160,000 visitors and commuters a day, Chicago is indeed an allurement for the national advertiser, especially when transportation facilities are considered.

Transportation conditions are ever changing. For a long period of time sailboats and wagons carried the world's commerce. Then came steamships and railroad cars of ever an increasing size. Today both the railroads and steamships seem choked, and some difficulty is experienced in getting

freight through their terminals. This terminal congestion is not a temporary matter. The enlargement of terminals is beset with difficulties. Among the changing conditions in methods of transportation there must be counted the motor truck, and nature in the absence of physical obstructions has bountifully favored Chicago for this development. The motor truck will influence the future development of cities and the distribution of products in various ways and Chicago has already made remarkable progress in this respect.

An indication of Chicago's ability to transport products and the capacity of her citizens to buy them may be had from a careful study of the facts covering the wholesale and retail outlets for nationally advertised products.

Chicago's wholesale trade in 1920 was estimated at \$6,000,-



Photo by Ewing Galloway

Chicago's boulevard system is one of the greatest in the world. Interlocked with it is a comprehensive system of parks and playgrounds. Here we have a section of Michigan Boulevard where it is bordered by Grant Park. The tracks of the Illinois Central Railroad, one of the city's thirty-nine rail transportation lines are shown at the extreme right.

000,000. The wholesalers of the city are big men who look upon the whole world as their market.

Chicago is the world's livestock, grain and lumber market.

In an area only four blocks long, it is estimated that half a billion dollars of retail business is done annually. The main business section which is known as the Loop District, is a seething caldron of commerce, finance, traffic congestion and humanity. It embraces only a quarter of a square mile. In this little patch are 19 streets, running east and west and north and south. On fifteen of these streets are street car tracks and cars turning in all direction at every intersection.

Chicago has complete confidence in her future, and is showing her faith by her deeds. No community has ever surpassed Chicago in merchandizing. The city's stores are full of temptations to shoppers gathered from every part of the world. In them are displayed a choice of the world's best.

Chicago has been quick to realize that the great war has intensified, rather than diminished, the needs of the people in the cities, and that this must be the keynote of planning for the future.

Chicago is a great industrial center

because it combines in the most advantageous manner, the greatest number of the various facilities, conveniences and conditions required for the successful manufacturing and merchandising in a great variety of lines. It is not only the most important manufacturing city in Illinois, but is among the world leaders.

An impressive array of facts are assembled under the caption of "Principal Industries" appearing in the space buyers' chart of the city.

The lake commerce of Chicago is an important factor in the city's prosperity, and it may be a surprise to many to learn that Chicago is being seriously considered as a possible important seaport. A leading army engineer in Washington is credited with the statement that "The future of Chicago as a seaport is assured, for, regardless of what New York may or may not do, Canada

will provide the outlet to the ocean for the largest lake boats."

Canada has the choice of two routes for opening the lakes to ocean boats—one route via the Welland Canal and the other by way of Georgia Bay. The opening of either of these routes to ocean traffic will give Chicago direct water connection with all parts of the world. Refer to the statistical information covering the lake commerce of Chicago as now and there will be little need to draw on the future potentialities of the port to realize its importance.

The shopping areas shown on the map appearing on pages VIII and IX represent first the zone from which Chicago retail stores secure the bulk of their daily business. The second line is the zone which transportation facilities make possible a weekly purchasing trip. The

outer line shows the territory where Chicago draws trade at least once a month.

These areas have been carefully checked by impartial merchants, shipping clubs and others whose knowledge of the Chicago trading area was secured by practical daily experience.

At breakfast time, at lunch time and at dinner time the world thinks of Chicago. Into Chicago comes the bulk of the world's livestock, bellowing, bleating and squealing, and out it goes again, as quiet as you please, to feed meat eating man everywhere between the poles. The transformation is made in the Union Stock Yards.

In many ways Chicago holds pre-eminence over all other cities, and few are more important than the fact that this city is the granary of the world.  
(Continued on Page XVI)

#### CHICAGO DAILY ENGLISH NEWSPAPERS

NOTE—There are many other foreign language newspapers printed weekly or semi-weekly, also numerous religious papers, trade publications, medical technical, musical papers, mail order magazines and general publications published in Chicago.

American, E.

Herald Examiner, M.—S.

Drovers Journal, E.

Daily News, E.

Tribune, M.—S.

Law Bulletin, E.

Calumet (S. Chicago), E.

Journal, E.

Municipal Court Record, E.

Post, E.

Journal of Commerce, M.

National Hotel Reporter, M.

#### DAILY FOREIGN LANGUAGE NEWSPAPERS

Abendpost (German), E.

Denni Hlasated (Bohemian), M.—S.

Duch Casu (Bohemian), S.

Dziennik Ludowy (Polish), E.

Fackel (German), S.

Illinois Staats Zeitung

Italia (Italian), M.—S.

Jewish Courier, M.

Jewish Press, E.—S.

Lietuva (Lithuanian), M.

Narod (Bohemian), M.—S.

Otthon (Hungarian), S.

Skandinaven (Norwegian), E.—S.

Svornost (Bohemian), E.—S.

Arbiter Zeitung (German), S.

Draujas (Lithuanian), M.

Dziennik Chicagoski (Polish), E.

Dziennik Narodowy (Polish), E.

Free Russia, M.  
(German), M.—S.

Jewish Call, M.—S.

Jewish Daily Forward, M.—S.

Kurjer Narodowy (Polish), E.—S.

Ludovy Dennik, E.

Naujienos (Lithuanian), E.

Prosveta (Slovenian), M.

Slovensko Americky Dennik  
(Slovak), M.

Sonntagpost (German), S.

Zgoda (Polish), E.



Photo by Ewing Galloway

The Chicago Art Institute has a larger membership, and last year had a larger attendance, than the Metropolitan Art Museum of New York. Companion to it in importance is the Public Library from the entrance of which this view of the famous Michigan Boulevard was taken.



# EDITOR & PUBLISHER

## SPACE BUYERS CHART

Survey in Eleven Parts—Part 1

**CHICAGO, ILL.**

### Population

1900 Census .....	1,698,575
1910 Census .....	2,185,283
1910 Census * (Metropolitan District) .....	2,446,921
1920 Census .....	2,701,705
1920 Census * (Metropolitan District) .....	3,521,753

Note: As defined by the census of the Metropolitan District includes in addition to the central City, cities, boroughs, villages, towns.

Native white .....	62%	English reading .....	74%
Negroes, a little over .....	2%	Factory workers .....	450,000
Foreign born .....	36%	Families .....	586,695
Students .....	16,510	Summer residents .....	

The figures for birth and parentage in Chicago show a very large foreign born percentage, and an almost equally large population of native born, but having foreign born parents or mixed. The figures for whites with foreign or mixed parentage is a trifle over 41%, and 36% foreign born and only 20% native white of native parents.

#### Comparison of Chicago's Population

	1910	1920
Male .....	1,215,764	1,391,441
Female .....	1,059,519	1,309,768
White, native parents .....	445,139	550,181
White, foreign parents .....	912,701	1,120,003
White, foreign born .....	781,217	968,709
Negroes .....	44,103	54,687
Other races .....	2,123	2,632
Males of voting age .....	700,590	868,731
Illiterates over 10 years .....	79,911	99,098
No. school age, 6 to 20 yrs., inc. ....	594,012	736,574
Families .....	473,141	586,694

#### Nativity of Foreign Born

	1910	1920
Austria .....	132,059	163,753
Belgium .....	2,665	3,304

#### Nativity of Foreign Born—(Continued)

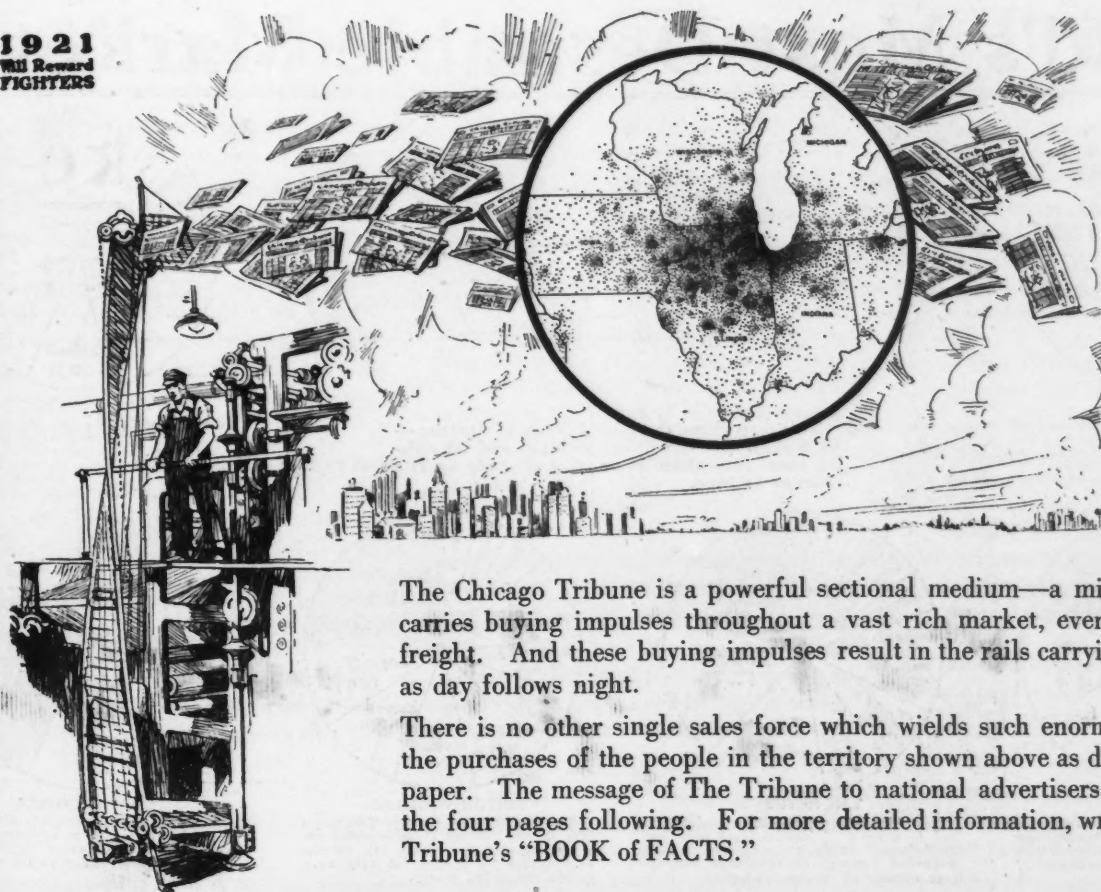
	1910	1920
Canada—French .....	4,663	5,744
Canada—other .....	26,313	38,628
Denmark .....	11,484	14,240
England .....	27,890	34,583
France .....	3,030	3,757
Germany .....	182,281	226,028
Greece .....	6,564	8,139
Holland .....	9,632	11,943
Hungary .....	28,938	35,883
Ireland .....	65,963	81,794
Italy .....	46,169	57,249
Norway .....	24,186	29,990
Roumania .....	3,344	4,146
Russia (old empire) .....	121,786	151,014
Scotland .....	10,303	12,775
Sweden .....	63,035	78,193
Switzerland .....	3,493	4,331
Turkey .....	1,886	2,338
Wales .....	1,818	2,254
Other countries .....	4,745	5,883

#### Persons Over 15 Years of Age by Age, Sex and Birth (1910)

	Male	Female
Total .....	824,058	760,365
15 to 24 years .....	226,028	233,157
25 to 44 years .....	400,765	348,696
45 years and over .....	190,909	176,730
Age unknown .....	6,356	1,782
Native white (native parents) .....	150,055	141,917
Native white (foreign or mixed) .....	246,428	258,117
Foreign born (white) .....	406,297	332,267
Negroes .....	19,372	17,962

The commuters from suburban territory amount to 95,839 a day. The total transient visitors and commuters is estimated at 160,000 a day.

**1921**  
Will Reward  
**FIGHTERS**



The illustration opposite pictures the piano wire conveyor which carries the folded Tribunes from the foot of the presses up through the ceiling to the mailing room, from which they are swiftly distributed throughout Chicago and to more than 7,000 other towns and cities. Each dot on the map represents fifty subscribers to The Chicago Sunday Tribune.

The Chicago Tribune is a powerful sectional medium—a mighty engine which carries buying impulses throughout a vast rich market, even as the rails carry freight. And these buying impulses result in the rails carrying freight as surely as day follows night.

There is no other single sales force which wields such enormous influence over the purchases of the people in the territory shown above as does this great newspaper. The message of The Tribune to national advertisers is briefly given in the four pages following. For more detailed information, write for The Chicago Tribune's "BOOK of FACTS."



# EDITOR & PUBLISHER SPACE BUYERS CHART



Survey in Eleven Parts—Part 2

## CHICAGO, ILL.

### Location

Chicago is situated in the northwest corner of the State of Illinois, on the extreme southwest shore of Lake Michigan and extending along the shore for 26 miles.

It is the terminus of 39 railways including 24 great railroad systems. The trunk lines terminating in Chicago are: Atchison, Topeka & Santa Fe, Michigan Central, Wabash, Chicago & Eastern Illinois, Erie, Illinois Central, Nickel Plate, Grand Trunk, Pere Marquette, Chicago-Indiana & Louisville (Monon), Chicago-Terre Haute & South Eastern, Chicago, Milwaukee & St. Paul, Chicago & Northwestern, Chicago Burlington & Quincy, Pennsylvania System (Pittsburgh, Ft. Wayne & Chicago, and Pittsburgh, Cincinnati, Chicago & St. Louis, Big Four, Baltimore & Ohio, Chicago & Alton, Chicago Rock Island and Pacific), Chicago Great Western, Soo Line, Chesapeake & Ohio and New York Central Lines.

There are also fifteen belt lines entering Chicago: Baltimore & Ohio Chicago Terminal, Belt Railway, Indiana Harbor R. R., Chicago & Western Indiana R. R., Chicago Junction R. R., Chicago River & Indiana R. R., Chicago Hammond & South Eastern R. R., Chicago & Calumet River R. R., Chicago & Illinois Western R. R., Chicago Short Line R. R., Chicago West Pullman & Southern R. R., Illinois Northern R. R., Manufacturers' Junction R. R., Pullman R. R., Elgin, Joliet & Eastern R. R.

Chicago is by far the greatest railroad center in the whole world. 40% of the railway mileage of the United States terminates in Chicago. Every railroad that enters the city terminates there. No train passes through Chicago. It either begins its journey or finishes it there.

The total trackage within the city limits is 2,840 miles.

Chicago has more than 100 railroad yards for the receipt, transfer and despatch of freight shipments with 177 freight receiving yards distributed throughout the city. A number of Chicago freight yards cover 160 acres and more of land each, and one a tract of 240 acres.

Chicago also has an unrivaled system for handling freight within the Metropolitan district. Belt lines intersect all railroads entering the City. The greatest switching yards have been built. Sixty miles of tunnel, under the central business section used exclusively for freight, connect docks, depots, warehouses, wholesalers and department stores and industries with the various railroad terminals and warehouses.

Chicago has four great systems of elevated railways, aggregating about 200 miles of tracks. These systems interchange business so that for one fare, passengers may go from one section of the City to the other merely by changing cars at the transfer stations. The Metropolitan "L" serves the west side of the City; Chicago and Oak Park system extends from the Loop westward, serving not only the West Side of Chicago, but some important suburban towns including Oak Park and Forest Park. The South Side "L" is what the name implies. The Northwestern "L" runs north from the Loop through Evanston to Wilmette and northwest to Ravenswood. The elevated railroads have 205 stations and 1,667 cars.

There are six railway passenger stations located in or near the heart of the City: CENTRAL STATION, which is terminus for the Big Four, Illinois Central and Michigan Central, CHICAGO & NORTHWESTERN STATION, terminus for all divisions of the C. & N. W. Ry., DEARBORN STATION, for Santa-Fe, Chesapeake & Ohio, Chicago & Eastern Illinois R. R., Chicago, Indianapolis & Louisville R. R., Erie, Grand Trunk, Wabash, and Chicago & Western Indiana. The GRAND CENTRAL STATION, for Baltimore & Ohio R. R., Chicago Great Western R. R., Soo Line, Pere Marquette R. R., the LASALLE STREET STATION, for Chicago, Rock Island & Pacific R. R., Chicago & Indiana Southern New York Central Lines, New York, Chicago & St. Louis R. R., UNION STATION, for Chicago & Alton R. R., Chicago, Burlington & Quincy R. R., Chicago Milwaukee & St. Paul R. R., and Pennsylvania Lines.

There are five electric interurban roads serving Chicago. These lines extend far out into the suburbs and surrounding territory and connect with many other electric railway systems that feed Chicago. There is also a motor bus Company and an Interurban Motor Despatch which is a freight service over the various electric lines. There are five electric surface lines that start in or near the city limits and extend into suburban territory.

The following steamship lines (freight and passenger) maintain routes from Chicago: Chicago, Duluth & Georgian Bay; Goodrich Steamship Lines; Garham & Morton Line; Michigan Transit Co., and Chicago & South Haven Steamship Co. There are about 50 other lines that run into Chicago, practically all of which are bulk freighters carrying coal, iron, lumber, steel, grain and automobiles.

### NOTE

The facts and figures in this chart were secured from the Civic Industrial Dept. Chicago Association of Commerce, Boosters Club of Chicago, office of the Superintendent of Schools, Licensing Dept., City Hall, City Statistician, Bureau of Foreign and Domestic Commerce, Dept. of Commerce, Bureau of Census, Fort Dearborn Banks, Magazine and Research Dept., Chicago Clearing House, Public Utilities Committee, Collector of Customs for Chicago, Business men and associations and other reliable sources.

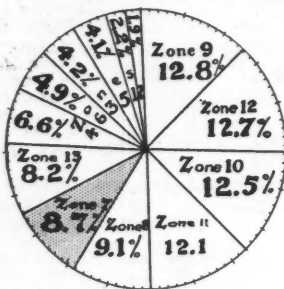
### City Class as

Chicago is the fourth city in population in the world and the second in the United States. It is the world's foremost railroad terminus, the nucleus of the great railroad and water transportation systems of the country. Chicago holds an important position in world finance, being the financial center of the West. It is the supply center for retail trade throughout the West and Middle West.

Industrially Chicago ranks second in value of products manufactured in the United States.

Chicago is the world's live stock market, the world's grain market and the world's lumber market. It is the largest mail order distributing center in the world.

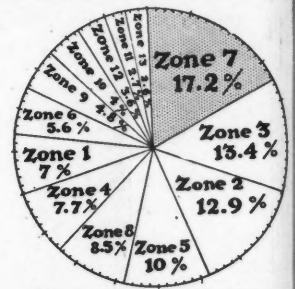
# World's Most Desirable Market



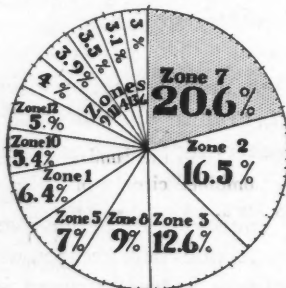
A market should be compact and as small in area as possible. For all practical purposes the Chicago Territory is more compact than its size would indicate because of the wonderful transportation facilities it enjoys.



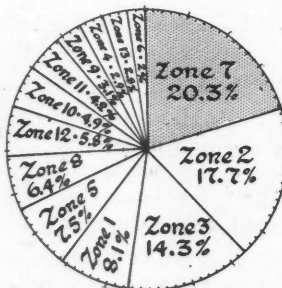
This map shows the United States of America—13 logical, merchandising, jobbing, and advertising zones formulated after years of study by The Chicago Tribune.



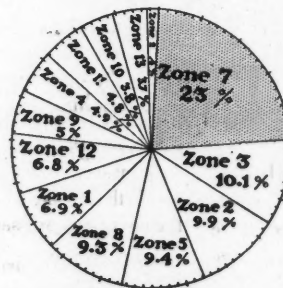
Other things being equal, the more people there are in a territory of given size the better the market it will be. This is particularly true of the Chicago Territory, which has a population unusually literate and receptive to advertising.



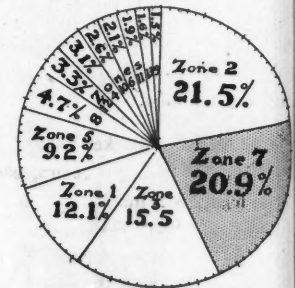
The wealth of the Chicago Territory rests upon the most secure foundations the human mind can conceive—fertile soil, tremendous industrial development, and strategic location.



The Chicago Territory—Zone 7—does not lead in amount of income taxes paid, but well-balanced prosperity is proved by the proportion between its population and its large number of income tax-payers.



The fact that the Chicago Territory's lead in the number of automobiles exceeds its lead in income tax returns proves that its people not only have money but spend money.



The Chicago Territory is often considered to be largely an agricultural one, yet it is exceeded only by the New York-New Jersey Zone in the value of its manufactures.





**EDITOR & PUBLISHER**  
SPACE BUYERS CHART



Survey in Eleven Parts—Part 3

**CHICAGO, ILL.**

**Suburban and Farm Residents**

The Metropolitan District of Chicago, according to the 1920 Census, has been increased in addition to Cook County, Lake County, DuPage County, Kane County, Will County, Illinois, and Lake County, Indiana.

The principal cities and towns in this Metropolitan District are:

	1910	1920
<b>Cook County</b>		
Arlington Heights	1,943	2,250
Berwyn	5,841	14,150
Blue Island	8,043	11,424
Brookfield	2,186	3,589
Chicago Heights	14,525	19,653
Cicero	14,557	44,995
Desplaines	2,348	4,640
Evanston	24,978	37,234
Forest Park	6,594	10,768
Harvey	7,227	9,216
La Grange	5,282	6,525
Lemont	2,284	2,322
Maywood	8,033	12,072
Melrose Park	4,806	7,147
Oak Park	19,444	39,858
Park Ridge	2,009	3,383
River Forest	2,456	4,358
West Hammond	4,948	7,492
Wilmette	4,943	7,814
Winnetka	3,168	6,694
<b>Kane County</b>		
Aurora	29,807	36,397
Batavia	4,436	4,395
Geneva	2,451	2,803
St. Charles	4,046	4,099
N. Aurora	352	500
Elgin	25,976	27,454
Dundee		5,005
Carpentersville	1,128	1,036
Hampshire	697	618

<b>Du Page County</b>		
Addison	579	510
Downers Grove	2,601	3,543
Napererville	3,449	3,830
Wheaton	3,423	4,137
W. Chicago	2,378	2,594
Elmhurst	2,360	4,594
Hinsdale	2,451	4,513
Glen Ellyn	1,763	2,851
Bensenville	443	650
Lombard	883	1,331
<b>Will County</b>		
Lockport	2,555	2,684
Joliet	34,670	38,406
Plainfield	1,019	1,147
Peotone	1,207	1,090
Crete	840	945
Wilmington	1,450	1,384
Braidwood	1,958	1,297
<b>Lake County</b>		
Highland Park	4,209	6,167
Lake Forest	3,349	3,657
Lake Bluff	726	819
North Chicago	3,306	5,839
Waukegan	16,069	19,266
Zion City	4,789	5,580
Antioch	682	775
Libertyville	1,724	2,125
<b>Lake County, Indiana</b>		
Whiting	6,587	10,145
Gary	16,802	55,378
East Chicago	19,098	35,967
Hammond	20,925	36,004
Hobart	1,753	2,375
Crown Point	2,526	3,232
Lowell	1,235	1,197
Griffith	523	630

**Is Covered by the Chicago Tribune**

**N**EW CONCEPTIONS of newspapers have arisen during recent years. In the past a newspaper was regarded as having two functions—1. Distribution of news; 2. Comment on news.

Today the newspaper is an essential cog in the machinery of distribution. It is an integral part of modern merchandising—even as is the railway. Editorial departments may be compared to the passenger service, while advertising corresponds to the freight.

Editorials may mould the opinions of the public; advertising creates and directs their buying habits. This development has focused the attention of business men upon the market which each newspaper sways rather than upon the votes it controls.

Newspapers as market factors are divided into two classes—a large group, each with limited and localized influence—and a very small group wielding power throughout extensive sections. Newspapers of the latter type are leaders of American journalism in every way. Supreme among these leaders is The Chicago Tribune.

**Five Giant States Form The Chicago Tribune's Market**

In area and wealth The Chicago Market is unique. No other metropolis has a tributary territory of magnitude and attractiveness equal to Illinois plus Indiana plus Iowa plus Michigan plus Wisconsin.

Sparse population in the Far West, a large proportion of illiterates in the South, and a number of great cities close together in the East have prevented the growth of any other market so vast yet so homogeneous as The Chicago Territory.

Not only is The Chicago Territory unique in size and wealth, but also in diversity of its resources. Nowhere else is there such a remarkable balance among agriculture, manufacturing, mining and commerce.

The Chicago Territory has one-sixth of the population of the United States, but it produces one-fifth of the crops, one-fifth of the manufactures, and one-seventh of the minerals.

Naturally, the purchasing power of this rich domain is tremendous, resulting in enormous retail and wholesale trade. The city of Chicago is in itself a tribute to the magnitude of this

zone's commerce. During a human lifetime it has outstripped thousands of rivals in population and now ranks fourth among the great cities of the world. Chicago is the greatest railway center on earth. Location and wonderful transportation facilities have brought leadership in the wholesaling and jobbing of many lines of merchandise.

**The Chicago Tribune Is the "W. G. N."**

All the above factors have combined to make possible the development in Chicago of the world's greatest newspaper. The Chicago Tribune's 450,000 morning circulation is the largest in the United States, and its 800,000 Sunday circulation is exceeded only by one New York Sunday newspaper. Consider these figures in connection with the fact that all the morning dailies of Canada have a combined circulation of less than 500,000, and all the Sunday papers of Canada have a combined circulation of less than 275,000. In Iowa, a state 125 miles from Chicago at its nearest point, The Chicago Tribune has a larger circulation than any except a very few Iowa newspapers. In the entire five states of The Chicago Territory The Tribune reaches one family in five.

# EDITOR & PUBLISHER

## SPACE BUYERS CHART

Survey in Eleven Parts—Part 4

### CHICAGO, ILL.

#### Schools

Public Grade .....	264	331,545
High Schools .....	25	39,409
Junior College .....	1	413
Continuation School .....	1	9,768
Normal School .....	1	494
Parochial Elementary .....	202	119,112
Parochial High .....	22	2,172
Roman Catholic Colleges and Academies for Boys.....	12	7,291
Roman Catholic Academies for Girls	25	5,375
Total Students in Roman Catholic Schools....		143,950

#### COLLEGES AND UNIVERSITIES

University of Chicago.....	5,797
Northwestern University (School of Commerce, Dental and Law Dept.).....	6,278
DePaul University .....	2,044
Armour Institute of Technology.....	639
Loyola University .....	3,000
University of Illinois (Medical, Dental and Pharmacy Dept.) .....	753
No. of Graduates Public Schools .....	21,131
No. of Graduates High Schools .....	6,250
No. of Graduates Parochial Schools .....	

Chicago supports a complete system of continuation schools, which includes part-time classes for working boys and girls, classes for apprentices in various trades and a graduate commercial school intended to prepare young men and women for higher secretarial positions and for expert accounting.

The public school system also provides 31 evening schools and 66 evening community centers.

Northwestern University is located in Evanston, just outside of Chicago, but its schools of Commerce, Law and Dentistry are in Chicago.

In the City of Chicago there are 25 girls' preparatory schools. The most widely known are: Miss Faulkner's School, University School and Kenwood Loring School.

Fourteen boys' preparatory schools are located here. The best known are: The Harvard School and Chicago Latin School.

Of the 29 medical schools the best known include: Rush Medical College, Bennett Medical School, Chicago College of Medicine and Surgery, College of Physicians and Surgeons, Russell Medical College, Northwestern Medical School, Illinois Post Graduate Medical School and the Chicago Eye, Ear and Throat College.

The prominent theological schools of Chicago are: Chicago Theological Seminary, Garrett Biblical Institute, University of Chicago Divinity School, Western Theological Seminary, Quigley Memorial Seminary and McCormick Seminary.

#### MUSIC SCHOOLS

Out of Chicago's 97 music schools, only a few can be named, but they are imposing in their enrollment:

Chicago Musical College claim.....	4,000 pupils
American Conservatory claim .....	5,000 pupils
Columbia School of Music claim.....	1,600 pupils
Bush Temple of Conservatory.....	1,500 pupils

There are nine law schools, the most important are: Chicago Kent College of Law, Chicago Law School, Illinois College of Law, Law Department of DePaul University, John Marshall Law School, Lincoln College of Law, Northwestern Law School and University of Chicago Law School.

#### Churches

Advent Christian .....	2
Adventist (Seventh Day) .....	11
Baptist .....	109
Baptist (Colored) .....	45
Christian .....	19
Christian Science .....	16
Congregational .....	114
Disciples of Christ .....	24
Evangelical Association .....	13
Episcopal .....	47
Episcopal Reformed .....	6
Friends .....	2
Jewish .....	..
Lutheran .....	165
Methodist .....	125
Methodist (Colored) .....	7
Methodist Episcopal .....	123
Methodist Episcopal African .....	2
Methodist Episcopal African Zion.....	1
Methodist, Free .....	4
Methodist, Protestant .....	1
Presbyterian .....	105
Presbyterian United .....	7
Protestant Episcopal .....	50
Reformed Episcopal .....	4
Reformed Church in America.....	9
Reformed Dutch .....	13
Reformed Christian .....	11
Swedish Evangelical .....	21
German Evangelical .....	23
United Evangelical .....	7
Unitarian .....	3
Universalist .....	4
United Brethren .....	4
United Evangelical .....	19
Church of the Brethren .....	4
Roman Catholic .....	227
Miscellaneous .....	40

# Chicago Tribune Merchandising Service

**T**HE advertising department of The Tribune is a unique and highly specialized organization built to render the utmost service to advertisers. For instance, The Tribune several years ago began preaching that manufacturers should not advertise in advance of distribution. The policy of attempting to force the public to force dealers to stock goods was held to be fundamentally unsound. The Tribune, on the other hand, advocated that dealers be persuaded to stock goods because they would be advertised by the maker.

The Tribune has expended hundreds of thousands of dollars to smooth the path of the advertiser seeking to obtain distribution in line with this policy.

#### Market Thoroughly Analyzed

THE TRIBUNE'S advertising department analyzed Chicago into 48 logical sales districts. A card catalogue of the dealers in each of ten lines in each of these 48 districts has been compiled and is kept up to date. There are thus available for the use of manufacturers' salesmen 480 lists of retailers, each in route order, and each for a district with definite, known characteristics.

1921  
Will Reward  
FIGHTERS



For seven years the advertising department of The Tribune has published The Co-Operator, a monthly trade journal circulated among 15,000 Chicago retailers. From the standpoint of circulation or from the standpoint of the editorial material it contains, this is the leading publication in its field. Its object is to educate retailers to an appreciation of the service rendered to them by the advertising of manufacturers.

Members of the Business Survey have investigated actual conditions in the Chicago market concerning the sale of hundreds of products. During recent months these investigations have dealt with *antiseptics, baking powder, chocolate bars, hair nets, honey, nail polish, pancake flour, oil, soap, sardines and spark plugs*. Tribune

salesmen of national advertising are picked from the force which makes these investigations. They are therefore men who have been in close touch with market conditions.

#### Service for Those Who Rely on Chicago Tribune Advertising

When Tribune advertising is *RELIED* upon to create a demand for a new product in the Chicago market a Tribune service man is assigned as advisory sales manager. He assists in organizing the sales crew, drills the salesmen in the use of advertising to secure orders, routes them through the various districts, checks up on the daily progress made and co-operates in overcoming the merchandising difficulties which invariably develop.

Tribune solicitors of national advertising are fitted by this foundation of practical experience to counsel with the manufacturer and to see his sales problems from his angle. They need not talk vaguely of the marvelous powers of advertising, nor bewilder him with statistics of circulation and agate ines. They know what can be done to sell his goods, how to do it, and what it will cost.



# EDITOR & PUBLISHER SPACE BUYERS CHART

Survey in Eleven Parts—Part 5

## CHICAGO, ILL.

### Banks

Savings and State Banks.....	98	Resources.....	\$ 337,255,739.23
Trust Co. ....	10	Resources.....	403,502,294.20
Trust and Savings Banks.....	34	Resources.....	553,987,455.32
National .....	25	Resources.....	2,043,482,120.11
Savings Deposits in Chicago Banks, Jan. 1, 1921..... \$ 491,469,115			
Total Deposits in National Banks, Dec. 29, 1920..... 753,092,793			
Total Deposits in State Banks, Jan. 31, 1921..... 1,044,116,902			

The Clearing House transactions for the year of 1919 were:

Exchanges .....	\$29,685,973,091.54
Balances .....	2,571,978,002.10
Total transactions .....	32,257,951,093.64

For the year 1920:

Exchanges .....	\$32,669,233,535.72
Balances .....	2,612,461,622.07
Total transactions .....	35,281,695,157.79

The Clearing House Association is now composed of nine National Banks, fourteen Trust Companies, three State Banks and the Federal Reserve Bank of Chicago.

There are 52 Bank and Trust Companies in the city and vicinity not members of the association, which make their exchanges through banks that are members.

There are also nine express companies and 61 railroads authorized to clear through the association.

The total assessed valuation of all property in Chicago (1920) is \$1,654,814,838, divided as follows:

Personal Property .....	\$ 382,077,668
Capital Stock (assessed value) .....	28,369,680
Real Estate .....	1,166,211,873
Railroads .....	78,155,617
<b>Total .....</b>	<b>1,654,814,838</b>

The internal revenue collected in 1920 in Chicago District amounted to \$411,033,738.50.

### Theatres

Motion Pictures	Motion Pictures and Vaudeville	Vaudeville	Burlesque	Production	Concert
378	9	7	5	19	4

The average seating capacity of all Motion Picture theatres is 648. The average of Vaudeville houses, 1,538; Burlesque, 1,372; Production, 1,352; and Concert, 2,295. The total seating capacity of Motion Picture theatres is 244,818, Vaudeville houses, 10,768; Burlesque, 6,861; Production, 25,697; Concerts, 9,183. The total seating capacity of all kinds of theaters is 300,346. There are also a considerable number of smaller places with a seating capacity of less than 500. 74 theatres have a seating capacity of more than 1,000, and 9 with 2,000 or more.

The Coliseum, which will seat 15,000 people, is best known because of the number of Presidential Conventions held there.

The total number of conventions held in Chicago last year were 700 with 650,000 people in attendance.

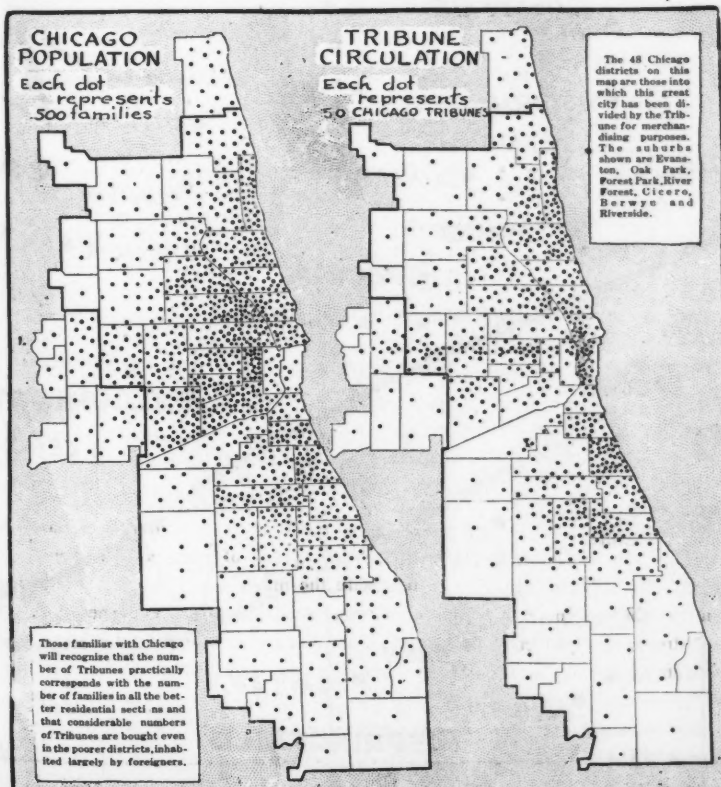
At the present time there are several theatres being built and plans for others under way, which will be used for productions. Also several large motion picture theatres are soon to be opened to the public.

The Art Institute of Chicago possesses a collection of paintings and sculpture and other works of art which rank among the finest in the world.

The Field Museum of Natural History has a \$6,000,000 collection, divided into four departments: Anthology, Botany, Geology and Zoology. A new marble structure has been recently completed to house this great institution, at a cost of \$4,000,000.

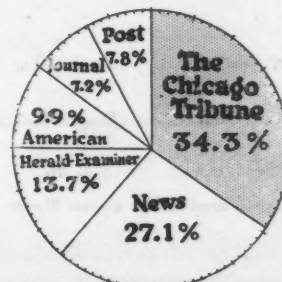
The Auditorium, the home of the Chicago Opera Company, is also used for dramatic and spectacular productions. It is Chicago's largest theatre, seating 3,747. Medinah Temple, which is used for concerts, seats 4,252.

# How The Tribune Blankets Chicago

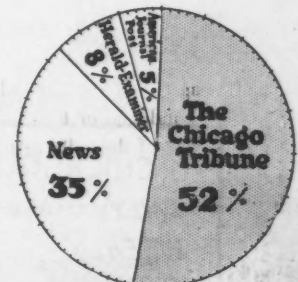


The two maps opposite tell a remarkable story of absolute domination of a great market by one great medium. The first page of this series pictures the enormous influence exerted by **The Tribune** throughout five great states. In addition to this **The Chicago Sunday Tribune** has far more circulation in Chicago than any other medium.

This explains in part the remarkable story revealed by the two charts below. The chart at the left shows that **The Tribune** in 1920, as in previous years, carried one-third of all the advertising placed in all Chicago newspapers. The chart at the right shows that **The Tribune** prints more Want Advertising than all other Chicago newspapers combined—and Want Advertising is substantially a referendum by the people of a city on the advertising merit of their newspapers.

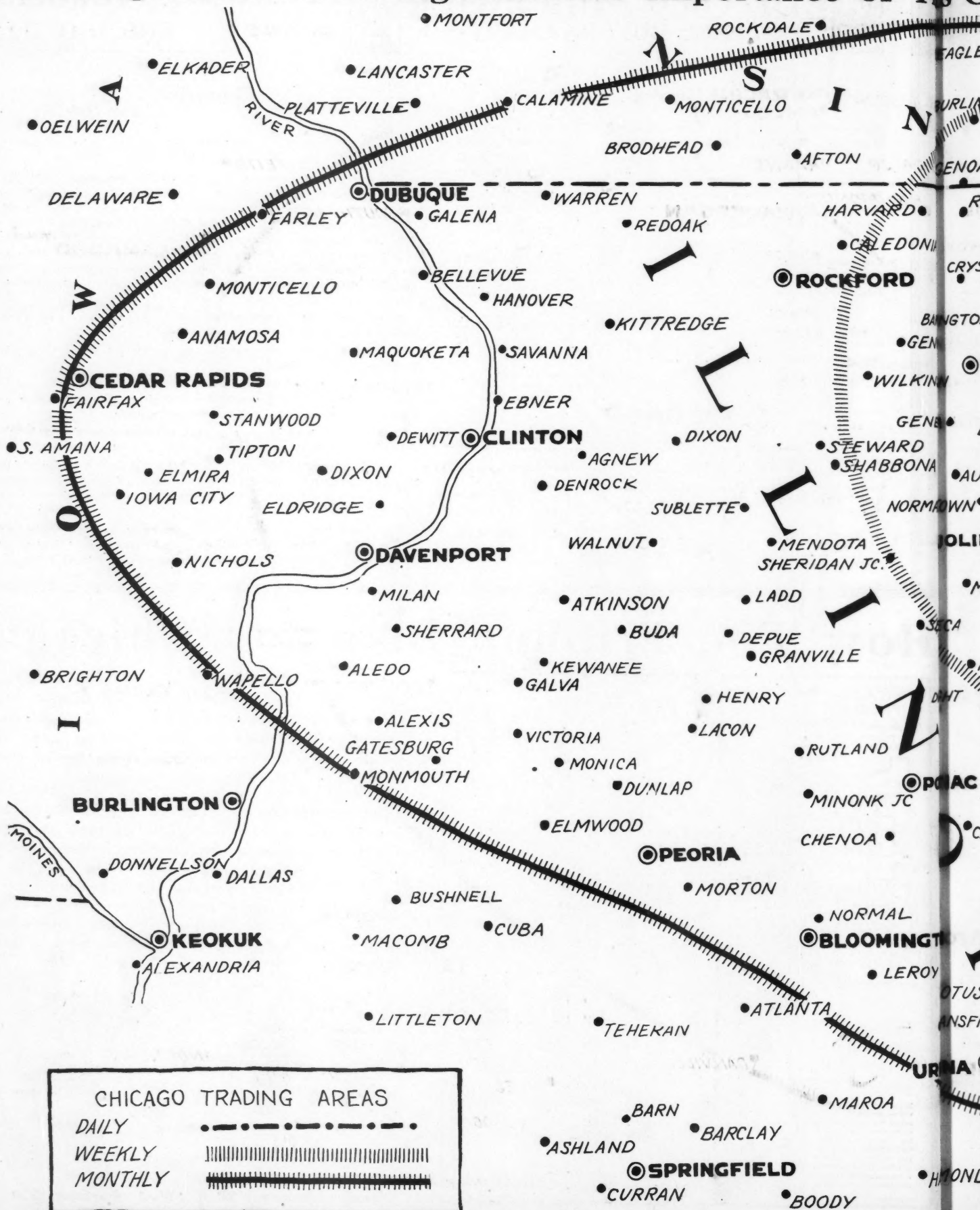


Total advertising 1920



Want advertising 1920

# Trading Areas of Chicago Indicate Importance of The G





# The Gigantic Market for Nationally Advertised Products





# EDITOR & PUBLISHER

## SPACE BUYERS CHART



Survey in Eleven Parts—Part 6

**CHICAGO, ILL.**

### Principal Industries

	Metropolitan District	Municipal
Number of Establishments.....	10,945	10,115
Persons Engaged .....	444,876	387,319
Proprietor and Firm Members.....	8,898	8,184
Salaries Employees .....	73,623	65,425
Wage Earners .....	972,617	681,114
Capital .....	\$1,479,115,609	\$1,190,068,927
Salaries and Wages .....	353,484,061	304,031,882
Salaries .....	101,600,349	90,294,510
Wages .....	251,883,712	213,737,372
Cost of Materials.....	1,055,945,118	901,933,394
Value of Product.....	1,734,736,737	1,488,498,416
Value added by Mfg.....	678,791,619	581,565,022

	Value of Product	No. of Estab'ts
11. Tobacco .....	21,460,007	910
12. Soap .....	21,223,430	23
13. Confectionery .....	20,348,661	132
14. Clothing (Women's) .....	19,211,137	227
15. Electrical Machinery Apparatus and Supplies .....	17,568,424	125
16. Cars and General Ship Construction and Repairs by Railroad Companies .....	16,687,929	32
17. Leather, Tan Cured and Finished .....	15,662,142	24
18. Copper, Tin and Sheet Iron Products.....	13,236,073	338
19. Musical Instruments, Pianos, Organs and Materials .....	12,670,705	51
20. Patent Medicines and Compounds .....	10,808,693	277

The importance of the slaughtering and meat-packing industry is apparent when it is noticed that its value of products formed 24.9 per cent of the total for the industry in the United States.

Chicago is a great industrial center because it combines in the most advantageous manner the greatest number of the various facilities, conveniences and conditions required for the successful manufacturing and merchandising in a great variety of lines.

Chicago is not only the most important manufacturing city in Illinois, but ranks second only to New York annually.

Its manufactures were valued at \$1,483,498,416.00 and its industries furnished employment to an average of 313,710 wage earners in 1914. There were only four States besides Illinois, namely, New York, Pennsylvania, Massachusetts and Ohio, which exceeded Chicago in total value of products in 1914.

All the figures heretofore were from official government reports, but a more recent study of the manufacturing in Chicago shows that Chicago has doubled and trebled in some lines. The following facts and figures are from special reports of private individuals or corporations gathered from every available source:

#### Cloaks and Suits:

Chicago ranks among the largest centers for the manufacture of men's and ladies' garments. This industry gives employment to more than 52,000 people. This number shows approximately 70 per cent female and 30 per cent male. Of these 30 per cent are Jews, 20 per cent Bohemian, 20 per cent American, 15 per cent Polish, 10 per cent Italian and 5 per cent miscellaneous. In value, men's clothing manufactured in Chicago is one-fifth of that produced in the United States.

#### Telephone Apparatus:

More telephone apparatus (switchboards, telephone instruments, etc.) is made in Chicago than in any other city in the world. Over 60 per cent of the world's supply is manufactured in this city. The annual production of telephone apparatus all over the world is valued at \$110,000,000, of which \$68,000,999 is produced in Chicago.

The Chicago Industrial District, which ranked second in manufacturing in 1914, embraced 409,087 acres, of which 120,210 acres represent the area of Chicago and 288,877 the outside territory. The District comprises, in addition to the City of Chicago, the townships of Berwyn, Bloom, Calumet, Cicero, Evanston, Leyden, Lyons, Maine, New Trier, Niles, Norwood Park, Oak Park, Proviso, Ridgeville, Riverside, Stickney, Thornton and Worth, all in Cook County, Illinois; and Calumet and North townships in Lake County, Indiana.

The Chicago industrial district, as defined by the 1920 census, comprises the counties of Cook, Lake, Dupage, Kane, Will and Lake (Indiana), with a total square mileage of 3,596.

The principal industries of Chicago for which statistics can be presented separately, arranged in the order of value of product in 1914:

	Value of Product	No. of Estab'ts
1. Slaughtering and Meat Packing.....	\$410,709,225	58
2. Printing and Publishing .....	97,506,966	1,632
3. Foundry and Machine Shop Products.....	85,359,436	785
4. Clothing (Men's) .....	83,394,069	546
5. Cars, Steam Railroads (Not Including Operation of Railroads) .....	50,930,691	12
6. Bread and Bakery Products .....	34,217,248	1,440
7. Lumber and Timber Products .....	28,711,190	246
8. Iron and Steel .....	27,001,775	7
9. Furniture and Refrigerators .....	24,132,848	224
10. Paint and Varnish .....	22,810,675	60

# What Do You Want to Know About Chicago?

General information could be given you in this advertisement.

But we prefer to give you specific information, the kind that you apply to your own business in the Chicago market.

Ask for it. A staff of expert investigators is at your service, ready for any assignment.

And remember this: *The reports we give you are not solicitations for advertising.*



Member A. B. C.

Read by over 1,200,000 people every week day



**EDITOR & PUBLISHER**  
**SPACE BUYERS CHART**

Survey in Eleven Parts—Part 7  
**CHICAGO, ILL.**

**Principal Industries—(Continued)**

**Meat Packing:**

The slaughtering and meat packing industry ranks first among the industries of the U. S. in point of cost of materials and value of product. Chicago is the greatest distributing center for meats and meat products in the world.

An official valuation of the live stock sold at the Chicago stockyards is given at \$880,853,691 (1919). During the year 18,215,603 head of live stock were handled, including 3,502,400 cattle, 751,008 calves, 8,672,476 hogs, 5,243,958 sheep and 45,762 horses. The actual number of carloads received was 303,948.

The number of animals converted into meat products yielded three and one-tenth billion pounds of meat, enough to supply the annual requirements of one-sixth of the entire population of the U. S.

The number of workers employed in the Chicago stockyards approximate 75,000.

**Agricultural Implements:**

Chicago stands pre-eminent as the largest producer of agricultural implements in the world.

This production includes the manufacture of upwards of 875,000 farm machines annually of various kinds, valued at \$130,000,000, and the employment of 20,000 people. The principal farm implements manufactured are binders, reapers, harvesters, thrashers, mowers, rakes, corn machinery, manure spreaders, cultivators, tractors and corn planters.

**Furniture:**

Chicago leads in the manufacture of furniture, employing 9,000 workers and having an output of between \$40,000,000 and \$50,000,000 annually. It is estimated that 45,000 furniture workers are employed in the United States, with an annual output in the neighborhood of \$250,000,000. Chicago, therefore, makes about one-fifth of the total American production. The special departments in which Chicago leads are chairs, upholstered furniture, reed furniture and office furniture. The largest chair factory in the world is in Chicago, turning out 600,000 chairs a year.

**Musical Instruments:**

Chicago produces 100,000 pianos annually. This represents more than one-third of the entire production of the U. S., and employs from 6,500 to 7,000 people. This city has the largest establishment in the world devoted to making player-pianos—35,000 a year. Chicago is first in band instruments and has assumed prominence in phonograph making and considerable output of all kinds of orchestra instruments.

**Port of Chicago**

Chicago owes its advantages as a Port largely to the natural protection for vessels afforded by the mouths of the Chicago River and Calumet River. Breakwaters have been built on the east and for some distance out on the north and south by the U. S. Government, thus forming an outer harbor of 21 foot depth.

The rapid growth of Chicago led to the development of her port facilities known as Chicago River, Calumet River, Indiana Harbor and Gary, all within the metropolitan district and to be considered Greater Chicago ports. Chicago now has 101 miles of water frontage for the handling of its water borne commerce of which 52 miles are equipped with dock and railway facilities. Its outer harbor has a frontage of 24 miles, protected by Government breakwaters.

The chief business of Chicago's first port, the Chicago River, is the transportation of lumber, coal and package freight. The Calumet River has now become Chicago's greatest industrial harbor. From this harbor are served the numerous industries of South Chicago, East Chicago, Indiana Harbor and Gary by rail connection. Around this port are grouped steel mills, furnaces, smelters, forging plants, foundries, grain warehouses and numerous other factories and plants.

The total tonnage of the Greater Chicago Ports exceed 15,000,000 tons annually, and each month brings fresh demands for increased provision for the handling of more raw materials and the greater shipment of manufactured products.

Chicago at this moment is a port registering 3,000 to 5,000 arrivals and an equal number of vessels that carry annually each way, over 10,000,000 tons of freight.

Chicago is an inland city, yet in one year, merchandise valued at \$18,078,464 passed through its customs on which \$4,695,984 was collected as duty.

There are 64 grain elevators in Chicago with a total capacity of 56,265,000 bu., 29 of these having a capacity of 1,000,000 bu. or more.

**DISTRIBUTION**

**What Can Advertising Do  
 Without It? NOTHING!**

Paste this advertising axiom in your memory book:

*"Advertising can not move merchandise where there is no merchandise to move."*

Scores of smart advertisers have put 100% advertising behind 50% distribution (or less) in Chicago, and have wondered why they got only 25% results.

This is why: Distribution is very much like an oil well. Your original distribution, whatever it is, shrinks to what the Chicago Evening American terms "settled distribution," just as a gusher diminishes in bow until it reaches what oil men call "settled production."

Unless you make a good start and put *ahead* of your advertising sufficient distribution to make it profitable on a "settled" basis, your advertising can never function effectively.

Let us tell you how "*The American Plan*" of distribution and merchandising minimizes the risk of failure in the rich Chicago market.

It is the **ONLY PLAN BY WHICH AN ADVERTISER CAN COME INTO THIS MARKET WITH ASSURED FULL DISTRIBUTION.**

**CHICAGO AMERICAN**  
 EVENING

Member A. B. C.

Read by over 1,200,000 people every week day



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



Survey in Eleven Parts—Part 8

### CHICAGO, ILL.

## Port of Chicago—(Continued)

### LAKE COMMERCE OF CHICAGO, 1920

Receipts		Chicago River	Calumet River	Total
Commodity				
Coal, hard	tons,	508,054	228,922	736,976
Coal, soft	tons,	5,800	680,838	686,638
Iron, ore	tons,	6,496,034	6,496,034	12,992,068
This is exclusive of 3,658,967 tons received at Gary and 1,206,351 tons received at Indiana Harbor.				
Salt	tons,	76,900		76,900
Iron manufactured	tons,	13,721		13,721
Lumber	feet,	25,454	325	25,779
Railroad ties	pieces,	17,000		17,000
Sugar	tons,	9,785		9,785
Limestone	tons,	1,448,855		1,448,855
Wheat	bushels,	437,231	1,162,953	1,600,184
Flaxseed	bushels,	164,798		164,798
Barley	bushels,	144,803		144,803
Oats	bushels,	418,213		418,213
Unclassified	tons,	352,637	41,940	394,577

Shipments		Chicago River	Calumet River	Total
Commodity				
Wheat	bushels,	2,894,066	8,297,892	11,191,958
Corn	bushels,	1,821,697	6,407,574	8,229,271
Oats	bushels,	873,087	553,200	1,426,287
Rye	bushels,	546,142	2,287,764	2,833,906
Barley	bushels,	513,968	93,000	606,968
Flour	tons,	337		337
Mill stuff	tons,	13,983	375	14,358
Iron manufactured	tons,	3,000		3,000
Unclassified	tons,	286,968	114	287,082
3,343,000 barrels of gasoline and 235,070 barrels of oil were shipped from Indiana Harbor, Ind.				

Entrances		Chicago River	Calumet River	Total
Chicago River,	2,406 vessels, registered net tonnage,	2,498,135		2,498,135
Calumet River,	1,106 vessels, registered net tonnage,		4,484,972	4,484,972
		3,512	6,983,107	6,983,107

Clearances		Chicago River	Calumet River	Total
Chicago River,	2,371 vessels, registered net tonnage,	2,500,614		2,500,614
Calumet River,	1,168 vessels, registered net tonnage,		4,702,053	4,702,053
		3,539	7,202,667	7,202,667

## Special Information

Chicago transportation surface lines cover more than 1,000 miles of track, serving 172 lines with 575 transfer points.

Twenty-five hundred through package freight cars leave Chicago daily to 1,800 shipping points. From these shipping points, other shipping points are reached by making one change.

Chicago's passenger service is unequalled anywhere. There are 1,339 passenger trains and 192,000 passengers arriving and departing from Chicago railway stations daily. Every train carries an average of 133 passengers a minute. The total number of passengers arriving and departing in one year is 70,000,000.

Chicago has 14 large city parks and 193 small parks and playgrounds in various sections of the city. This system of parks and boulevards offer health and recreation to all people in all seasons of the year. Chicago's lake front affords unlimited opportunity for play. Bathing beaches line the shore and beautiful boulevards parallel part of the lake front.

The Parcels Post business at the Chicago Post Office exceeds that of any other five cities in the United States.

The Chicago Post Office in 1920 handled 3,613,264,665 pieces of mail.

Money orders were issued in 1920 to the extent of \$27,886,996.70.

Money orders were cashed in 1920 to the extent of \$263,046,289.48.

Total receipts of the Chicago Post Office were \$43,005,319.22.

Chicago does 60% of the mail order business of the United States. This business will reach over \$400,000,000 a year. The greater part is done by the two biggest mail order houses in the world. A million and a half people shop in Chicago in a busy week by this method.

Average number of people to a square mile in Chicago is about 11,000 as against 130,000 in New York City.

The Chicago Municipal Pier, extending 3,000 feet into Lake Michigan and costing \$5,000,000, is unequalled in this country. Not only is it a remarkable recreation center, but it indicates Chicago's preparedness to handle increased volume of lake traffic.

The Electric Light Company of Chicago has 510,000 consumers, of which 412,000 are retail customers.

# The Chicago Market

## The Chicago Market:

There is a vast difference between the Chicago territory and the Chicago market. Right here, in failing to distinguish between the two, the unsuccessful advertiser meets his Waterloo.

Widely scattered throughout Illinois and the surrounding states are some 13,000,000 people who compose the Chicago territory.

Bunched within a 40-mile radius of the Chicago City Hall are over 3,000,000 people. This is the Chicago Market.

## How to sell it:

Far-flung circulation over the Chicago territory will not sell the Chicago market. And until an advertiser has sold the Chicago market, he cannot hope to sell the Chicago territory. First gain the good will of the 3,000,000 in and about Chicago, and the 13,000,000 outside of Chicago will take care of themselves, for Chicago's buying habits create a profound influence upon the buying habits of the surrounding territory.

Selling the 3,000,000 in Chicago is a simple matter, because they are largely dominated by a single advertising influence—

The Chicago Daily News.

With a circulation of over 400,000 The Daily News is actually read by 7 out of every 9 persons in Chicago who read the English language.

## Circulation—where it Pays:

94 per cent of The Daily News' circulation is centered in Chicago and suburbs—the most highly concentrated circulation of any newspaper in the United States. In that territory more copies of The Daily News are sold than any other Chicago daily newspaper.



# EDITOR & PUBLISHER SPACE BUYERS CHART

Survey in Eleven Parts—Part 9

## CHICAGO, ILL.

### Special Information—(Continued)

Chicago has more telephones per capita than any other large city, and it is the greatest telephone using community in the world. There are 585,951 telephones in use, one for every five persons.

Area square miles .....	200.4
Total population .....	2,701,705
Estimate earning power, 1919.....	\$1,200,000,000

Chicago's growth in population and value of manufactured products:

Year	Population	Value of Manufactured Products
1900 .....	1,698,575	\$ 888,954,311
1910 .....	2,185,283	1,281,313,000
*1920 .....	2,701,705	Estimated at 6,500,000,000

\* Chicago Association of Commerce.

Chicago is the greatest commercial center in the United States, because of the preponderance of package freight shipments, statistics showing that the package freight business of Chicago is 10% over that of the general average of the percentage of the total tonnage for this class of business.

It is estimated that within a night's ride of Chicago, there is a population of more than 50,000,000 people. The territory within this radius reaches from Omaha in the West, to Pittsburgh in the East, and from Minneapolis and St. Paul on the North, to Memphis and Nashville on the South.

Situated in the very heart of the largest producing section in the universe, Chicago is the great central market for hutter, eggs, fruit and vegetables. The South Water Street District, where trade is concentrated in 10 to 12 blocks, is known of all over the world.

The produce trade of Chicago ranks amongst Chicago's largest business interests, generally estimated as doing a business of between six and seven hundred millions of dollars annually.

Chicago's development as the center of the Clothing industry in the United States, has been rapid and aggressive. There are 70 concerns engaged in wholesale tailoring, operating in all, over 200 shops and employing 30,000 skilled workmen.

### Wholesalers

Grocers .....	149	Hardware .....	22
Meats .....	87	Jewelers .....	207
Fruits .....	121	Men's Furnishings .....	19
Dry Goods .....	159	Millinery .....	15
Druggist .....	63	Stationery .....	15
Confectionery .....	230	Hats and Caps.....	6
Clothing .....	164	Bakers .....	15
Tobacco .....	60	Boots and Shoes .....	220

Chicago is the distributing center of the United States. Its wholesale trade in 1920 was estimated at \$6,000,000,000. It is the world's live stock, grain and lumber market. It leads in the distribution of dry goods, general merchandise, foodstuffs, machinery, jewelry, pianos, wearing apparel, automobiles, furniture and household requisites.

The wholesalers of men's hats, caps and gloves, handle about \$12,000,000 worth of goods annually.

Chicago is the acknowledged leader in the West and Middle West in the distribution of dry goods. In the year 1918, the dry goods jobbing trade estimated close to half a billion dollars. Last year the estimated increase was 25 per cent. Half a billion dollars business done annually in an area only four blocks long means that a tremendous business is being transacted in the Chicago market.

The figures according to the most careful estimates are \$617,410,000 in dry goods and carpets alone. This figure does not include any of the other items listed below, on which have been obtained the most careful figures. Jobbing trade only:

Footwear .....	\$171,780,000
Millinery .....	35,153,000
Hosiery and Underwear .....	28,055,475
Gloves .....	1,753,607
Furs .....	13,910,000
Men's Furnishings .....	64,782,750
Hats .....	20,620,938

# and How It Is Covered

Which do you want? Diffused circulation in a widely scattered territory where sales are casual—where dealer representation is by no means certain? Or concentrated circulation in a rich, compact territory, where distribution is simple, where there is no waste expenditure—**circulation where it pays?**

There's one way—just one way—to sell the Chicago market; through the paper that concentrates its strength upon the Chicago market. Through **The Chicago Daily News**.

### Merchandising Service:

For the benefit of advertisers who desire first-hand, specific information about the Chicago market. **The Daily News** offers the services of a complete and long-established Merchandising Bureau which will give:

- (1) An accurate and truthful analysis of market conditions with reference to any particular product.
- (2) Information as to brokerage or jobber connections.
- (3) Up-to-date routing systems for salesmen, and full co-operation with sales and advertising force.
- (4) Names and addresses of dealers, maps and route lists which eliminate waste of time in covering the market by sales force.
- (5) Any other specific information concerning market conditions and sales possibilities.

Information furnished by this Bureau is absolutely reliable and unbiased. Unfavorable conditions are reported as frankly as favorable.

# THE DAILY NEWS

FIRST in Chicago



**EDITOR & PUBLISHER**  
 ~ SPACE BUYERS CHART ~



Survey in Eleven Parts—Part 10  
**CHICAGO, ILL.**

**Retail Section**

The main business section which is known as the Loop District, is a seething cauldron of commerce, finance, traffic congestion and humanity. It embraces only a quarter of a square mile. In this little patch are 19 streets, running east and west and north and south. On fifteen of these streets are street car tracks and cars turning in all directions at every intersection.

There are daily within this district 10,000 street cars, 152,000 vehicles of all sorts, 323,000 working population and over 1,000,000 floating population. This wildly pulsating heart is held viselike in the coil of the river which bounds it on two sides, the railroads on the third and the lake on the fourth.

Chicago has outgrown this small and congested district known the country over as the "Loop" and with about 70 active communities with outlying banks where total deposits exceed \$350,000,000 and whose capital, surplus and undivided profits run over \$36,000,000, it is no wonder that the business of Chicago is being distributed throughout the entire city.

In six blocks on State street, the main downtown retail street, more retail clothing, dry goods and department store business is transacted than in any similar area in the world. State street merchants estimate that over \$200,000,000 worth of goods are sold over their counters every year. This includes the paper of pins as well as the \$5,000 fur coat. An average of a quarter of a million individual sales are made within these few blocks every day.

The new Boulevard Link Bridge which has recently been opened connecting Michigan avenue on the south with Lake Shore Drive on the north has given downtown Chicago its greatest opportunity for the spreading of general business, particularly offices, retail stores, and specialty shops. This business trend is out of the Loop and northward on Michigan Boulevard.

The following are the principal shopping centers or neighborhood retail sections. In most cases with these herewith mentioned the shopping is not necessarily confined to the immediate section or even streets. Some of the larger neighborhood centers are really the centers of towns within Chicago, the sales area will extend from two or three blocks on one or both streets to ten and twelve in some of the larger retail distributing centers.

- 63rd and Halsted streets.
- 63rd street and Cottage Grove avenue.
- 92nd street and Commercial avenue.
- Wilson avenue, Broadway and Sheridan road.
- Chicago avenue and Clark street.
- Milwaukee and Ashland avenues.
- Roosevelt road and Halsted street.
- 55th street and Lake Park avenue.
- 67th street and Stony Island avenue.
- 75th street and Stony Island avenue.
- 55th street and State street.
- 109th street and Michigan avenue.
- 47th street and Ashland avenue.

- Roosevelt road and Ashland avenue.
- Madison avenue and Halsted street.
- Madison and Kedzie avenues.
- Roosevelt road and Crawford avenue.
- Roosevelt road and Kedzie avenue.
- 31st street and Indiana avenue.
- 39th street and Cottage Grove avenue.
- 43rd, 47th streets and Cottage Grove avenue.
- 35th street and Indiana avenue.
- Madison and Roby.
- Milwaukee and Fullerton.
- 39th and State streets.
- Montrose and Milwaukee.

**Residential Features**

The residents of the City of Chicago occupy principally one and two family houses built of brick. Chicago is known as a "City of Brick." The United States Census to January 1st, 1910, gave Chicago 246,744 buildings used for living purposes. There were 8.9 persons per building and 473,141 families with an average per family of 4.6 persons.

The United States Census to January 1st, 1920, gave the population at 2,701,705 people, gain 516,646, or 23%. Figuring this percentage gain to March 31, 1921, the city would have 2,787,300 people. The amount of new buildings since January 1, 1910, to March 31, 1920:

Hotels .....	220
Residences .....	37,935
Apartment Buildings .....	32,923
Stores and hotels.....	150
Stores and one family houses.....	1,560
Stores and apartments .....	2,882
Total buildings to be used for living purposes.....	76,670
Existing buildings .....	246,744

323,414 buildings

Allowing for the destruction by fire and wrecking of 2,000 buildings per year, and deducting 22,500 for 10 years, would make the actual number of buildings used for dwellings at the present time only 300,914 buildings.

The number of apartments provided in the 76,670 buildings since 1910 was 134,229 apartments divided as follows:

Private residences and store with one residence was..	39,495
Apartment buildings was.....	37,175
Having apartments .....	94,734

The number of families in 1910 was.....	473,141
The number of families since 1910 was.....	134,229
Estimated number of families in Chicago.....	607,370

The number of buildings in Chicago all divided as follows:

Residences .....	155,000
Apartment buildings .....	145,914
With total number of apartments, 428,627.	

Chicago includes two family houses in apartment buildings and the very lowest estimate of two family houses is 75,000 with 150,000 apartments. This figure, plus the single family houses, is 305,000 apartments, and leaves 278,627 as the biggest possible figure for apartments in building of more than two families.

It is estimated that between 110,000 and 120,000 people own their own houses. Palatial residences and modern apartments are located on Drexel and Grand Boulevards, Lake Shore Drive, Sheridan Road and Washington Boulevard.

**Tremendous Growth at an Increased Price**

The tremendous growth of the Herald and Examiner at 3 cents daily and 10 cents Sunday reflects the rapidly changing newspaper situation in Chicago. Despite the fact that the other Chicago morning newspaper sells for 2 cents daily and 7 cents Sunday, the Herald and Examiner's circulation for the six months' period ending March 31st showed the following big gains:

41,674 Gain Sunday at 10 cents per copy  
 8,466 Gain Daily at 3 cents per copy

The exceptional returns accruing to Herald and Examiner advertisers are attributable partly to this growth and partly to the fact that Chicago is the world's wonder market. Its stability, even in periods of temporary depression, makes it a strategic center to cultivate. Concentrate on Herald and Examiner advertising in Chicago.

**CHICAGO HERALD**





# EDITOR & PUBLISHER

## SPACE BUYERS CHART



Survey in Eleven Parts—Part 11

**CHICAGO, ILL.**

### Trading Area

In attempting to secure accurate information in regard to the trading area outlines of Chicago, it was necessary for our representatives to become familiar with transportation facilities, character of inhabitants, size of cities and towns, distributing facilities of large Chicago stores and many other details before arriving at a conclusion of what is the retail trading area divided into a daily trading zone, weekly zone and monthly zone.

The areas drawn on the maps have been carefully checked by impartial sales managers, merchandising managers, advertising managers, shipping clerks and others whose knowledge of Chicago territory was of value. The areas were rearranged from time to time as special information and further study of shipping facilities and buying habits of people were noted.

The three areas shown on the map represent first, the daily zone where the bulk of daily business is secured; second, the next outer line is the limit of the weekly zone. In this territory buyers are accustomed to travel to the city for business and pleasure at least once a week. Third, the outermost line is the limits of territory from where Chicago draws trade at least once a month. Within this zone are many fair sized cities and towns which can easily supply the daily wants of its citizens but close enough to Chicago for these buyers to travel about once a month and usually large sales are made.

The Daily Zone boundary line extends to Waukegan on the north and swings westward in a semicircle around Chicago to Gary and on the east including Oak Park, Highland Park, Naperville, Chicago Heights, Hammond, S. Chicago, Wheaton, and Dyer.

The Weekly Zone area extends northward to Racine, Wisconsin, then swinging around in an irregular semicircle to Michigan City, Indiana. This zone depends a great deal on transportation facilities. The larger cities within this zone are Elgin, Joliet, Aurora, Geneva, Syracuse, DeKalb, Momence, Valparaiso, Ind., and Kenosha, Wisconsin. Within this zone the larger stores maintain free delivery to the larger cities.

The Monthly Zone area on the north extends only a little further than the weekly zone as far as S. Milwaukee, from there the boundary line swings almost directly west to Duquaque, Iowa, including Rockford, Janesville, Evansville, Galena, Freeport and Beloit all to the northwest.

The furthestmost point west of Chicago in the monthly zone is Cedar Rapids, Iowa; from this point the boundary line begins to swing south and then east and in this direction are included Davenport and Clinton, Iowa; Rock Island, Moline, Cambridge and Galisburg, Ill. Directly northward is Peoria, Bloomington and Pontiac. The point furthest south in this zone in Champaign and Urbana. The boundary line then swings northeast through Lafayette, Logansport, Goshen, all in Indiana, through Three Rivers, Michigan, and again swings northwest to the east bank of Lake Michigan. The large cities in this direction are South Bend, South Haven, St. Joseph and Benton Harbor.

It is impossible to limit a fourth and possibly equally important area which is known as the periodical or seasonal trading zone. In the case of Chicago such a boundary line would extend as far as the Pacific Coast on the west and the Gulf of Mexico to the south and not more than 250 miles eastward.

#### Retail Outlets for Nationally Advertised Products

Automobile Makes (Passenger)...	95	Delicatessen .....	1,400	Fruit .....	580	Meat Markets .....	2,040
Makes of Trucks .....	65	Dressmakers .....	2,140	Garages .....	1,121	Men's Furnishings .....	478
Makes of Tires .....	172	Druggist .....	2,100	Grocers and Delicatessen (not including chain stores).....	6,400	Merchant Tailors .....	1,638
Auto Accessories .....	914	Dry Goods .....	616	Grocers .....	7,160	Millinery .....	720
Bakers .....	1,555	Department Stores .....	75	Hardware .....	608	Opticians .....	107
Cigar Stores .....	4,275	Electrical Supplies.....	444	Hats and Caps.....	110	Photographers .....	382
Cloaks and Suits.....	565	Florists .....	460	Jewelers .....	1,174	Pianos .....	202
Clothiers .....	480	Furniture .....	601	Ladies' Tailors .....	360	Restaurants .....	3,516
Confectioners .....	2,933	Furriers .....	592			Shoe Dealers .....	621

## What Can Be Done in Chicago

Just now the Herald and Examiner is merchandising a product which sells to both dealer and consumer at a price one-third higher than competitive products sell for. One hundred eighty-one competitive brands are being sold by Chicago dealers. Despite this fact, **seven** out of every **ten** dealers interviewed are being sold. Adequate distribution will be secured before a line of advertising is published.

That such a feat is possible is due to two things: The plan that the Merchandising Department of the Herald and Examiner has developed and perfected, and the strategic position that the Herald and Examiner occupies in Chicago.

If you would secure profitable distribution and sales in Chicago, write the Merchandising Department for an exposition of its plan. A request involves no obligation.

JOHN A. DICKSON,  
General Manager.

# AND EXAMINER



Photo by Ewing Galloway

With thirty-nine trunk line railroads Chicago is the transportation center of the United States. Here we have three railroads whose trackage reaches to the Pacific.

### APPEAL TO CHICAGO REACHES NATION

(Continued from page 11)

The controller of the finest luxuries might stop business at any time, and we would suffer little from his act, but the man of the city or the country that controls the supply of food holds a powerful position and the people must turn to the source of supply in order to exist. With the world's attention focused on a city in this manner other predominating features are bound to be seen and appreciated.

Chicago is surrounded by a fertile region surpassed nowhere in extent and climate suited for raising grain. The transportation facilities with the railroads reaching out through these farm lands, and the railway and waterway connections to export points and regions that must purchase grain, have placed



Photo by Ewing Galloway

Chicago is the meat packing center of the world and no survey of the city can be complete without giving consideration to the great stock yards.

### CHICAGO FACTS

Chicago in 1850 had an area of 14 square miles.

Chicago in 1920 has an area of 200 square miles.

Population of Chicago in 1850 had a population of 28,269.

Population of Chicago in 1920 1,701,705.

Population of Chicago in 1920 including its suburbs, over 3,000,000.

Chicago has increased its population by 700,000 since 1900, an increase of 32 per cent, or an average increase of 70,000 per year.

Chicago is the largest industrial city in the world. It has within its manufacturing zone over 20,000 factories with an output in 1919 worth more than \$4,000,000,000. In 1860 Chicago's output was \$20,000,000.

Chicago has the largest number of skilled mechanics in the world and offers a larger labor market than any other city in the world.

Chicago is the largest railroad center in the world. Its system of belt lines comprises one-third of the total belt line mileage of the United States.

Thirty-nine roads enter Chicago.

A train a minute leaves Chicago.

Chicago is the world's live stock market.

Chicago is the world's grain market.

Chicago is the world's lumber market.

In Chicago, in 1919, 8,359,895 hogs were killed for packing house purposes.

Chicago is the largest manufacturer of electrical and gas devices in the world.

Chicago is the jewelry distributing center of the world.

The Chicago Art Institute has a larger membership and last year had a larger attendance than the Metropolitan Art Museum of New York.

In 1876 Chicago bank clearings were \$810,676,036. Today's bank clearings in Chicago approximate annually \$30,000,000,000.

Chicago has an annual vessel tonnage of 12,000,000 tons.

Chicago has 2,112 miles of paved streets.

Chicago has the greatest number of small parks and playgrounds of any city in the world.

In 1850 Chicago had 7 schools, 35 teachers and 3,000 pupils.

In 1919 Chicago had 300 schools, 8,883 teachers and 404,275 pupils.

Chicago's public properties are valued at \$118,570,291.

Chicago is chosen for convention purposes more than any other city in the world, thus making it "The Convention City."

The Chicago post office handles the largest parcel post matter of any city in the world.

Chicago in the pathway from the producer to the consumer.

Last year 179,418 cars of grain were unloaded in Chicago in addition to the vast number of cars that were shipped directly through to other points; 92,915 of these cars were later shipped away and much of their contents was sent abroad to feed our foreign friends.

Although the grain handled last year was much less than usual, on account of conditions resulting from the war, the total was 535,382,806 bushels with most of the business done in August, September and October.

As the grain market has grown Chicago's business men have built huge warehouses to store the crop until today there are more than eighty of these granaries with a capacity of 60,000,000 bushels. No other center in the world

has such storage capacity, yet large warehouses are being built and more business is counted on in the future. The crop outlook for this year is very bright and it is expected that a much larger volume of business will be done than in previous years.

Chicago's grain warehouses, commonly called grain elevators, serve the grain markets as a huge water tank serves the city. They take the crop from the farms as it is harvested, or as the farmer sees fit to sell, store the supply and distribute it gradually as the public needs the food. As a great many farmers are compelled to sell their crop when harvested and as most of the buying public purchase what they require from day to day it is necessary that some such reservoir be maintained thus it has become Chicago's lot to be the storeroom of the nation's grain supply.

In making a study of the marketing possibilities of Chicago it should be remembered that it is one of the leading industrial cities of the world. It has 20,000 factories in its manufacturing zone with an output worth \$4,000,000,000 in 1919. Its unusually attractive shipping facilities, both by land and water, connected by the greatest belt line system of railways in the world has played a prominent part in the city's rapid industrial development.

While we always give Chicago its full place of importance because of the packing industry and wheat, it is interesting to note that it is the largest jewelry distributing center in the world—additional proof of its importance from the aspect of national appeal.



Photo by Ewing Galloway

Looking north on State Street. The "Loop District" of Chicago, of which this is a part, is a compact shopping territory that attracts buyers from every section of the Middle West.



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