

THIS ISSUE—MAKING BETTER CITIZENS in BROOKLYN

EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America 1884 1921

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3. No. 37

NEW YORK, SATURDAY, FEBRUARY 12, 1921

By Mail in Advance \$4. U. S. A.; \$4.50. Can.; \$5. For. 10c. Per Copy

These Advertisers Follow Facts

They are the big drygoods and department stores of Chicago. They are the merchants who *must* reach the greatest number of buyers at the least possible cost; who *must* figure expenditure on the basis of returns; who *must* know newspaper values because they check results from day to day.

Month after month, year after year, these

advertisers consistently use more space in The Chicago Daily News six days a week than in any other Chicago newspaper seven days a week.

They know---because they have *proved*--that The Daily News is the quickest, surest, most economical medium through which to reach the Chicago buying public. Follow their lead.

Total Agate Lines of Display Advertising Used by Individual Dry Goods and Department Stores in Chicago Papers During the Year 1920

	Daily News	Tribune		Herald-Examiner		Post	American	Journal
		Daily	Sunday	Daily	Sunday			
Rothschild & Company	751,902	64,121	358,712	51,075	283,162	42,044	416,717	283,987
Boston Store	548,212	7,308	20,051	71,799	192,030	22,256	259,902	323,595
The Fair	728,208	73,423	328,986	83,960	288,426	63,460	375,384	352,189
Mandel Brothers	659,640	393,533	220,453	101,876	125,446	136,072	187,007	247,817
Carson Pirie Scot & Co.	538,388	590,120	273,268	162,769	209,318	103,650
M. L. Rothschild	380,581	453,797	174,463	8,376	154,588	96,963
W. A. Wieboldt	434,834	4,000	110,940	2,956	103,300	66,816
The Hub	403,784	333,443	98,027	216,950	51,688	26,268	249,599	70,047
Hillman & Co.	355,679	11,140	154,610	7,560	132,562	23,356	16,366
Chas. A. Stevens Bros.	210,238	224,720	163,840	11,779	30,512	13,040	35,811
Marshall Field & Co.	542,277	540,320	336,934	540,465	372,250	194,317
L. Klein	222,857	222,867	80,986	86,972
12th Street Store	118,647	72,739	77,953
E. Iverson	157,136	3,968	30,255
L. Weber	43,457	17,289	14,499
Loren Miller	14,495	15,037	10,840	1,784
Becker & Ryan	28,797	28,134	28,499	3,524
Corydens	34,204	4,447
Albert Lurie & Co.	9,928
Atkins & Freund	104	6,293	11,712
Klein Bros.	48,738	426	71,316
Leiter Building Stores	220,309	6,137	134,521	2,118	43,065	608	31,514	2,310
Phillipsborns	8,956	420	6,055	1,970
Outlet Store	2,486	1,190
TOTAL	6,463,857	2,702,062	1,933,904	1,334,738	1,321,796	1,015,358	2,579,932	1,840,510

THE DAILY NEWS PRINTED

3,761,795 more lines than the next morning paper
 3,883,925 " " " " " evening paper
 1,827,891 " " " " " daily and Sunday paper
 2,427,057 " " " " " all morning papers combined
 3,208,157 " " " " " all Sunday papers combined

“OHIO

is one of the greatest producing states in the Union, and one of the biggest buying states.

The Ohio mind is alert, quick to make decisions and prompt to act, consequently her 1,138 family heads respond to advertisers' messages in *Ohio Newspapers* in the shortest time.

While most other states are thinking it over **OHIO DOES IT!**

One intelligent tryout campaign in the accompanying list of *Ohio Daily Newspapers* will substantiate this fact.

Ohio is a state of preferred buyers, keen in their analysis of fundamentals, ready and willing and able to buy with ready cash at a moment's notice.

National advertisers should choose *Ohio*

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	.014	.014
Akron Times	(E) 23,566	.06	.06	*Lima News and Times-Democrat	(E&S) 13,930	.06	.05
Athens Messenger	(E) 8,608	.03	.03	*Lima Republican-Gazette	(M&S) 8,598	.035	.035
Bellaire Daily Leader	(E) 3,642	.02	.015	Middletown Journal	(E) 4,466	.0143	.0143
Bellefontaine Examiner	(E) 3,756	.014	.014	Newark American-Tribune	(E) 6,300	.025	.025
*Cambridge Daily Jeffersonian	(E) 6,983	.03	.03	New Philadelphia Daily Times	(E) 4,462	.0175	.0175
Cincinnati Enquirer, Sc.	(M-S) 66,442	.17-.35	.17-.35	Piqua Call and Press-Dispatch	(M&S) 6,109	.025	.025
Cleveland Plain Dealer	(M) 183,187	.32	.32	Portsmouth Times	(E) 12,144	.04	.04
Cleveland Plain Dealer	(S) 214,328	.37	.37	Portsmouth Times	(S) 8,979	.04	.04
Columbus Dispatch	(E) 79,468	.15	.14	*Springfield News	(E) 15,763	.04	.04
Columbus Dispatch	(S) 79,949	.15	.14	*Springfield News	(S) 13,381	.04	.04
Columbus (O.) State Journal	(M) 55,672	.12	.11	Toledo Blade	(E) 88,490	.22	.20
Columbus (O.) State Journal	(S) 28,603	.12	.11	Warren Daily Chronicle	(E) 5,537	.025	.025
Dayton News	(E) 38,145	.10	.10	Youngstown Telegram	(E) 22,418	.07	.07
Dayton News	(S) 31,221	.085	.085	Youngstown Vindicator	(E) 23,750	.07	.07
†Dover Daily Reporter	(E) 3,950	.017	.017	Youngstown Vindicator	(S) 23,648	.07	.07

Government Statements, October 1st, 1920. †Publisher's Statement.
*A. B. C. Publisher's Statement, October 1st, 1920.



—and in Mexico

STEPHEN BONSAI

represents the

PUBLIC  LEDGER

Foreign News Service

With new American and Mexican presidents and congresses in power, now begins a most important period in our relations with Mexico—certainly the most vital period since Porfirio Diaz fled.

Stephen Bonsal knows Mexico.

He was present at the Madero revolution in 1910-11, visited that country on a special mission for our Department of State in 1915, and was advisor at the American-Mexican conference in 1916.

This special experience combined with Mr. Bonsal's wide knowledge of world affairs, gained in his career of 35 years as diplomat and war correspondent, eminently fits him to observe and interpret Mexican events.



Through the Ledger Syndicate newspapers may obtain exclusive city rights to the Public Ledger Foreign Service including the cables of Mr. Bonsal and of 28 other foreign staff correspondents.

PUBLIC  LEDGER

PHILADELPHIA

City
Circulation
1,823,779



Separate
Dwellings
390,000

Metropolitan Population: 3,000,000

National Advertising in Philadelphia

These three things expressed in your advertisement will bring you sales:

- 1.—What are you selling?
- 2.—How much is it?
- 3.—Where can it be bought?

One of the beauties about advertising in the Philadelphia Bulletin is that it so thoroughly meets the sales requirements of national advertisers.

Dominate Philadelphia

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"—

The Bulletin

The paid average circulation for the year 1920,

488,687 copies
a day

No prize, premium, voting coupon or other artificial method of stimulating circulation have ever been used by The Bulletin.



EDITOR & PUBLISHER

Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone, Beekman 4330. Charter Member Audit Bureau of Circulations.

col. 53

NEW YORK, SATURDAY, FEBRUARY 12, 1921

No. 37

THE MAKING OF BETTER CITIZENS IN BROOKLYN

Educational Work Among the Young and Old Is Only One of the Many Services That Make the Eagle Stand Out as One of America's Great Newspaper Institutions

By CHARLES GRANT MILLER

ONE touring into a renowned city may be charmed with its environs and, turning aside into the parkways encircling it, leisurely saunter for the day through scenes of comfort and pleasure, through happy living, enlightened intercourse, cheer of human brotherhood and laughter of children, while catching only occasional floating vistas of the city itself whose busy activities are the source of this social welfare and happiness. Is it possible to approach a study of a newspaper enterprise by much the same thoughtfully indirect route through the pleasant parkways of human service that surround it all about?

To the Brooklyn Eagle there is no other practicable approach. It was a joyous day's journey among the public efficiencies that radiate on all sides from the Eagle's routine activities.

Eighty Years Building

In matter-of-fact way I had intended to interview Publisher Herbert F. Guntson and Managing Editor Harris M. Crist regarding the systems and methods that have made the Brooklyn Daily Eagle an outstanding example of journalistic excellence for 80 years and to inspect the newspaper plant that is famed throughout the world. I was eager to see the press room with its big battery of sextuple perfecting presses fed through slits in the floor and driven by individual motors without shafting or timing, with new rolls of paper attached to the flying paster without stoppage of the presses, ink pumped to the fountains by compressed air, all the oils used in the building for lubrication or cleaning piped to the points where needed and each of the more than 250 pieces of machinery throughout the plant controlled by its own motor. I had intended a tour of the many branch offices of the Eagle, some of them occupying its own buildings located in the centers of population in the various sections its wide service covers, and had hoped for full details of the elaborate bureaus maintained in London, Paris and Washington which serve not only as news-gathering centers but also as headquarters for travelers and bureaus of information.

Greater Than Machinery

It was to learn in detail about all these things of practical importance to editors and publishers that I innocently set out without getting to any of these wonders in steel machinery and efficiency in management. I saw things more practical, more permanent, more profitable and more vitally important, I'm sure, to every editor and publisher who realizes that the equipment and power of journalism are not in the magic of mechanism but in the human spirit that leavens the community with higher ideals and happier

and better manhood, womanhood and childhood.

As the human soul is greater than the body and its skill, is not the spirit of a newspaper of more importance than its physical plant and its routine methods?

About the Brooklyn Eagle there shines steadily the light of a great soul.

What constitutes this newspaper soul I cannot attempt to say; it will make enough of a story to tell of its manifestations.

The elevator I took in the Eagle Building was crowded with women, and from scraps of their conversation I heard of "Eagle Talks on Current Topics." What could be these talks in a newspaper office to which women were flocking? Here was an irresistibly tempting by-path.

In a comfortable auditorium on the second floor were already seated about 400 women and a score of men, and a member of the Eagle editorial staff was informally giving them the inside "Truth About Coal" and the "Rounding Up of the Building Grafters." In a 25-minute talk he had given his alert audience a very clear understanding of the two leading national and local news topics of the week. The girl reporter who had covered the arrival in New York of Mrs. Terence McSwiney followed with a charming account of her unwilling "he- witchment" by the young widow of the patriotic Lord Mayor of Cork. The big features of the national and international

news of the week were interpreted by an Eagle editor.

An Interesting Hour

Altogether it was an hour of intensely interesting and enlightening discussion. There was eager show of appreciation on the part of the women, most of whom wore an at-home air of regular attendants.

These "Eagle Talks on Current Topics," now in their eighth season, are a decidedly novel departure in daily journalism and one of many examples of the Eagle's spirit as a public service institution. They are given every Tuesday at 11 o'clock and are free to all who care to come, though because of the limited capacity of the auditorium they are not advertised.

A unique feature in itself is this Eagle auditorium. Besides its weekly use for the Current Topics class it is convenient for gatherings of children's clubs too large for the children's own department, for the entertainments and dances of the Eagle Social Welfare Club and for other organizations clustered about the Eagle, for illustrated travel talks, lectures by notable exponents of new ideas in government and education and motion picture exhibitions of patriotic and educational nature, and it is always available without cost for any public meeting in the interest of Brooklyn or for the advancement of movements of human welfare.

The Eagle Information Bureau arrests attention. It was the first bureau of the kind and it keeps itself in the lead. The guiding principle is that of service to any inquirer. The bureau will arrange any manner of trip for you. It will tell you when the local and express trains are due at any station in the country; it will untangle a knotty whist problem, give you the amount of rainfall or temperature at any place on any day, give you a list of the hotels and boarding houses at any resort, with description of each and their rates, and supplement it with a list of Brooklyn and Manhattan people who are named as references by the hotel keepers.

Information For All

The bureau does as thorough work for those who are inquiring into educational institutions. Catalogues of all the colleges, their courses of study, their rates and other information are on file and may be consulted. In addition, the Information Bureau has charge of the compilation of the Guide to Brooklyn, Educational Directory, Summer Resort Directory, Winter Resort Directory, Health Resort Directory, Guide to Washington, Trolley Exploring Guide, all issued annually, and the Eagle Library Series, issued monthly. Among the Eagle's extraordinary media of public information the Eagle Almanac, published annually since 1886, is nationally popular.

Dovetailing into the service of the Information Bureau is that of a large reference library and the editorial "morgue" which holds one and a half million pieces of live information and three-quarters of a million pictures, classified, cross-indexed and instantly accessible.

War Service

As a part of its service to the public in war time the Eagle compiled a military card index record of over 60,000 men enlisted from Brooklyn and Long Island and over 12,000 photographs of soldiers and sailors, and through excellent special news services from the fronts was able to keep very accurate accounts of the movements and condition of all the home boys. Many thousands of Brooklyn mothers received through the Eagle, after great battles, precious assurance of the safety of their boys, or the sad news of death, maiming or missing, long in advance of official announcements.

The big, busy circulating library in the heart of the building on the seventh floor resembles the library of a well-kept private house except for the number of books and spaciousness of room. It indeed is in a way the "home" of the Eagle "family." The latest novels, works

(Continued on page 14)

Eagle editorials are quoted around the world. Vision that sees beyond pettiness, thinking that is educational and a crispness that is entertaining are the outstanding reasons why the opinion of the Brooklyn paper is sought when national and international thought is in the balance—and to be frank we must say that a look at Editor-in-Chief Arthur M. Howe explains the reason for this confidence.



EDITORS DECIDE PRESS ISN'T GOING BACK

Brooklyn Journalists at Luncheon to Watertown Editor Given by H. F. Gunnison Discuss Newspaper Philosophy

Round-table discussion of newspaper problems held at the Brooklyn Chamber of Commerce February 4 proved to be of such interest that some of the editors present were of the opinion that if such conferences could be held from time to time during the winter months they would be mighty helpful to the makers of daily papers.

The occasion was a luncheon given by Herbert F. Gunnison, publisher of the Brooklyn Eagle, to Harold B. Johnson, editor of the Watertown (N. Y.) Times. Other guests seated about the big oval table were Andrew McLean, editor of the Brooklyn Citizen; Herbert L. Bridgman, business manager of the Standard Union; F. W. Spicer, The Fourth Estate; Frank Le Roy Blanchard, Editor & Publisher; and the following members of the Eagle staff: William V. Hester, vice-president; Arthur M. Howe, editor; Harris N. Crist, managing editor; H. V. Kaltenborn, assistant managing editor; Cleveland Rodgers and John Selden, associate editors; Frederick Boyd Stevenson, Sunday editor; Edwin B. Wilson, city editor; Raymond M. Gunnison, assistant secretary-treasurer; Edward G. Martin, auditor, and Nelson Harding, cartoonist.

Some of the ideas that crystallized out of the informal discussion of several topics were:

The daily newspapers of the country have not retrograded, notwithstanding the charges to this effect that have been brought against them, but have made progress since the days of Greeley, Bennett, Raymond and Dana. They do not mould public opinion as they did in the days of those famous journalists, but rather, they crystallize it. Instead of doing the thinking of the masses, they encourage people to do their own thinking by furnishing them all kinds of information on public questions and urging them to form their own conclusions.

The editorial page is of better average quality. Personal vituperation between editors is no longer indulged in, except in rare cases. Bitter partisanship has been replaced by tolerance, or rather a desire to be fair and just to those who belong to the opposing party.

Generally speaking, quality of circulation is more desirable than quantity in the eyes of advertisers. A publisher must canvass his field and make up his mind to the class of people he wants for his readers and then give them the kind of a paper that will please them.

Some of the editors present at the luncheon were of the opinion that the New York newspapers were carrying too much foreign general news, and that some of the money now spent upon news of this character could profitably be invested in improving the character of home news. There seemed to be an impression that features are being overdone.

One of the delightful things about the luncheon was a short talk given by Andrew McLean, of the Brooklyn Citizen, the dean of Brooklyn journalists, upon some of his early experiences in journalism. He worked on the New York Sun before Dana became its editor and on the New York Herald during the lifetime of James Gordon Bennett, the elder. And in recalling those days he told several interesting stories.

Mr. Johnson, the guest of honor,

spoke briefly upon journalism in the northern counties of New York State. Mr. Gunnison, in introducing him, alluded to the fact that his paper, the Watertown Times, has a circulation of 16,000 in a city of 32,000 population, a somewhat unusual showing.

SPORT WRITERS DINE

Magnates, Players, Reporters and Business Men Meet in Philadelphia

PHILADELPHIA.—The 14th annual dinner of the Philadelphia Sporting Writers Association was held February 8, at the Hotel Walton, and was attended not only by all the sporting writers in the Quaker City, and from a number of nearby towns, but by many men prominent in business, professional and political life who are directly or indirectly interested in sports. The toastmaster was Robert W. Maxwell, president of the association and sports editor of the Evening Public Ledger.

Perhaps the most important speech of the evening was made by John B. Heydler, president of the National League, who declared that there is no chance for the indicted players of the Chicago White Sox, who were connected with the world's series scandal of 1919, returning to baseball.

Other speakers were "Wild Bill" Donovan, the new manager of the Philadelphia National League team; William F. Baker, president of the Philadelphia Club; "Bugs" Baer, the New York sporting writer; Jack Kelly, and Paul Costello, American darsmen who won such triumphs at the Olympic games; William J. Shettsline; Eddie Collins, second baseman of the Chicago White Sox; Harry Davis, former captain and manager of the Philadelphia Athletics; Stony McLinn, former Philadelphia and Pittsburgh sporting writer and now secretary-manager of the American Trap-Shooting Association; Starr Matthews also representing the trap-shooters; C. B. Durborow and George Kistler, swimmer; Hugo Bezdek, the famous State College foot ball star; J. Emory Soule and Joseph Mayer, billiardists; John S. Smith, chairman of the New Jersey Boxing Commission; Lew Tendler, Philadelphia light-weight; Director of Public Safety James P. Cortelyou, and others.

Oregon Publishers Elect Officers

SALEM, Ore.—The Oregon Publishers' Syndicate, formed recently to conduct co-operative buying for the newspapers of the state outside Portland, has perfected its organization with the election of officers. George Putnam, of the Salem Capital Journal, was named president, and other officers were selected as follows: Vice-president, Lee Drake, Astoria Budget; secretary-treasurer, E. L. Hurd, Corvallis Gazette-Times; directors, S. S. Smith, publisher of the Medford Sun; Bruce Dennis, publisher of the La Grande Observer; E. M. Raegen, publisher of the Albany Herald, and J. E. Shelton, publisher of the Eugene Guard.

Canada Awaits Radio Developments

OTTAWA, Ont.—Plans for an imperial system of wireless communication for press and commercial purposes are being revived in London, but the Canadian government is disposed to await the outcome of experiments now in progress before taking any action in the matter. The scheme was originated before the war, and proposed a chain of wireless stations from England to the Africas, India, Singapore and Australia, the question of Canada being included in the circuit being left open. The British government is now going ahead with the first link.

STRINGS ON "P.-I." STOCK BAR SALE TO HEARST

Seattle Deal Falls Through When It Is Found 10 Per Cent Dividend Must Be Paid on Holdings of Sen. Wilson's Widow

(By Telegraph to Editor & Publisher.)

SEATTLE, Feb. 8.—Negotiations for the sale of the Post-Intelligencer to the Hearst interests were declared off at midnight, February 5, when Mr. Hearst's option expired. Representatives of Mr. Hearst who have been on the ground here for several days have left and there are now no known plans for the resumption of negotiations.

Failure of the Hearst organization to raise a liberal portion of the capital needed in this section, together with the fact that an essential block of Post-Intelligencer stock called for annual dividends of not less than 10 per cent are reported here to be the chief stumbling blocks that resulted in the deal falling through.

When the late Senator John L. Wilson sold his interests in the Post-Intelligencer some years ago, according to authentic reports here, it was stipulated in the contract of sale that certain block of stock, declared to be in name of Mrs. Wilson, had to draw 10 per cent irrespective of the earnings of newspaper.

Up until a few days ago it was thought certain that the sale of the Post-Intelligencer to Mr. Hearst would be consummated but when final stages of negotiations were reached differences and obstacles developed that could not be satisfactorily threshed out or swept aside up to the date when the option expired.

Clark Nettleton, publisher of the Post-Intelligencer, has vigorously resisted the sale throughout the period negotiations were under way. Although the disposition of the stock of the paper in several particulars was so tied up that Mr. Nettleton could not claim dictatorship over a majority of stock, it cannot be denied that his pronouncedly unfavorable attitude toward the proposed deal had considerable to do with its failure. Mr. Nettleton refused to discuss the matter today except to admit with undeniable satisfaction that the paper has not been sold.

It is generally reported, however, that stockholders aligned against Nettleton have become all the more vigorous in their stand against the publisher since the Hearst deal failed to materialize, and that some new developments in addition to a liberal number of suits now pending in courts here over the right of ownership by certain stockholders of blocks of stock, as well as damage suits involving erstwhile and present stockholders, may be expected soon.

Winners in Nation's Poetry Contest

PHILADELPHIA.—One of the winners in the recent poetry contest conducted by the Nation was Roy Helton, professor of English in the West Philadelphia High School for Boys and a former special editorial feature writer on the Philadelphia Evening Ledger. After Christopher Morley left the Evening Ledger and went to the New York Evening Post, Mr. Helton continued to write a number of the "Travels in Philadelphia," a feature which Mr. Morley had inaugurated on the Evening Ledger. The Nation announced originally that it would award a prize of \$100 for the best poem submitted in the contest, but the judges finally decided to divide the prize between Mr. Helton for his poem entitled "May Jones Takes the Air" and James Rorty, of California, for his poem entitled

"Prelude: When We Dead Awaken." Mr. Rorty is also a dramatic and journalist. The judges in the Nation contest were William Rose Benet, associate literary editor of the New York Evening Post, and Ludwig Lewisohn and Carl Van Doren, dramatic and literary editors, respectively, of the Nation.

Olympia Printers Strike

OLYMPIA, WASH.—The typographical crews of the Morning Olympian and the Evening Recorder walked out recently when their demands for increases in wages were refused. New crews were obtained without much difficulty and the papers continued publication without interruption. The Olympian and the Recorder paid union printers in 1920 a week for day work of seven-and-a-half hours and \$48 a week for night work of seven hours. The Olympian publishers claimed that these wages were as high or higher than paid on any daily paper published in the United States in a city of 10,000 or less population. The printers were offered the same wages in 1921. They wanted an increase and being refused walked out.

Want Political Rates Equalized

BOSTON.—Passage of a bill prohibiting newspapers from charging higher rates for political than for mercantile advertising was favored by Representative Russell T. Bates of Quincy at a hearing before the Massachusetts legislative committee on mercantile affairs at the state house February 3. He claimed that such legislation would protect politicians "from blackmailing sheets." According to him the rates charged are four times ordinary rates. Thomas Brennan, an attorney, represented the Boston Herald and Boston Traveler, and Fred A. Fernald represented the Boston Globe at the hearing. Mr. Fernald held that the passage of the proposed law would result in discrimination and affect the freedom of contract between parties.

Editors Named Texas Regents

AUSTIN, Tex.—Governor Will C. Hobby has appointed Henry Edwards, editor and publisher of the Texas (Tex.) Banner and former president of the Texas Press Association, as a member of the board of regents of the College of Industrial Arts at Denton. With the appointment of Mr. Edwards there are three Texas editors now members of this college board, Sam P. Harbo of Richardson, secretary of the Texas Press Association, and J. H. Lovell, editor and publisher of the Honey Grove (Tex.) Signal, being also members.

Providence Journal Directors Elected

PROVIDENCE, R. I.—At the annual meeting of the Providence Journal Company held last week, Stephen O. Metcalf, Henry D. Sharpe, John R. Rathorn, Harry P. Cross, G. Pierce Metcalf, William L. Hodgman and Edward S. Allison were elected directors. The following officers were elected: President, Stephen O. Metcalf; vice-president, Henry D. Sharpe; editor and general manager, John R. Rathorn; treasurer and secretary, Robert W. Warren; business manager, Allison Stone.

Buffalo Commercial Two Cents

BUFFALO.—The Buffalo Commercial on February 7 increased its sale price from one to two cents, claiming increased costs made the new price necessary. The Commercial reduced its price from two cents to one cent a year ago, other newspapers maintaining the same price, as now.

CONGRESS UNLIKELY TO PUT NEW DUTY ON PAPER IMPORTS FROM EUROPE

Publishers Fight Hard for Permanent Exemption of Newsprint from Tariff—Paper Makers Want \$15 a Ton Duty, with Threat to Canada

WASHINGTON, D. C.—Congress is likely to make permanent the duty free importation of newsprint so long as its value in the country of origin does not exceed eight cents, it is believed here, following the presentation of a brief by the American Pulp & Paper Association and testimony by publishers countering the manufacturers' request for a tariff of \$15 a ton on newsprint imports from all countries except Canada. To the surprise of the committee not one representative of a newsprint manufacturer appeared before the House Committee on Ways and Means when hearings on a tariff on paper were called last Saturday, suggested changes in the present tariff regulations being presented by the association in a brief, the salient points of which were:

1. That newsprint manufacturers in the United States were at a disadvantage as compared with manufacturers in Germany, Sweden, Norway and Finland, because of the artificial conditions created by the rate of exchange, and with Canadian manufacturers who derive pulp wood and power from low-priced leases from their provincial governments and who have not large investments in woodlands and water powers.

Want Axe Over Canada

2. That the Federal Trade Commission reported in 1917 that the cost of making newsprint in Canada was \$4 to \$5 a ton cheaper than in the United States and that the Pulp and Paper Association now estimates the difference at \$15. However, as Canada now produces about 40 per cent of the newsprint used in the United States, it is asked that the duty on Canadian newsprint be suspended and that a duty be applied only by executive order whenever it may be shown that the Canadian provinces are maintaining or imposing restrictions that are inequitable and unfair. The latter provision is looked upon as a possible weapon to replace the Underwood proposals which failed of enactment last year.

3. That a duty of \$15 a ton be imposed on newsprint imports from countries other than Canada.

4. That the following duties be placed on wood pulp: Mechanical pulp, 1-10th of 1 cent per pound; unbleached chemical pulp, 2-10ths of 1 cent per pound; bleached chemical pulp, 3-10ths of 1 cent per pound.

The duties on pulp, while not opposed before the committee, were vigorously objected to in a statement issued by the Association of American Wood Pulp Importers, through its secretary, L. W. Bowmail, on Saturday. It was contended that if such a duty should be imposed the price would be added by the American wood pulp manufacturers to their product and would then be added to the price of paper. It was pointed out that the shortage of available wood in the United States makes necessary the importation of a large amount of wood pulp.

Testifying for the publishers were S. E. Thomason, business manager of the Chicago Tribune and acting chairman of the American Newspaper Publishers' Association paper committee; J. B. Finan, publisher of the Cumberland (Me.) Times, and William J. Pape, publisher of the Waterbury (Conn.) Republican, and representative with Mr. Finan

of the Publishers' Buying Corporation and affiliated organizations.

"The total consumption of newsprint by American newspapers in 1920 was, according to the Newsprint Service Bureau, 2,144,000 tons," Mr. Thomason declared. "The total newsprint production of American mills in 1920 was 1,511,000 tons, or less than 70 per cent of the domestic consumption. Of the 689,000 tons imported, 668,000 tons were imported from Canada. Since 1909, newsprint consumption in the United States has increased practically 100 per cent; production has increased less than 30 per cent.

"So far as Canadian imports are concerned, no one appears asking a protective tariff on newsprint. Wages of the newsprint industry are the same in Canada as in the United States. In imposing tariff for revenue, Congress has always been mindful of the educational and public uses to which the product is put.

"The only tariff asked by the manufacturers is against imports from other than sources. These last year, with the highest prices in the history of the industry prevailing, amounted to only some 21,000 tons, certainly not a sufficient amount to disturb the American industry, except as it was indicative of a possible source of competition if prices continued to climb.

Europe Can't Compete Always

"These Scandinavian, Finnish and German imports in normal times offer no threat to the industry here, and prior to 1918, such imports have been negligible. The paper imported from Europe has not been equal to the American in quality. The moisture and moisture content has made it difficult to run on American presses. The necessity of depositing cash to insure shipment has made the publishers wary. The damage in transit has been high. No American publisher would take this paper today at \$10 a ton under the American price and some who have used it would not use more at any price. So no tariff is needed for the protection of the American industry in respect to European exports.

"On the other hand, the possibility of European imports in another runaway market would have a sobering effect on American prices.

"No tariff is going to bring about an expansion of the American paper-making industry. The forests in the East are depleted. The forests in the Far West and Alaska will not be available for many years. If they were, the high prices of the past 24 months and the prospect of continued high prices would have brought about the location of new plants before this.

"Wood pulp, in the proportions of 80 per cent mechanical and 20 per cent chemical, is the raw material from which newsprint is made. There is hardly any argument that can be advanced in favor of the free admission of newsprint that would not be equally applicable to wood pulp. The domestic supply is insufficient to meet requirements. Manufacturers are in no danger of Canadian competition. The question of protection to home labor is not involved. A duty would work hardship upon a class of small paper manufacturers who have no pulp resources of their own and who are dependent upon the open market for their raw material. It would discriminate in favor of the large producers who have their own pulp wood resources in this country."

Mr. Finan expressed surprise that the manufacturers wanted a tariff on wood pulp and added: "If a tariff is put on newsprint, the great danger is that it will fall into the hands of speculators who will force the prices up."

Replying to a question regarding "understandings" between the paper manufacturers regarding prices, Mr. Finan said that while there may have been

some between a few manufacturers, he believed that many have been dealing fairly with consumers.

"When newsprint was selling at 16 cents a pound and cost \$80 a ton to manufacture I could have had all I wanted if I had been willing to pay the high price," Mr. Finan told the committee. "The Scandinavian paper coming into this country at 8 and then at 7½ cents broke the spot market quicker than any cessation of consumption ever would have done."

Take in Pape Testimony.

Admit They Broke Market

William J. Pape, publisher of the Waterbury (Conn.) Republican and president of the Publishers Buying Corporation, established his status as an expert witness by summing up the genesis of the Publishers Buying Corporation and its accomplishments in checking the runaway market of 1920 and providing its members with contracts for 1921 at prices far below those quoted in the middle of last year. He presented credentials to the committee as the spokesman for 250 daily and Sunday papers of small and medium size and several hundred weeklies, published in 31 states east of the Rocky Mountains, who, he said "feel that the group buying plan has been remarkably successful, in which opinion the officers and directors coincide." He continued:

"As soon as the spot market on newsprint was broken in New York last October, and we admit that we are generally charged with having broken it, paper circles began to say that Congress would have to impose a duty on newsprint paper, which is at present admitted free of duty if its value in the country of origin is less than 8 cents a pound.

"We are here to oppose any effort that may be made to place any duty upon newsprint paper, and to ask that it be retained permanently on the free list. At present it is on the free list, if valued at not over 8 cents a pound, until May, 1922, only. The history of this provision shows that originally the price line was drawn at 2½ cents a pound. About 1911, when prices had risen until the exemption threatened to become inoperative, the price limit was raised to 5 cents a pound. Again in May, 1920, when foreign newsprint was again in danger of becoming subject to duty, the limit was raised, for two years only, to 8 cents a pound. This recurring necessity for amendment made necessary by rising prices very neatly illustrates the price trend of the newsprint market in recent years.

"At the present time, owing to the depression of business, there is somewhat more than a sufficiency of newsprint to meet the demand and it is for the greater portion of the production being sold at 6½ cents a pound, or \$130 a ton. Habitually, 90 per cent of the newsprint produced in the United States and Canada is sold under contract and the high prices of 1920 were not contract prices, but spot market prices, affecting less than 10 per cent of the tonnage. The monthly newsprint reports of the

Federal Trade Commission show that the 90 per cent of the North American product which was sold in the United States under contract during 1920 brought an average price of less than \$100 a ton f.o.b. mill as against \$130 a ton for the first quarter of 1921.

Big Profits at \$75 a Ton

"Yet at \$100 a ton the regular newsprint mills of the United States and Canada enjoyed in 1920 what is admittedly the most prosperous year in their history, and the year 1919, when the average contract price was \$75 a ton, was also a remarkably prosperous year. During these years they accumulated large surpluses, paid up back dividends on preferred stock, and made heavy investments in new manufacturing projects. The extraordinary profits which were being made in paper were matters of common report and stimulated new projects in spite of high construction costs. The shares of one paper company rose from \$48 to \$290 on the Montreal Stock Exchange in a comparatively short time.

"In spite of this record of profits, we see evidence in the publications speaking for the paper trade that there is a disposition to look for renewed higher prices. The Paper Mill, published in New York, printed on January 15 a dispatch from its Montreal correspondent setting forth that even if the price of newsprint did average \$100 a ton in 1921, the Canadian manufacturers would not suffer because \$100 a ton was their average price in 1920, which was the most profitable year in their history. In its issue of January 29, it printed a dispatch from Watertown, N. Y., stating that the paper interests in that district anticipate a renewed peak in the demand for newsprint and expect that publishers will soon be scrambling in the market for supply, that the contract price will not go below \$130 a ton and is more likely to rise to \$150 or \$160.

U. S. and Canada One Field

"It will be noticed that in this argument the United States and Canadian interest is discussed as one. For newsprint purposes, North America must be considered as one unit. The United States contributes nearly all of the demand, and supplies from its own mills about 60 per cent of its own needs. The remainder comes from Canada where the mills have mostly been established in the last ten years, since our own wood supplies began to dwindle. The paper making machines of Canada have in general been built to supply the printing presses of the United States, and the alliance between paper making interests on both sides of the border and between Canadian producers and American consumers is intimate.

"No protective tariff, however high, could give the paper mills of the eastern United States their former dominant position. Their safety lies in the fact that even at the prevailing high prices there is a consistent demand for their goods.

"Tariff measures would simply raise prices and the Canadian paper would continue to come in because the newspaper presses must be fed. Eventually it might stimulate the building of new mills in Alaska and the Far West, but the principal markets are in the territory from New York, Philadelphia and Boston on the east to Kansas City and Chicago and in much of this territory newsprint from the Pacific Coast could be distributed only at high cost. Our conclusion is that Canadian newsprint is vitally necessary to the United States supply and if it were possible to shut it out, the result would be widespread commercial disaster. If it be taxed, the

NEXT WEEK:

LIVING IN DARKNESS HE RADIATES LIGHT AND CHEER

A story of how one man through the editorship of a newspaper has helped to lift his community to higher and better things—how he, though blind, has visioned greater beauty for those who can see. It is a story of outstanding accomplishment against overwhelming odds.

consumer will pay the duty. This is already provided for in the contracts between Canadian manufacturers and United States consumers.

"The only remaining competition to be feared is from Europe, principally from Scandinavia, Finland, and Germany. There are many inherent difficulties in the way of the European manufacturer seeking to invade the United States market. The industry is better developed here.

"The United States and Canada make approximately two and a half times as much print paper as the rest of the world. Germany, before the war, made more than half of the remainder and the German industry has lost its old-time vigor and most of its coal supply. Europe can import to the United States under the most favorable conditions 100,000 to 150,000 tons a year. The North American production for 1920 was 2,400,000 tons.

"But Europe was unable to compete in this market until newsprint rose above \$130 a ton. Practically no European newsprint had ever come in until last spring when 1,050 tons came in one month. During the next six or seven months the record shows a general rate of one to three thousand tons a month. In November, a high record of over 8,000 tons was made. This paper, however, could be contracted for in August and September when the domestic spot market was \$200 to \$250 a ton. "It arrived with a market of \$160, and much of it is in warehouses still

unsold. The November imports may prove to be the peak. Some observers think that foreign paper brought the spot market down. Undoubtedly it contributed, but it was not so much the comparatively small quantity actually imported, but the fact that very much larger quantities could and would be imported if the United States market remained high, that was effective. Consequently, European newsprint not actually imported, acted as a check against inordinately high prices during 1920. The writer's experience as purchasing agent for the Buying Corporation shows that there is in the mind of the publisher a differential of \$10 in favor of the domestic product because of greater certainty and promptness in delivery and this would seem to be sufficient protection for a bulky, low-grade product that is subject to heavy damage in ocean transit with its numerous handling at both ends of the journey. Consequently we urge that newsprint not exceeding 8 cents a pound in value, be placed on the free list permanently.

"The United States consumes considerably more newsprint than all the rest of the world, and produces only 60 per cent of her own supply. The paper trade told the publishers from October, 1919, to October, 1920, that there was a world-wide famine in newsprint and in this way justified prices, which were indubitably high. We cannot be blamed if we take the paper trade at its word and insist that any newsprint which is available should come in free of duty"

BUYING CORPORATION IN NEW CAMPAIGN

Service Bureau for Publishers on Newsprint Will Prevent Future Runaway Markets Pape Tells New England Journalists

(Special to Editor & Publisher.)

BOSTON.—The second meeting of the Publishers' Buying Corporation, in an effort to induce the publishers of the country to get behind the organization's plan to build up a Newsprint Service Bureau for Publishers, was held at the Copley-Plaza Hotel in this city Tuesday morning. W. J. Pape, publisher of the Waterbury Republican, and president of the Buying Corporation, recounted the activities of the organization since its inception, and urged the publishers present to give it their careful consideration and co-operate with the publishers already behind the movement.

Mr. Pape stated that the present price of \$130 a ton for newsprint paper was not justified, since it was possible for some of the large manufacturers who were advantageously located to manufacture newsprint at \$40 a ton. It was being done, he declared, by the New York World. Since all manufacturers could not manufacture at such a low cost the publishers, he said, were willing to pay a substantial profit, sufficient to pay not only reasonable dividends but sufficient to encourage extension of existing paper plants. He brought out the fact that it was doubtful if there was a mill in this country or Canada which could not manufacture newsprint at a handsome profit at \$100 a ton, and many could realize a large profit at \$80 a ton.

The new bureau which the corporation is establishing, Mr. Pape stated, would tend to assist every movement toward a stabilization of prices. The corporation was going out of the buying field, he said, as it recognized the fact that buying was the legitimate field of the broker, but the corporation would endeavor to continue its work of assisting the publishers without contracts to

buy his newsprint supply in an intelligent manner, by keeping him informed in regard to the actual and not a fictitious condition of the market such as brought about the recent panic.

Mr. Pape feels there will be more paper next year than this year, and unless there is a sudden increase in business and another tremendous growth in advertising, there will be enough paper made to take care of everybody's supply for two years. According to Mr. Pape the organization bought spot tonnage during December at \$28.50 a ton cheaper than the average price made by the newspapers of the country. "We are going to keep the efficiency of the buying corporation 100 per cent strong, similar to the fire departments of the great cities, for a possible conflagration that may break out," said Mr. Pape. "We propose to spend \$50,000 a year. We have the organization in New York pretty well tuned up now. We are going to be in a position to know just what is going on in newsprint, and they will not be able to put over on us more propaganda as they did in 1920.

"If newspapers like the Chicago News, New York Times or Boston Post wish to enter the organization, they are entirely welcome. Their charges would be, of course, commensurate with their size. I should say off-hand that if Mr. Grozier of the Post wanted to become a member of the organization I should tell him the charge would be in the vicinity of \$1,000 a year, whereas the average charge to the publishers of the country would be from \$1 to \$5 a week—\$50 to \$250 a week because they are not so huge. \$50,000 is the minimum cost of running the organization, but this would mean a small charge to an individual. This \$50,000 would carry the organization even though it might increase to 1,000 in membership."

The New England Newspaper Alliance held its regular meeting at the Copley-Plaza Hotel following the meeting of the publishers in this district in the morning who gathered to listen to Mr. Pape.

SMILES HELP TRUTH IN ADVERTISING

Dillon Tells New York Club That Courtesy and Truth in Goods as Well as in Copy Are Great Needs Today

"I went to Indianapolis soon after the convention of the Associated Advertising Clubs of the World had been held to secure for the publications I represented an advertising contract from a large pancake flour manufacturer. Upon the globes of the street lamps was still to be seen the word 'Truth,' the motto of that organization.

"I presented arguments to prove that he ought to use our publications and after I had finished he leaned back in his chair and said:

"I will give you an order if you will guarantee distribution in certain States where at present we have practically no distribution."

"For a moment I did not reply. Looking out of the window I saw that word 'Truth' on an electric light globe. Then I said:

"My publications would not help you much in the States to which you refer, for the people in them do not use prepared pancake flour."

"To make a 'good story' I ought to be able to say that the manufacturer in recognition of my frankness and honesty, gave me a large advertising contract for my papers, covering other sections of the country, but, I am sorry to report, he did nothing of the kind."

The above was one of the stories told by Charles Dillon, formerly of the Capper publications at Topeka and later of the American Press Association, in an inspirational address delivered before the Advertising Club of New York at its Wednesday luncheon. Mr. Dillon's subject was announced as "Good Humor in Advertising," but he dwelt at some length on the more serious aspects of advertising—truth and service.

"There is need of truth in the store as well as in the advertising," said the speaker. "The men's suits you see in the window are expressly made for display—a bait to catch buyers. I've tried many times to buy one of those suits, but have invariably been told that they were not my size."

Mr. Dillon defined an egotist as a "man who smiles at the girls and thinks he makes life happier for them. He has an idea that when he dies an admiring public will make a public park of the place where he passes away."

On one occasion he went to Cincinnati, he said, and called upon a manufacturer to secure an advertising contract. He had only spoken a few words when the latter threw up his hands and exclaimed:

"Advertise! Why should I advertise? Vat I need is four men to look after the cancellations."

"Truth is needed in art as well as in text. Did you ever see a Kuppenheimer young man in real life? Or one of those brutes that are pictured in collar ads? The style of young women who figure in the newspaper and magazine advertisements are not the kind that make good wives and mothers.

"We need more truth in our advertising agencies. Did you ever stack up against 'he is in conference' when you have called to see an agency man? Or 'he is with a client'? Of course you have. I have visited agencies so early in the morning that the janitor and myself were the only persons present, but couldn't beat 'the conference' excuse.

"Why don't the agencies take their own medicine? Very few of them

seem to think it necessary, although their business needs it just as much as that of the grocer or the druggist.

"I would like to have a few words of conversation with the copy writers who use baby talk in advertisements addressed to farmers on the supposition that they are different from other people. Not all the jays are on the farm. You have some right here in New York. Farmers, as a rule, do not wear whiskers. They do not 'dress up' in stiff collars and silk shirts when at work in the fields, but when they drive to town or go to church, they are dressed and look like the average business man.

"The trouble with a lot of copy writers is that they do not know the people they are talking to. What they ought to do is to get out of their receiving vaults and mingle with the people they are going to address so that they may know how to talk to them in a way that will be effective.

"What we lack in the advertising business is courtesy and consideration. In South America, smiles, politeness and courtesy are absolutely necessary. If we had them here how much pleasanter the world would be to do business in!

"Many a man has been made successful by a fool wife who believed in him. Love the occupation in which you are engaged. Believe in it or get out of it. Beware of the man who is continually knocking his job.

"I admire the courage of the business manager of a New York newspaper who recently told one of his big retail advertisers that if he didn't revise and reduce his prices he would throw his advertisements out of the paper. He refused to allow the merchant to prey upon his readers.

"The country editor is the freest editor on earth. The thing that is going to save this nation is country journalism. The country editor knows his readers and his readers know him. He can talk to them frankly on the subjects that concern them and they respect and are influenced by his opinion and advice. He wields a far greater influence over his constituency than the metropolitan editor wields over his.

"We need kindness and courage in our dealings with our fellow men. The cheery smile and the warm handshake do more to make life worth living than anything else. Goethe says: 'No man can commit a deadly sin who laughs.'"

BROMPTON EARNED \$1,853,588

American Subsidiaries Equalled Canadian Gains—Costs Have Been Cut

(Special to Editor & Publisher.)

TORONTO.—Earnings for 1920 of \$1,853,588 were shown by the Brompton Pulp & Paper Company's yearly financial statement to shareholders at a meeting a few days ago. This amount is before deduction for depreciation, fixed charges, etc. After interest and dividends had been deducted, the amount carried forward was \$675,886. The regular quarterly dividend was declared payable February 15.

Earnings of the two American subsidiaries, the Claremont Paper Company and the Groveton Paper Company, it was stated, were together equal to those of the parent organization. These, however, were not included in the report of the Brompton Company. Demand for the company's paper is improving, the shareholders were informed, and the mills which have been re-opened are now working at half capacity with costs reduced all along the line. The retiring board of directors was re-elected without change.

SEITZ AND WILLIAMS TALK STRAIGHT AT PENNSYLVANIA MEETINGS

New York Journalist Appeals For Higher Reward For "Brains" on Newspapers—C. R. Long of Chester Again Named President and Other Officers All Re-Elected

HARRISBURG, Pa., Feb. 10.—A brighter future for newspaper publishers after the blind, extravagant orgy in which the country has indulged for the past several years was predicted by speakers at the annual meeting of the Pennsylvania Associated Dailies, the Pennsylvania State Editorial Association, and the Association of Weekly Newspapers, held here yesterday and today.

More than a hundred publishers and editors from all sections of the state and representing all classes of papers attended the sessions.

Appealing for closer co-operation from the public and from the advertisers, the speakers at the banquet last evening predicted a revival of newspaper prosperity, fourth among industries in this country.

T. R. Williams, business manager of the Pittsburgh Press and president of the American Newspaper Publishers Association, gave his audience a clear picture of current newspaper conditions, showing that costs of production are rising and not falling and that advertising rates cannot come down while that condition prevails. His address is published in full in another column.

Don C. Seitz, business manager of the New York World, praised publishers' associations and expressed his conviction of their value to members of the profession. He asserted that in the future the price of the paper to its readers should advance rather than the advertising rates, quoting the comparative advances in other commodities.

An appeal for the news gatherers and editors was also put forward by Mr. Seitz, who spoke of the increased wages of the mechanical forces, but "not a cent for brains." The increases have been out of all proportion in-so-far as the "upstairs" men were concerned, he said.

Devoting a few minutes to press agents, Mr. Seitz condemned the proposition of big industries overloading the papers of the country with propaganda designed to aid their several causes, and claimed that by these means the freedom of the press was becoming little less than a meaningless phrase.

"The people look to the newspaper as their intellectual leaders," said Mr. Seitz, "and it devolves upon the editors to see that their trust is not misplaced."

Charles R. Long, president of the Associated Dailies, presided as toastmaster, and urged a closer union of the publishing interests, dwelling upon the importance of the newspaper support of all agencies having to do with law and order and the development of the community and the State.

George McManus, the cartoonist, was the closing speaker.

The meeting opened yesterday afternoon with President Long in the chair, and the opening address was delivered by Auditor General-elect Samuel S. Lewis, of York, who told his hearers of his early work as a carrier on the York Dispatch, and then outlined his program of office.

Major J. C. Shumberger, income tax expert, Allentown, explained the income tax, how it operated with respect to the publisher, and straightened out some of the problems which confronted them in after-war adjustments.

H. N. Kellogg, chairman of the

standing committee of the A. N. P. A. on labor, gave the results of his investigations in the labor field and presented some suggestions to the Pennsylvania publishers.

Suggestions by Don C. Seitz that they discontinue the practice of publishing a financial page was considered today by a large number of the Pennsylvania publishers.

"Wall street is the curse of the nation," said Mr. Seitz at the banquet last evening, "and I cannot see why we should give column after column of valuable space, for which no money is paid, only for gamblers to use. That's what it amounts to, and there is scarcely five per cent of news in the financial columns, they only serve to drag many of their impecunious rural subscribers into the net of Wall street."

The first speaker at the session this morning was R. H. Wildman, classified advertising manager of the Baltimore Sun. Mr. Wildman declared that a loss of but 3 1/2 per cent resulted on classified phone calls and that the service

more than compensated for the loss. He deprecated the use of "tf" orders, and urged that all orders be specific in the number of insertions.

Newspaper publishers should not be afraid of the 44-hour week, was the word brought by one speaker yesterday, who claimed that only the job print end of the publishing business would be thus affected and that out of all the publishing firms of which he knew but four had acquiesced in the 44-hour proposition. Several Chicago papers have advanced the proposition of reduction of the maximum wage from \$60 to \$40, it was also said.

"The value of the newspaper in community life cannot be measured in dollars and cents; it is deeper than that," M. Hoke Gottschall, chief of the Bureau of Statistics of the Pennsylvania Department of Internal Affairs, said. "The publishing interests, representing an investment of \$87,000,000 in Pennsylvania alone, are a power for untold good in their several communities and an inseparable link in the chain of Pennsylvania progress."

Charles R. Long, Chester Times and Republican, was re-elected president of the Associated Dailies, George J. Campbell, Pittsburgh Daily Law Journal, was re-elected first vice-president, and John L. Stewart of the Washington Observer, second vice-president. Wilmer Crow of Harrisburg, was again made secretary

and W. L. Binder of the Pottstown News, treasurer.

Committees were appointed by the executive committee as follows: Legislative, George J. Campbell, chairman; J. H. Scerby, Pottsville Republican; C. N. Andrews, Easton Free Press; E. J. Stackpole, Harrisburg Telegraph; H. L. Johnson, Altoona Mirror; executive committee, H. C. Carpenter, Lancaster Intelligencer; Elmer L. Stoll, Pittsburg, and E. J. Stackpole, re-elected. Holdovers—W. L. Taylor, chairman; R. C. Gordon, Waynesboro Record; A. B. Schropp, Lebanon News; C. N. Andrews, C. J. Smith, Allentown Herald; W. L. Taylor, York Dispatch; J. H. Zerby; uniform advertising rates, H. C. Carpenter, C. J. Smith and John L. Stewart; membership, R. C. Gordon, Waynesboro, chairman; John L. Stewart and C. J. Smith; bulletin and labor, Wilmer Crow, George J. Campbell, E. R. Stoll, Jesse Long and E. J. Stackpole, chairman.

(Continued on page 33)

COLES HEADS PENNA. WEEKLIES

Expect No Lower Ad Rates—27 New Members Admitted

(By Telegraph to Editor & Publisher.)

HARRISBURG, Pa., Feb. 10.—Predictions that there will be no drop in either advertising or subscription rates for several years at least were voiced today at the annual meeting of the Pennsylvania Weekly Newspaper Association, which adjourned following the election of Charles W. Coles, of the Lykens Standard, as president. Other officers elected were C. M. Bomberger, Jeanette News, Vice-President; Howard Reynolds, Quarryville Sun, secretary-treasurer; executive committee, G. Ross Eshleman, Lancaster Law Review; John G. Zook, Lititz Express; Charles B. Spatz, Boyerstown Democrat; J. F. Biddle, Huntingtown News, and N. A. Ball, Clarion Republican.

N. S. Huse of the American Press Association described the Pennsylvania select list of country newspapers agreement, and spoke of the recently formed New York State list. At the close of the meeting it was announced that 27 new members had been admitted, bringing the total to 163 in the State. The annual dues were raised from \$1 to \$2. George J. Campbell, editor of the Daily Law Bulletin, Pittsburgh, spoke on the legislative program of the associations.

Urge Young Men to Be Printers

HARRISBURG, Pa., Feb. 10.—That the youth of the country should be urged to renew their interest in the various trades, rather than concentrating solely on the professions, was unanimously agreed at the meeting of the Pennsylvania State Editorial Association here today, in view of the present serious shortage of printers. More frequent regional meetings were urged to enable members to keep in closer touch with one another and with changing business conditions. Among the resolutions adopted was one advocating the increased conservation of natural resources and the greater cultivation of waterways, urging that the publishers' interests in Congress be protected by Pennsylvania members in that body; advocating co-operative buying association after the manner of the Publishers Buying Corporation and the weekly publishers of Montgomery County and arranging for the annual meetings so that the members of the several associations might hear the best addresses in each association meeting.

NEW YORK DAILIES SHOW LOSS OF 11 PER CENT IN JANUARY LINEAGE

LOSSES, averaging 11.1 per cent, are shown by most New York dailies in advertising lineage during January, 1921, as compared with January, 1920, the respective totals for the 17 New York and Brooklyn papers being 12,735,128 lines and 14,344,249 lines. Five Sundays in 1921, against four in 1920, helped to keep the totals closer than rough estimates of daily lineage during the month had indicated, but, on the other hand, the lack of a national truck show in connection with the New York Automobile Show early in the month cut automobile lineage during that period 50 per cent and more.

Detailed analysis by classifications of the figures by the New York Evening Post Statistical Bureau, which prepared the following table, is not yet available, but the totals show that the 25 per cent decrease on last year's business which is expected by many newspapers all over the country is likely to be a high estimate of the New York dailies' losses. The tabulated figures follow:

Table with columns: Pages (1921, 1920), Percentage of total space (1921, 1920), Gain, Loss. Lists various newspapers like American, Brooklyn Eagle, Commercial, etc.

* No Sunday Edition. Brooklyn Times figures not included in totals. Although published both years, 1920 figures were not recorded.

LINEAGE BY YEARS, 1921-1914

Table with columns: Year (1921, 1920, 1919, 1918, 1917, 1916, 1915). Lists various newspapers and their lineage figures.

† Sun and Herald combined into Sun-Herald February 1, 1920; name changed to Herald October 1, 1920. ‡ Figures not recorded.

NO LARGE ADVERTISING RATE DECREASE

FOR YEARS, SAYS WILLIAMS

Pittsburgh Newspaper Man and A. N. P. A. Chief Tells Pennsylvania Colleagues That Publishers Have Not Profiteered and Must Meet Rising Costs

HARRISBURG, Pa., Feb. 10.—“A year ago at this time rising newsprint prices caused trouble; today falling newsprint prices threaten trouble. Released from the fiery furnace, we have yet the den of lions to encounter,” said T. R. Williams, president of the A. N. P. A., before the Pennsylvania Associated Dailies here today. “For, according to many items appearing recently in the newspaper trade journals, advertisers are asking for reduction of advertising rates on the basis of falling prices in other lines and softening of the spot newsprint market.

“Of course, the sophisticated advertisers, who understand present newspaper conditions, know that there cannot be a reduction of rates; but on account of the attention directed to the requests made by the unknowing, my theme is timely.

“Requests for reducing advertising rates would not be made if the advertisers could be made to understand thoroughly how vastly different is the newspaper business from other businesses. Getting back to normal to many businesses means lower prices of labor and materials and less profit; but to the newspaper business it means lower price of materials and labor and more profit.

“Not only has the publisher not profiteered, but his increases in advertising rates have not been proportionate to his increased cost of newsprint, labor, machinery, and all other materials necessary to publishing a newspaper. And the lowest-priced commodity that the manufacturer or merchant has purchased during these abnormal times, or is buying today, is advertising space; whereas the publisher has been the helpless victim of all the combined evils resulting from a world-wide shortage of newsprint, shortage of labor and calamitous conditions resulting from the cost-plus system of government war contracts.

“Newsprint, labor and materials in publishing a newspaper are at present at their very highest point, and further increases are still being made. The present contract price of newsprint, 6½ cents per pound f. o. b. mill, as you

know, is the highest it has been in 25 years. Printing press, stereotype and composing machinery are today at the highest price known in the newspaper business. Labor, likewise, has been constantly increasing, and many new scales the past six months, since the present depression started, have been made at increased prices, some ranging as high as 20 to 30 per cent. This in face of the fact that the men were getting double their wages of a few years ago. In no case has there been a reduction.

How Costs Have Climbed

“A recent compilation of publishing cost increases of a metropolitan newspaper, which might fit the case of any one out of half a dozen of the largest cities, shows the following:

	Per Cent
Newsprint	232
Cost due to circulation increase.....	28
News and feature services	300
News ink	75
Color ink	67
Printing machinery	50 to 100
Delivery service	400
Printers (Union)	108
Pressmen (Union)	102
Stereotype (Union)	94
Office help	84
Paper storage	87
Drayage	75
Freight rates	107
Printing press blankets	150
Telephone service	15
Electric power	90
Fuel	40

“These increases represent what has happened to newspapers throughout the country in the past few years. The increases in advertising rates have not been proportionate to the increases in costs. There may be an exceptional case here or there, but they are very few.

“In getting back to normal, therefore, there cannot be any decrease in advertising rates. Many other manufacturing industries have been getting back to normal by simply closing down their plants, discharging their labor and starting up later with a reduction in wages. This the publisher obviously

cannot do. His labor, for the most part is highly skilled, requiring years of special training, and closing his plant to reduce wages would ruin his business. Moreover, there is no surplus of the specially skilled labor he requires, as is indicated by the increases granted labor in scales made recently. The newspaper is necessarily a continuous business, and the publisher is at all times subject to demands resulting from the inexorable law of supply and demand. He has no alternative of closing to better conditions; he pays. It is the desire of publishers generally that wages of their employees shall remain permanently at a higher figure than during the pre-war period, and there can be no hope of reductions in wages for years to come—not until the purchasing power of the dollar shall have increased sufficiently so that such reductions may be made without lowering the higher standard of living that labor has deservedly gained.

“It has been pointed out that newspaper advertising rates were too low before the war. This is a notorious fact. The causes are not hard to understand when you appreciate the character of the business, that it is the most individualistic and competitive business in the world. There has never been any such thing as combinations or trusts among newspapers to raise advertising rates; but in line with the nature of their business—everything open and above-board, often too many competitors in a field—each sought to make rates at the very lowest point possible and live.

Near Foot With Profits

“The publishing business stands about fourth among the great industries of the country, but if statistics on profits were available, before and during the war, they would show that newspaper publishing ranks near the end of the list of great national industries as profit-makers.

“Not only were advertising rates too low before the war, but, during the war, newspapers constituted the only business of the country to give gratuitously their service and space to war activities, such as the Liberty and Victory Loans, the Red Cross, Knights of Columbus, Salvation Army, etc. Our government did not ask the steel companies to donate their products; it did not ask the shipbuilders to donate theirs; it did not ask the artillery and munition companies to donate theirs; nor did it ask any of the other industries needed in the war to

donate their products. But the newspapers it did ask, and the publishers gave most generously and unstintingly. While other manufacturers were paid, some legitimately, some on a basis that has been so largely responsible for our present ills, others profiteering, cheating and robbing; the publisher, meanwhile, was serenely giving his wares gratuitously, without a temptation to profiteer.

“Then, during the war when costs of publication began increasing, the publisher, in order to remain in business, was compelled to advance advertising rates. It is true that practically all daily newspapers increased their advertising price from one to two cents daily, many of the Sundays from 5 cents to 10 cents, while a number of dailies had increased to three cents. But, because the wholesale price of papers covered only a small fractional part of the cost of the paper on which they are printed, these increases meant only a drop in the bucket, and in many cases were made only for the purpose of giving something additional to the newsman and newsdealers to help them in the face of rising cost of living.

Rates Have Hung Back

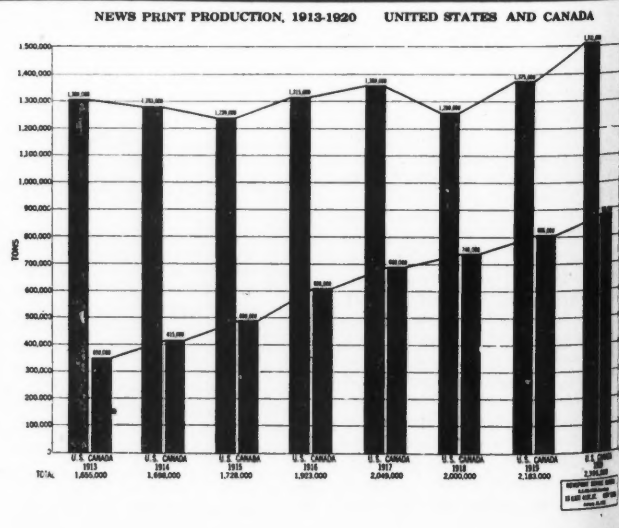
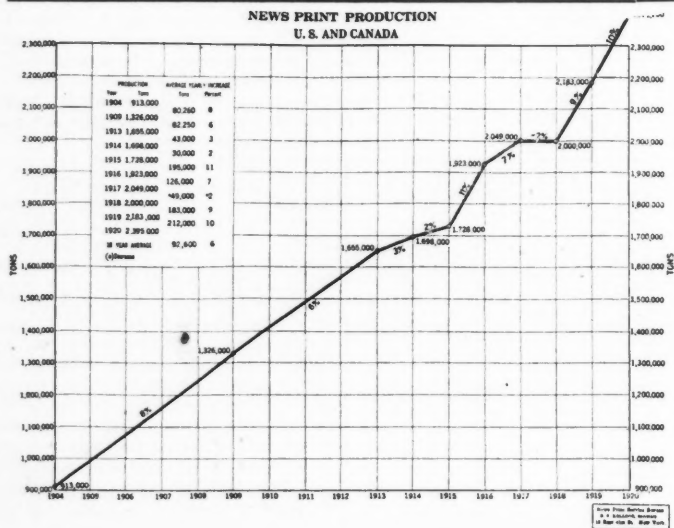
“Advertising rate increases have not been proportionate to the increase in costs to the publisher. In other words, advertising rates today are not as high as the increases indicate they should be. Publishers' total costs have increased at the very lowest estimate over 100 per cent, while rates have not increased 100 per cent.

“EDITOR & PUBLISHER'S STATISTICS on advertising rates of nearly 2,600 evening and Sunday newspapers show increases in advertising rates in the past two years of 41.6 per cent. During the same period newsprint contract prices advanced nearly 74 per cent, and the costs in these two years more than 100 per cent. On this basis the advertising rate in these two years should have increased at least 65 per cent instead of 41.6 per cent. The reason for this disproportionate increase of rates has no doubt due to the publisher's gain that the tremendous volume of advertising would keep up.

“Advertising volume in the newspaper of America has increased proportionally 100 per cent in the past five years and we optimists think it is only in its infancy. By fixing rates on the

(Continued on page 42)

U. S. GAIN IN PAPER PRODUCTION GREATEST IN YEARS



GIVING TRADE-MARK ADVICE A FUNCTION OF MERCHANT'S HOME PAPER

Big Opportunity for Service Staff to Aid Local Business Men and Increase Advertising Income of Their Own Journal

By WALDON FAWCETT

From being peevish, or feeling that good nature has been imposed upon, the manager of a newspaper art department or service department should secretly rejoice when called upon to help a local advertiser evolve a trade-mark to properly identify his business. Whatever his emotions, the art or service man may as well steal himself to receive requests of this kind in ever increasing numbers. Trade-marking is becoming the habit in the United States, to an impressive extent, as is eloquently attested by the fact that new trade-marks are appearing at the rate of 10,000 to 12,000 a year, and the total number recorded at Washington is now far above the 100,000 post. Only a fraction of these, to be sure, are store marks or the marks of traders whose business is primarily local, but that fraction is ever enlarging.

In defense of your local advertiser's call for first-aid in a trade-mark dilemma, he it said that it is entirely logical for him to turn to the service annex of his home newspaper. This is another way of saying, of course, that trade-mark counsel and the execution of trade-mark designs is a consistent function of this particular department in the modern newspaper office. Frankly, the advertiser is not remiss if he does not know where else to turn. Trade-mark attorneys and specialists are not so numerous that the everyday merchant should be expected to have one's telephone number in mind, alike to that of the family doctor. And moreover, not every trade-mark attorney has the facilities for the preparation of original pictorial designs, etc.

The executive with an eye to the advertising patronage of his paper and the uplift of the local business community has tangible reasons for rejoicing over every convert to the trade-mark fold. Adoption of a trade-mark by a local merchant almost inevitably induces an increased use of advertising. By like process, it invests a firm or a store with an individuality in which pride can be taken—which is a good thing for local business morale in general. And it usually operates that a merchant who has a trade-mark of his own, and thereby comes to cherish trade-marks as guarantees of satisfaction, conceives a new enthusiasm for the trade-marks on the nationally advertised goods that he handles.

Appropos this last, the newspaper executive can render a truly constructive service to himself, and the other fellow also, if he will emphasize in every conversation with a local merchant, in which this subject is brought up, that there is no reason why the local advertiser should not only have a private trade-mark of his very own but literally link it up with the famous national brands on his shelves. Many a merchant, secretly covetous of a trade-mark, has strangled the ambition because, having nary a "private brand" commodity to his name, he has assumed that he had nothing to trade-mark, except, maybe, printed matter or advertising literature of some kind that has seemed scarcely worth the candle.

If he will but be made to realize it, your local merchant is free to adopt a trade-mark that may be mounted as a

"rider" on all the several and sundry wares on his shelves, regardless of the fact that these wares bear the marks of the respective makers. This privilege has been vouchsafed to the retailer or distributor by various decisions of the Federal courts in which it has been held that trade-mark ownership can rest as readily in a trader who selects or sells goods as in the trader who manufactures or produces articles of commerce. As for the other half of the proposition, the courts have likewise ruled that there is no objection to the use of two or more trade-marks on the same article, thus inferentially sanctioning dual marking by maker and marketer.

There are three forms of aid, three progressive steps in assistance, where initiative and originality on the part of a newspaper's service or art department will prove of tangible value to an advertiser.

First, comes the selection of the proper subject matter for the prospective trade-mark—an advisory service which may be the more satisfactorily performed the more intimate the adviser's knowledge of the business, the product and the market.

Second, is the execution of a trade-mark design or drawing—a straight art proposition.

Third, and by no means least, is the employment of the proper ways and means for the protection of a new-found trade-mark against imitation or infringement. On this last score, the merchant is apt to be peculiarly in need of practical cooperation and the newspaper organization has a selfish interest all its own in that merchandise imitation and substitution has definite reaction in the advertising field.

Determining Factors

On the fundamental question of whether to trade-mark or not to trade-mark, a newspaper cooperator is reasonably safe in always answering "Yes." With banks and service corporations adopting individual marks, and with groups of farmers and poultry raisers undertaking team-work in selling their products under "collective" or "community" trade-marks, it is obvious that there is virtually no line of business in which trade-marks may not be used to advantage. The ingenuity that has been displayed in recent years in finding means to affix trade-marks to products—say, raw materials—that do not readily lend themselves as a foundation for

stencils, tags or labels, has also contributed to the popularity of trade-marks among all those who have commodities or service for sale.

Piloting a prospective trade-mark in the selection of the proper subject matter for a trade-mark is a rather formidable responsibility and yet it is one which, when you come to think of it, falls logically to the newspaper's advertising copy writers and service men who have been working in co-operation with the business man and who have made his problems their own.

The newspaper executive, summoned under such circumstances as consulting expert, will take into consideration, as has been said, the character of the business, the nature of the product and the market that it is sought to cultivate. Also he will take due heed of the trade-mark practice of competing houses, for there are fashions in trade-marks, as in everything else, and the selector will probably wish to either conform to trade custom or boldly defy it, according to his lights.

Slang Not for Permanence

As yet another factor, the newspaper cooperator will take into account the permanency of the trade that it is sought to build up under a trade-mark. For example, if a local candy house is looking for a mark to distinguish a candy specialty that is counted on to have only temporary vogue it may be a happy stroke to dub it with the latest slang word or phrase. But, on the other hand, it is plainly a mistake to wish a slangy nickname, that might cease to be current a few years hence, upon a product that it is hoped to make a fixture in the market.

The nature of an advertiser's business may dictate in some measure a trade-mark prescription. There are trade fields in which a catchy, coined word makes the ideal buy-word, but there are other activities the dignity and prestige of which are better typified by symbols that will stand as commercial coats-of-arms. Not a few advertisers have a weakness for the use of personal portraits, but the newspaper man, with visions of Mennen and his antiquated collar, is due to warn his pupil that when, with the passage of time, personal attire becomes antiquated, the trade-mark may suffer. In view of the present fad for slogans and store mottoes it is fitting that the newspaper counselor appraise the merchant, in quest of a trade-mark, that a catch-line or store slogan may, if proper precautions are taken in its selection and use, stand as a valid trade-mark. The up-to-date service man, when called in as consultant by a local advertiser, will also call attention to the latter-day trend to "house marks." "House marks" are trade-marks that are adaptable to a varied line or a large "family" of products. Such a mark has the advantage that it automatically accommodates it-

self to the expansion of the business in which it is used.

Good Art Work Essential

It is probably true that any good commercial artist is capable of designing a passable trade-mark. However, the newspaper art departments and advertising agencies that have been most successful in this field have delegated pen and ink men to specialize on this lay. The character of the product, the position that the trade-mark is to occupy on that product and the scale of reproduction, on labels and in advertising, are all factors to be taken into consideration in the making of a trade-mark drawing. In view of the large number of local business men who desire that surnames or corporate names shall serve as trade-marks it is of the utmost importance that the art work be in the hands of men who realize the importance of having all such names "distinctively displayed."

An authority, when asked what constitutes the requisite "distinctive display," replied that it is found in lettering, etc., so peculiar or unusual that a beholder will be impressed first by the typography rather than by the name. This may be putting it a trifle strong, but certainly a trade-name should have a unique setting in order to be sure of recognition as a trade-mark.

How to Protect Brand

Every trade-mark that is designed to stand as the exponent of the good-will of a business should be protected in every possible way—notably by official registration. If a merchant does a strictly local business, the best he can do is to register his mark under the State law (if his State provides for registration) and beyond that trust to the common law against unfair competition. The newspaper executive can render no better service, though, to a trade-mark protegee than to point out the advantages of trade-mark registration at Washington. In order to obtain a trade-mark certificate from Uncle Sam, a mark must be used in interstate commerce rather than merely in intrastate commerce. But the newspaperman can puncture the misapprehension that a merchant, in order to qualify as an interstate trader must be constantly and habitually sending shipments of goods across State lines. So long as a firm makes occasional shipments—has filled the intermittent mail orders that come to almost every store—the obligation of interstate commerce has been met and the trade-mark may be submitted at Washington.

Withal, the newspaper co-operator must drive it home that a trade-mark, to qualify for Federal registration, must be used "on the goods," not merely in advertising. Advertise your mark as much as you like, but meanwhile attach or affix it to the goods, because identification of the origin of the goods is its primary function.

Dallas News Veteran Retires

DALLAS, Tex.—Harvey M. Campbell, who has been connected with the mechanical department of the Dallas News ever since its first issue in 1885, has retired on account of age and failing health. Mr. Campbell was for over 25 years composing-room foreman of the Dallas News and for several years mechanical superintendent.

Stamford American Issued

STAMFORD, Tex.—The first issue of the Stamford Daily American appeared January 24. Wilson Kilgore is editor and L. L. Burkhead business manager.

DO YOU GO TO A HARDWARE STORE FOR MEAT?

Certainly not. Neither would you go to a Kitchen Help Employment Bureau for an editor or to a meeting of dock workers to sell a piece of newspaper machinery for which you have no further use.

When you want to hire, buy or sell anything that goes into newspaper making from brains to paste, 99 per cent of your problems in securing what you want have been solved by the classified columns of EDITOR & PUBLISHER.

There is no lost motion in EDITOR & PUBLISHER classified advertisements because every reader is a prospective customer.

EDITOR & PUBLISHER CIRCULATES WHEREVER NEWSPAPERS ARE MADE

REJECT BIDS ON PAPER SUPPLY FOR U. S.

Despite Lowest Prices in Some Years Submitted by 39 Firms, Joint Printing Committee Finds Offers Unsatisfactory and Asks New Bids

(Special to Editor & Publisher.)

WASHINGTON, D. C.—All bids for Government paper supplies received last week by the Joint Congressional Printing Committee were rejected February 9. The committee regarded the offers as unsatisfactory and said that new bids would be called for. Thirty-nine manufacturers entered the bidding on the 55,000,000 tons of paper to be used by the Government Printing Office during the coming year, which is double the number which submitted proposals to the committee last year.

The competition was the liveliest that the committee has had for a number of years, many of the bidders submitting proposals on a large number of the 167 items carried on the Printing Office schedule and ranging from newsprint to the highest grade ledger paper and from tissues to the heaviest binder boards, including also paper for the printing of money orders and postal cards. About 50 paper manufacturers and their representatives were present.

The prices quoted were the lowest that the committee has received for several years. For instance, on newsprint there were seven bidders, the lowest quotation being 6.28 cents per pound delivered. Last summer the committee had difficulty in getting quotations on newsprint at 12 and 14 cents. There was also a good field of bidders on machine finished printing paper, which is used largely for the printing of the Congressional Record and other publications. Prices on machine finished printing paper range as low as 8.3 cents. For this paper 16 to 22 cents was demanded during the past year.

If awards are made on the basis of the lowest bids submitted the paper bill of the government will be reduced several hundred thousand dollars the coming year. Last year the Government Printing Office bought about \$4,500,000 worth of paper under the direction of the joint committee on printing. Before the war paper used by that establishment cost about \$1,250,000 a year.

C. D. N. A. CAMPAIGN IN CANADA

Using Space Worth \$100,000 in Dailies to Sell Advertising Idea

(Special to Editor & Publisher.)

TORONTO.—The Canadian Daily Newspapers Association is conducting an "advertising advertising" campaign in the daily press, using space equivalent in value to about \$100,000. At present two advertisements, measuring three columns wide by 140 lines deep, are appearing each week in the Canadian dailies. The purpose of the campaign, which will continue for a year or more, is to sell the idea of national advertising to manufacturers and that of local advertising to merchants. It is expected that the advertising will be of mutual benefit to both agencies and newspaper publishers.

HARDING WILL BE GUEST

President-elect Will Help Boston Press Club Celebrate 35th Birthday

(Special to Editor & Publisher.)

BOSTON.—President-elect Warren G. Harding will be the guest of honor at the dinner in celebration of the 35th anniversary of the Boston Press Club. The date of the dinner has not yet been

determined, as it must of necessity depend upon a time when the new president can leave Washington. Mr. Harding verbally accepted the invitation extended to him by a member of the club who called upon him at his office in Marion, some weeks ago, and has also replied in similar vein to a formal invitation sent him by the president of the club. The dinner will be a comparatively modest affair, for members of the Press Club only and a few specially invited guests.

Houston Post Officers Re-Elected

HOUSTON, Tex.—Roy G. Watson was re-elected president and publisher of the Post at a meeting of the board of directors a few days ago. R. M. Johnston was elected to succeed himself as chairman of the board, and G. J. Palmer and L. J. Van Laeys were continued as vice-presidents and A. E. Clarkson as secretary-treasurer. Additional directors are: George F. Eberle, Jesse Andrews, H. F. Macgregor and J. C. Kidd.

Old Argus Editor's Will Filed

ALBANY, N. Y.—The will of Theophilus C. Callicot, former Albany journalist and editor of the Argus, has been admitted to probate. Callicot went to Germany in 1901 and died at Wiesbaden, November 27, 1919. The will has been probated in the German courts and the English translation with the signatures of the attesting witnesses certified by the Marquis de Bellpug, Spanish minister, who represented American interests during the war.

Sunday Issue for La Grange Reporter

ATLANTA.—The La Grange Reporter, an afternoon paper, will begin the publication of a Sunday issue within a few weeks. The weekly Reporter, established in 1842, is the fourth oldest newspaper in Georgia. The publication day of the Weekly Reporter will be changed from Friday to Wednesday.

NATIONAL DAILY POSSIBILITIES

Major Reed Gresham Landis of the United States Air Service in discussing the "Commercial Possibilities of Air Service" before the Men's Club of Grace Church told of the probable effect the development of aerial transportation will have upon the circulations of newspapers.

"Hitherto," said Major Landis, "the circulations of daily newspapers have been limited to the cities in which they are published and nearby places. We have no national newspaper and can never have one until it is possible to deliver copies to any part of the country on the date of issue.

"When we have perfected an aerial transportation system it will be possible to deliver New York morning newspapers in Chicago before breakfast and in San Francisco late in the evening of the same day. This is fast service, but it is wholly within the range of possibility.

"Think what it would mean for a metropolitan newspaper to enlarge its distributing field to such an extent I have described. At present no daily newspaper has reached a circulation of 1,000,000 copies except in a single instance on Sunday. Tomorrow we may expect circulations as high as 4,000,000 and 5,000,000 copies, when the aeroplane service is perfected.

BUSY DAYS PLANNED FOR INLAND

Paper from Several Viewpoints Shares Program with Advertising Questions That Are Expected to Arise During the Next Year

(By Telegraph to Editor & Publisher.)

CLINTON, Ia., Feb. 8.—The Inland Daily Press Association will assemble at the Hotel La Salle, Chicago, February 15 and 16, for its annual meeting, election of officers, election of new members, reports of officers and two full days' program.

The latter includes papers on "Commission to Advertisers," by Collin Armstrong, national chairman of the A. A. A. committee on newspapers; "How much co-operation should be given to Advertisers and should we refuse to sell position," by J. K. Groom, Aurora, Ill.; "What's Ahead in the Newspaper Business?" by H. W. Harrington, publicity manager of the Moline Plow Company; reports on print paper by E. P. Adler, Davenport, Ia., chairman of the A. N. P. A. paper committee; by Willard E. Carpenter, chairman of the Inland board of directors; and Jason Rogers and W. J. Pape of the Publishers' Buying Corporation.

"Better Newspapers in 1921" will be the subject of A. W. Peterson, publisher of the Waterloo (Ia.) Courier and past president of the Association, and President John Sundine, of the Moline Dispatch, will talk on "Church Advertising." The committee on linotype schools and the committee on percentage reports of business of all members and the final arrangements for the trip through Western Canada in the Summer, besides other important matters will be taken up.



JOHN SUNDINE

WARNING ON FREE PUBLICITY

INCREASING tendencies to couple up provisos for free publicity with advertising contracts have caused the American Newspaper Publishers Association to send out the following letter to newly organized agencies:

Gentlemen—I take pleasure in advising you that recognition of this association has been extended to your agency for one year, subject to continuation should the volume of business placed during that time warrant such action. Recognition is extended also subject to the stipulation that you will not request publication of free reading matter.

Yours very truly,

L. B. PALMER,
Manager A. N. P. A.

BISMARCK'S STORY NOW OFFERED

After Three Years' Negotiations Copy Reaches This Country

Often the stories behind the stories that appear in the newspapers are as interesting as those that reach the public. This is probably more true in the case of the suppressed book of Bismarck than in any other instance.

Since it was first learned about three years ago that this hidden manuscript was to be given to the world at least two New York newspapers and as many feature syndicates have been trying to secure the English language publication rights. The McClure Feature Syndicate which has sold the British rights to this story to London newspapers and is now offering it to American newspapers was the successful bidder. According to the McClure people a great deal of trouble was experienced not only in getting possession of a copy of the manuscript but in getting it out of Germany, because of the activities of the Kaiser's friends.

The delicate task was in the hands of J. C. Slater. Bismarck provided in his will that this book was not to be published until after the death of the Kaiser and it has since been safely guarded.

An effort of the publishing firm of Cotta to publish this book after the Kaiser had abdicated was blocked by injunction proceedings brought by attorneys representing the former ruler.

ST. LOUIS COPY IN 90 CITIES

Newspaper Advertising Used to Attract Buyers to City For Spring Season

(Special to Editor & Publisher.)

St. Louis, Mo.—Ninety newspapers in ninety cities of fourteen neighboring states last Wednesday carried the first advertisements of the 1921 St. Louis Municipal Advertising Campaign. The 1921 fund will amount to \$75,000, an increase of \$25,000 over the 1920 fund. The first unit will cost \$7,000, quarter pages being used.

"The whole and sole purpose of this advertising," explains John Ring, Jr., president of the John Ring, Jr. Advertising Company, which is handling the campaign, "is to bring buyers to St. Louis for the spring buying season which starts about February 1. Merchants are wondering here and elsewhere whether the buyers are coming this season. It is hoped they will come.

"But in St. Louis we decided to insure it by going out and advertising in these ninety cities to bring them in. We believe it is indicative of an aggressive spirit in which St. Louis has led for the last few years."

THE "ME TOO" SOLICITOR NO LONGER HAS PLACE IN MODERN ADVERTISING

Space Buyer Today Wants Definite Information on Circulation of Newspaper and Sales Knowledge of Local Fields.

By J. F. LANGNER
Of the Oregon Journal.

EVERY advertising agency and every merchant who buys newspaper space knows the "me too" salesman. He's the fellow who bursts in on you about five minutes after you open your door and says:

"Say, can we pick up that ad you run in the morning paper?"

Or if he happens to represent the morning paper, bustles energetically in about two minutes after the noon edition is on the streets and says:

"Say, can we run that ad of yours tomorrow morning?"

If you say "No" he hustles out again and you know that at precisely the same hour tomorrow he will be in again with the same question to which you will give the same answer. If you say "Why should I run my advertisements in both papers?" or "Why should I use your paper?" his stock reply is usually:

"Well, you run in the other paper, don't you?"

And this is the sum total of his salesmanship. Then because you won't waste your money if you can help it he trots back to his advertising manager and says you are a crank or wedded to the other paper or something just as silly.

Of course every advertising manager tries to hire "salesmen," not "me too" peddlers of advertising space. But the advertising manager cannot go around with a dozen or more advertising solicitors and see exactly how several hundred display accounts are being individually cared for. He must judge the ability of his salesmen by results.

Often enough it is the advertising manager's own fault that his salesmen do not get business. Many newspaper advertising salesmen become "copy snatchers" because the advertising manager sends them around to "pick up" ads that run in other papers but are not scheduled for his own, and his salesmen become content to get what they can and not bother about the balance.

But now and again some untoward incident occurs which if the advertising manager takes advantage of the opportunity impresses itself upon the salesman and is a lasting lesson to him.

A Stranger in Charge

One day an advertising manager sent a solicitor of the "me too" type to see a large seed company which had a big ad in the other paper.

"Go down and get this," he said anticipating no trouble.

This particular firm usually used both morning and afternoon papers. However, as luck would have it the man who placed the advertising was out and the salesman was sent in to the general manager.

"No. I will not give it to you. I don't read your paper. I don't like it. It's too radical." These in substance were the words which greeted the "me too" solicitor's advances.

Back he went to the office. "What did you reply to him?" queried the advertising manager.

"What could I say?" said the "me too" man. "You cannot argue with a man about your editorial policy, to get advertising."

The advertising manager took the salesman back with him and they both went in to see the general manager.

"One minute," interrupted the advertising manager when the big retailer said he didn't like the paper and didn't read it because it was too radical. "How do you know it is radical if you don't read it?"

Right there the sale was made. The advertising manager showed the prospect some recent editorials and not only secured the advertising but a new subscriber as well.

The biggest point however was the psychological effect upon the salesman. Before he went out and solicited another account he made it a point to learn everything he could about the conditions under which his paper was printed, its attitude on topics of the day and why, its special features and how they created "reader" interest, the class of subscriber, where most of the subscriptions came from and how they were secured. Probably for the first time in his experience as an advertising solicitor he knew as much about his own paper as the shrewd space buyer and could intelligently sell space and create accounts instead of crying "me too."

Study Your Circulation

And right here is where the service department comes in. Some publishers think that the big advertising agencies and national advertisers are suffering from a chronic attack of the "gimmies." But the service department which actually makes a comprehensive survey of its territory and then turns the information it secures over to the local display department as well as the foreign advertiser is really earning huge dividends in increased business from a source from which it was probably never originally intended it should.

How few newspapers have a really intelligent analysis of circulation! When a newspaper equips a service and research department the first thing it does is to analyze its own circulation. It

ascertains exactly what percentage of its circulation is in the residential districts. It begins to talk in terms of percentage of yearly subscriptions to home and radius circulation. Then it tabulates its figures and when these are given to the local display solicitor he has the nucleus of an argument upon which to intelligently command the attention and respect of the advertiser. Then it analyzes markets. Perhaps it analyzes the "tea" market for a big national advertiser. But when the analysis is complete it may give the result of its analysis to the local display salesman. Then one day the local tea merchant who is advertising his own private brand of tea in the opposition paper gets a call from a salesman who instead of commencing "Say can we pick up—" commences:

"There are seven hundred and thirty-five grocery stores in this city. Only two hundred and twelve carry your tea and of these only eight per cent of their tea sales is your tea." You know the kind of reception this sort of salesman would get from you.

Help in Display

He is asked to come in and sit down. Where he gets his information; who compiled it and why. Nine times out of ten the merchant is told something he did not know before. This salesman can tell him just how many retail grocers read the morning paper and how many the afternoon paper. He can certainly tell him how many grocers read his paper. And before he leaves he has commenced to sell the idea of a co-ordinated sale and advertising campaign.

Now the information he has received is secured in the course of the daily business of the service and research department, usually expressly to influence a particular account, but there is no gain-saying the fact that the information can be used to great advantage by local display men if it is properly presented to the local advertiser and the salesman previously educated along right lines.

The whole difference between this salesman and the "me too" man is that instead of selling simon pure unanalyzed circulation he is selling information about his circulation and a knowledge of the prospects business which the merchant himself didn't know. Seventy cents of success in making a sale is in knowing more about what you have to

sell than the man you are trying to sell and the other three-tenths is in knowing what your prospect has to sell, where he sells it, and who buys it.

Co-operation between the service department and the local display solicitors through the advertising manager can be made productive of marvellous results in increased local business. For example, a service and research department found that about thirty million cakes of household soap were imported into its city every year while there were four soap factories in the town, none of which spent a cent on advertising. It gave the information to a local display solicitor. One day one of them ran into one of the local soap manufacturers and gave him this bit of information. Incidentally he found out that the local manufacturer didn't know the soap market was so big in his home territory. The next time the solicitor saw him he suggested he should do some advertising. Then he tipped off an advertising agency to the prospect and the result is a big campaign in preparation for the local manufacturer in his paper.

The potential financial returns from a service and research department co-operating with the local display advertising department are so great that it is a wonder every daily newspaper in the country does not install one.

Some newspapers sell space on prestige and total circulation. Others on volume of advertising carried.

But advertisers are beginning to appreciate the difference between the blind purchase of newspaper space based upon circulation alone, and the compelling influence of the well informed salesmen who with his solicitation submits a critical analysis of his own medium and the territory the advertiser wants to cover, and who at the same time exhibits an intelligent and accurate knowledge of the potential market for the advertisers product.

STORE FIGHT IN PEORIA

Journal Sues Retailers Who Quit Advertising and Issues Sales Sheet

(Special to Editor & Publisher)

PEORIA, Ill.—The Peoria Daily Journal Company has sued in the circuit court of Peoria for \$13,000 alleged due on advertising used by the Block and Kuhl company of Peoria. The Block and Kuhl company is Peoria's largest dry-goods concern and the suit is understood to be the result of a dispute between the paper and the drygoods company which has resulted in the store withdrawing all advertising and starting the publication of a "sales bulletin" which it intends to distribute free in Peoria in lieu of advertising in the newspapers.

Norman Hapgood with Hearst

Norman Hapgood joined the Hearst forces this week and will write from Washington for the New York American and other Hearst newspapers. Mr. Hapgood, from 1903 to 1912, was editor of Collier's Weekly. In 1912 he became editor of Harper's Weekly and served in that position until 1916. President Wilson in 1919 appointed him to be Minister to Denmark, but the Senate failed to confirm the appointment.

Ask Congress to Advertise Parks

ST. LOUIS.—Congress was asked to appropriate not less than \$2,473,594 for development and advertising of national parks in the United States, in a resolution adopted at a convention of the American Travel Development Association here this week.

Standard of Merchandising Practice for Newspapers

ADOPTED in 1921 by National Association of Newspaper Executives. Prepared by Standing Committee on Agency Relations, M. E. Foster, chairman, and Bert N. Garstin, George M. Burbach, A. G. Newmyer and Frank D. Webb, members

IT is the opinion of this committee that newspapers conducting service and merchandising departments should assist advertisers in every legitimate manner to make their campaign successful. The legitimate functions of a merchandising and service department are:

FIRST—To study the local market and trade territory and be able to report intelligently thereon for both local and national advertisers.

SECOND—To furnish such information for prospective advertisers and to make investigations which may be general in scope and applicable to many accounts, but to insist that the identity of the proposed advertiser be made known before reporting information compiled on a specific line.

THIRD—To endeavor to educate the dealer in better merchandising methods and to insist

that advertised goods be furnished customers rather than "just as good" substitute.

FOURTH—To encourage adequate merchandising by supplying data maps, route lists to the trade for the use of salesmen of the manufacturer or advertiser who has made a bona fide contract for advertising space.

FIFTH—To decline requests for service that are clearly not within the province of newspaper, such as selling goods or other canvassing, or the payment of bills for printing and postage of letters, broadsides, etc.

"BUSINESS" AT CAPITAL HAYS PROMISES

Republican National Chairman Paints Bright Future for Nation at Luncheon of New Jersey Press Association

(Special to Editor & Publisher.)

TRENTON, N. J.—Will H. Hays, chairman of the National Republican Committee and leading candidate for postmaster general under the new administration, was the guest of honor and chief speaker at the mid-summer luncheon of the New Jersey Press Association at the Trenton House here February 7. Optimism was the keynote of his address and noteworthy among his utterances was that the new administration is committed first to the re-organization on a thoroughly business-like basis the general system of government control made necessary through the conditions that have followed the war.

He also declared that the administration is committed to a very material reduction of the income tax, especially that feature of it which has discouraged business initiative. His hearers inferred from this statement that the excess profits tax would be quickly abolished.

Mr. Hays hinted strongly that the \$33,000,000,000 war debt must be spread over a number of years, so that the present generation might be relieved of the oppressive conditions that would continue were the present plans of paying off the debt within the next few years followed.

President-elect Harding was described by the speaker as in every way qualified to lead in the great work before the next administration. He believed, Mr. Hays stated, in shaping his policy on the views of the many, rather than relying solely on his own judgment. Mr. Hays spoke of the security of the future in no optimistic tone, stating that he had been from one end of the country to the other and had found that men and women were solidly behind the work of reconstruction and that a united people would bring order out of the recently threatened business chaos.

Walter L. Tushingham, president of the association, presided at the luncheon and the other speakers included former Governor E. C. Stokes, President Allen of the State Senate and Speaker Hobart of the New Jersey House.

The business session of the association was held in the morning and continued until the luncheon at which the members of the legislature were guests. The executive committee of the association will meet in Trenton February 21, when arrangements will be started for the annual meeting of the association, at which officers will be elected. The committee in charge of the dinner consisted of W. B. R. Mason, Bound Brook; John W. Clift, Summit; and W. L. Tushingham, Camden.

Daily Awaits Sounder Business

ALTUS, Okla.—The Altus Times-Democrat, which had announced that it would launch a daily edition, announces that this must be postponed for an indefinite period, or until trade, markets and financial conditions arrive at a more normal basis.

Charter for Breckenridge Paper

BRECKENRIDGE, Tex.—The Breckenridge Democrat Publishing Company has been organized at Breckenridge and charter has been filed in the office of the Secretary of State at Austin. The company is capitalized at \$75,000, and the incorporators are: John T. Risien, C. M. Nichols and J. W. Crotty.

MAKING BETTER CITIZENS IN BROOKLYN

(Continued from page 5)

of science, biography, history and poetry are here for the exclusive and free use of employees and their families. It is in charge of a librarian and assistant who keep it replete with the latest volumes, and a regular library card system is used. It is a means of relaxation and great help to practically every member of the staff. Many a young employee has here found incentive and light to rapid advancement. The circulating library is not maintained as a reference room for the departments. Each department has its own working library, fitted for its own needs.

"Aunt Jean's" Children

The encircling parkway widens and grows more beautiful and enticing. The prosaic activities of business enterprise are hidden from sight by homes made happier by wholesome ideals and sound human betterment; the hum of the famous press room is drowned out by the joyous cries of children.

Brooklyn is primarily a city of permanent homes—real homes with real children. With the children of its families the Eagle holds itself in peculiarly direct and intimate contact.

In the Eagle Building is a large club room for children, where "Aunt Jean" is always glad to see her nephews and nieces any day between 9 a.m. and 5 p.m., and they come in troops, for there are many special inducements to win them in. It is the headquarters for four clubs of children under 16—the Humane Club with 37,235 members, the Literary Club with 7,034 members, the Art Club with 5,167 and the Puzzle Club with a membership of 11,616.

And all of these clubs combine into a Fresh Air Fund Club, which through public entertainments, exhibitions, sales, special earnings and personal contributions maintains an annual fund of no mean bulk for summer outings for less fortunate little ones of the city.

"Aunt Jean," young, robust, handsome, virile, gracious, has rare genius for touching and quickening the minds and hearts of the children. They cluster about her as buzzingly as bees about a rose, and dart away as sweetly-laden.

These thousands of children have their own paper, the Junior Eagle, which is a 12-page magazine section of the Sunday Eagle printed in soft colors, and a half-page of the daily Eagle's picture section. This section is especially made up for this particular field by a staff of Junior Eagle writers and of copious contributions from club members themselves.

The Junior Eagle is a long-established institution, and more than one successful newspaper, magazine and syndicate illustrator of today started in the Eagle Art Club and its art school. The Literary Club holds many members of incipient talent and several have passed beyond the age limit and entered upon promising literary careers.

The Spelling Bee Lives

Credits are awarded to the children for acceptable literary and art contributions or correct answers to puzzles, and also for worthy efforts; and these credits are exchangeable for valuable prizes that are kept temptingly on display in the children's department. The operation of this credit and prize system causes additional inducement to the children to come constantly to the children's club rooms and creates a strong material bond between the newspaper and its families.

The Eagle has conducted mammoth spelling bees and current events bees for all Brooklyn and Long Island schools, which have had a direct appeal to 270,000 pupils.

A Junior Eagle Athletic League—baseball, football, basketball and track organizations—interests 20,000 boys. In a final contest Ebbet's Field, the largest athletic park in Brooklyn, has proved none too commodious for the interested parents.

Youngsters flock to series of lectures by prominent men and women and to motion pictures specially selected for them, given in the Eagle's Auditorium.

Planning for Future

These various insistent influences for educational, moral and social improvement among the children are aimed at results not for the present day alone but for the future. The children of today, the men and women of tomorrow, are being reached with influences that incite wholesome ambitions, cultivate right motives and develop genuine powers. In its work among its children the Eagle has long been demonstrating that a newspaper may more than mould the opinions of its generation; it may and does mould countless characters and careers of the generation coming on.

In all its public welfare side lines the Eagle management is inspired with the idea that it is its mission to deal not only in material achievements and in matters that bring direct gain, but in the subtler elements that count for manhood and womanhood, for civic betterment, for community cleansing and for individual development.

Eagle country-wide tours for people of Brooklyn, carefully planned for a maximum of comfort and sight-seeing at a minimum of cost, have become established as annual events of more than mere pleasure-seeking purpose. Eagle touring parties have dedicated the Grand Canyon of Colorado as a national park, have paid for a free public information pavilion conveniently located at that paradise, and have built a 15-mile stretch of road, the last link in the series of motor highways uniting Banff, Canada, with Glacier Park, U. S. A., which is known as the "Brooklyn Eagle Trail." Thus in farthest mountain fastnesses as well as at home the name of the Brooklyn Eagle stands for exceptional public service.

To the assistant managing editor, H. V. Kaltenborn, orator of distinction and cultured Harvard graduate, must be given the credit for much of the supervision over many of the public service activities of the Eagle, such as the current event talks, spelling and current event bees, and the educational travel tours.

"The sermon page of the Brooklyn Eagle," in the expert opinion of the Rev. Dr. S. Parkes Cadman, "is the most potent religious influence in America."

Strangely enough, the Beecher scandal gave the Eagle a strong hold on the hearts of the "city of churches." Beecher in his place of power had sometimes denounced the Eagle for some of its political policies; when Beecher first became the shining target of sensational attack the Eagle refrained from printing a word of the scandal that stank throughout the nation. Beecher, astonished, called upon Editor Kinsella. "You and I have differed upon every conceivable subject and I have frequently criticised you," the great preacher exclaimed. "You now have a chance to even old scores. May I ask why you are silent?"

"The Eagle doesn't even scores in that way, Mr. Beecher," Kinsella answered quietly. "You and I have not often

agreed, but we both have fought sincerely and fairly. I have no desire to fight you with a poisoned weapon. Not a word of this scandal will appear in the Eagle unless the matter gets into court. Never mind the thanks. It's not for your sake but for the sake of what the Eagle holds to be right principles of journalism."

When the famous Beecher trial began the Eagle at once took the lead in reporting it thoroughly, introducing into newspaper work the first instance of relay stenographic reporting.

For 27 years the Eagle has published approximately two pages of church news every Saturday and two pages of verbatim reports of the strongest sermons on Monday. More church advertising is carried in the Eagle than in any other newspaper in the world.

A large picture of Walt Whitman hanging conspicuously in a corridor serves as reminder that the "good gray poet" was editor of the Eagle, 1846-7, relieving Isaac Van Anden, the founder of the paper, of editorial detail and leaving him free to build thoroughly and well an institution that under his guidance and that of his nephew, William Hester, has progressed steadily in business as in public service for 80 years.

Memory of Walt Whitman's early editorship of the Eagle had become almost obscured by the later fame of Henry McCloskey, Thomas Kinsella, St. Clair McKelway and Arthur M. Howe; but Whitman's writings for the Eagle, his earliest known work, have just been collected and published by Putnams in two volumes under the appropriate title, "The Gathering of the Forces."

Labor of Lives

Somewhere in the Eagle Building must be a fountain of eternal youth. For while there is scarcely an old-looking man encountered, at least one, William H. Sutton, has been constantly in Eagle service for 77 years. For a long time he was foreman of the composing room and is now, at 90, fraternal editor and steadily on the job. The Eagle sets him up against all competitors in length of continuous service on any newspaper in the United States.

A close second is William Hester, nephew of Founder Van Anden and his direct successor in the management, who came to the Eagle in 1852 and is still active as president at the age of 83. Where is there another newspaper that has been continuously under control of two members of a family for eight decades?

George Windram, the young-looking active mechanical superintendent, is also entering upon the fiftieth year of service with the Eagle, and Miss Celia Kenney, the gracious librarian, earned her gold service medal long ago.

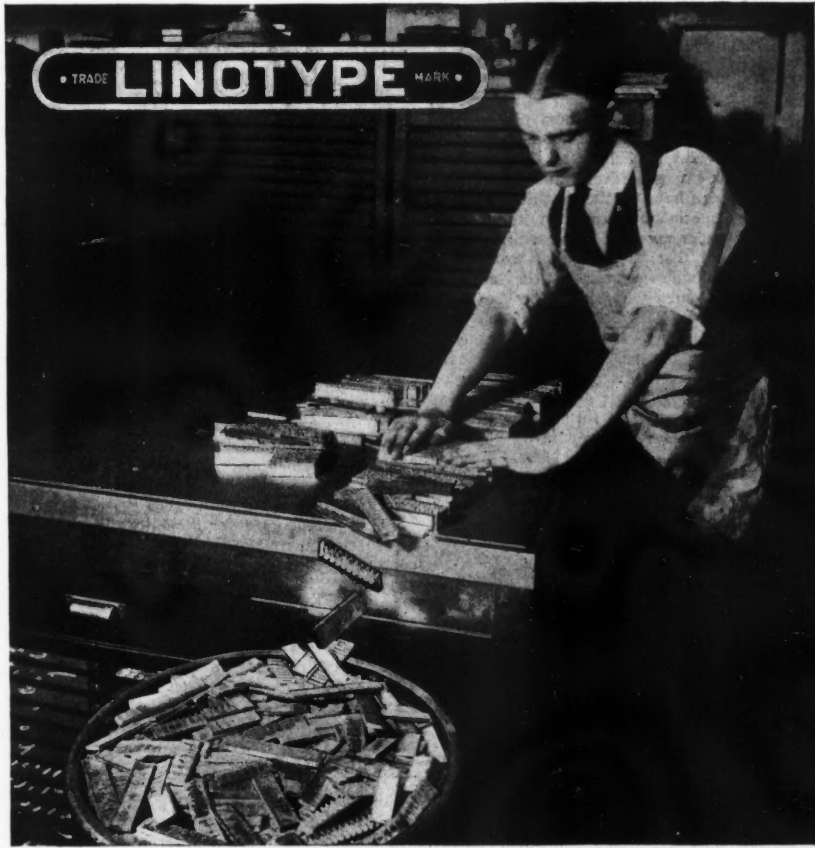
Sixty-eight of the present members of the staff have been with the Eagle from 25 to 50 years; 24 have a record of over 20 years; 32 can count back 15 years or more, while there is a 10-year class that embraces 78 members. The Eagle offers this whole record also against all comers.

My day was at an end, and I had not interviewed Publisher Gunnison or Managing Editor Crist at all; but had looked upon them from all sides, through the human services they are rendering, through the public spirit they are engendering in all classes through the keen minds of hundreds of earnest women, the devoted hearts of hundreds of loyal employees and the shining eyes of many thousands of delighted children. I had not inspected any of the machinery and systems that make the Eagle famed afar off, but am more than content to have sensed some of the greater human motives and methods that make the Eagle loved at home.

A VISIT TO THE HOME OF THE BROOKLYN EAGLE



Here six of the outstanding community activities of the Brooklyn Eagle are pictured for you. Upper (left); Eagle Auditorium during a weekly discussion of current news; (right) the Information Bureau. Oval; the Childrens' Department where "Aunt Jean" renders unusual service to younger readers. Left to right, in the center, we have H. F. Gunnison, publisher; Col. William Hester, president; H. M. Crist, managing editor. When its tea time in Paris all Brooklynites in that city gather at Eagle's Bureau, as you can see. Below we have (left) the Book Department and (right) a corner of the Circulating Library



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THE AMERICAN JOURNALISTS' FORUM

A FEATURE CONDUCTED UNDER THE AUSPICES OF THE AMERICAN JOURNALISTS' ASSOCIATION

Editorial Board—Richard L. Stokes, 507 Commercial Building, St. Louis, Mo., representing the American Journalists' Association; the Post-Dispatch, St. Louis, Mo., representing the St. Louis Association of Journalists; Arthur R. Friedman, editorial department, the Pittsburgh Newswriters' Association; and Walter Williams, dean of the School of Journalism, University of Missouri, Columbia, Mo.,

Paul Y. Anderson, editorial department, Sun, Pittsburgh, Pa., representing the representing the schools of journalism.

CUTTING THE EDITORIAL "TURNOVER"

By L. E. CLAYPOOL

LABOR turnover in the editorial department is the most annoying problem newspaper editors and publishers have to solve. That has been true for at least twelve years that I know of. It has been only recently, though, that editors and publishers have begun to look on this problem as one that may be approached like any other difficulty incident to conducting a big business.

Reporters, copy readers, city editors, news editors and even managing editors are forever changing jobs; moving from paper to paper and from town to town. Why do they do it?

Admitting that most of the fault is with the craftsman and always has been, it is of the employers' share in the fault that I wish to talk mainly here, as it is the employer who must solve the problem.

Briefly, before going into the employers' fault, let us describe the condition to be met. A man comes into the office, walks more or less nonchalantly to the employing factotum and asks for a job. If there is a job the applicant, if he looks intelligent and is sober, is put to work. The rule is to ask no questions beyond whether he is a desk man or a street man. In a few weeks the man either is fired because he can not make good or he quits because he is tired of the place. Then a new man must be broken in. Often that means two salaries are paid for the same job for one week. One to the man who is to leave and one to the man who is to take his place, while the former is showing the latter how to do his work.

In cities off the main run, like El Paso, where I am writing now, if a man quits his run or his desk on a week's notice, it means disruption of the entire force, sometimes, because men have to be shifted around. And until a readjustment is made everything is in the air and the cost of operation is increased as much as 20 per cent during the readjustment period, if we consider mistakes, time lost, and the results in the composing room.

Just now El Paso has no difficulty in finding newspaper men, such as they are, for the reason that Juarez, across the river, is wet. But the turnover on the telegraph editor's job alone on one of the papers was eight men in three months, or an average of a new man every week and a half. The managing editor went away once for three months and when he returned there were just two men on his staff whom he knew. That, I have found, has been almost equaled on several other papers.

Now what is the reason behind it all? Why don't editorial men stick like bookkeepers, clerks or department heads in other businesses?

In the first place I think too many fellows go into the newspaper game because they believe anybody with a little education and the ability to use a typewriter can get by. In the second place, too many college men and high school graduates believe a career awaits them in journalism, little realizing the nature of the business. Once in the game men find it requires a greater concentration

and expenditure of nervous energy at sporadic intervals than any other business under the sun. Their nerves get to be too much for them and they seek relief by going to the next place.

The tendency to instability has got editors and publishers to thinking that because of the favors and advantages their men have on the outside they need little special attention on the inside. Newspaper men are given tacitly to understand that they are not workers in the common sense, but that they are professional men who should be above the sordid level of working men who have to have hours, sanitary improvements, holidays, bonuses, etc. The employer asks nothing of his men but delivery of salable goods. That done, he offsets his failure to provide for their needs by allowing them the freedom of doing as they please.

If a newspaper man was drunk all night last night it makes no difference provided he is on the job on time this morning and able to work. He has to find his amusement where he can.

I believe that if there is a solution it is something as follows:

Make more rigid requirements of would-be newspaper men. Require a course in training, a sort of an apprenticeship or preparation to be concluded

by a stiff examination. That would keep out men who have no business in the game.

Have a more critical system of questioning applicants for positions and make surer of their ability.

Stabilize the work of editorial men more and install a system whereby men may be promoted as occasion offers and their own improvement justifies.

Make a newspaper office just as good a place to work in as a store or an office. Keep the office clean, well lighted and well ventilated.

Hold frequent conferences. Pay men well and encourage saving by means of an office bank.

Give men life insurance and where feasible, let them acquire small amounts of stock after long periods of service and see that their living conditions are satisfactory.

Inspire versatility by shifting the men occasionally when to do so will not disrupt the organization. Change of work often relieves the dull monotony which drives men to other jobs.

There are many other things that can be worked out in accordance with local conditions. But the big thing is to take an interest in the men. Be sure, Mr. Owner, it isn't your fault that a man leaves. It is the editorial matter—the news matter—that sells your paper. It is the non-advertising columns by which the public judges you and on which the

public bases its opinion of you. You not afford to let the editorial department just run itself as it has been doing so long.

An efficiency system would do more to rejuvenate American daily newspapers than anything else could do.

AND "HARD TIMES" A NEWSPAPER

EUGENE, Ont.—Psychological given the students in journalism at the University of Oregon by Dr. E. Conklin, head of the department of psychology, evoked many unexpected answers. The questions were put to students in rapid-fire order and speed, while doubtless due to the speed, would have made queer answers if incorporated in newspaper articles. One student thought that the Non-titan League is an organization of journalists. Some of the other answers reported Irvin Cobb as a baseball player ranked a major lower than a captain had the capital of Texas in four different cities; made "Bud" Fisher an author and had the river Nile flowing in different directions.

PRESS TO CLEAN RESTAURANTS

PORTLAND.—"Newspaper publicity seems to be decidedly more effective than patiently urging people to comply with the city's sanitary laws," says Health Officer Parrish of Portland, "and in the future I shall resort to the method of cleaning up the filthy places where food is sold to the public, and the dealers obviate the necessity for action by immediately complying with the department's instructions to clean up."

Dr. Parrish said he had found newspaper publicity effective in cleaning up the slaughter house conditions in Portland, and that he proposed to proceed at once to give restaurants, bakeries and other places the same publicity with delay.

MARINES GIVE EDITOR WATCH

HANNIBAL, MO. — George C. A. Bounds, advertising manager of the Hannibal Courier-Post, has received a gold watch, with this inscription engraved on the back:

Presented by Gen. J. A. Lejeune, U. S. Marine Corps, to George E. Bounds, Editor of the Quantico Leatherneck, Quantico, 1917-18.

With \$50 borrowed from the Y. C. A., Bounds while in the service did work on the Quantico Leatherneck paper printed in behalf of the Marine Corps. The paper grew so rapidly that the circulation was 12,000, when Bounds released his editorship upon being discharged in 1919. The paper was set up in camp and printed in Washington. The paper still is being published.

JOURNALISM SCHOLARSHIPS

MISS RAMONA HERDMAN, Greenwich, N. Y., and Joseph Dromgoole, of Alton, Ill., have been selected as winners of scholarships in the department of journalism of the School of Business Administration at Syracuse University. The scholarships are each and are awarded annually to students taking the course in journalism.

EASY TALK—By Philip R. Dillon

Chesterton and his interviewers— Gilbert K. Chesterton, a leading personage of England, distinguished as a thinker and writer, arrived in America, at New York, on January 10. He came to deliver lectures in cities of the United States. The editors of the New York dailies chose to make his arrival a major news event, and their judgment seems to have been right.

At the risk of being called hypercritical, I will say that the New York reporters who interviewed Chesterton obviously dissipated in their writing of the Chesterton story. No doubt they followed a journalistic tradition. Chesterton is an iconoclast, a paradoxer, a thinker in terms of whimsical wit, and a powerful man. The tradition urged the reporters to make game of him in their own styles of wit. But, I ask, were the reporters sure of their public?

I read all the interviews with keen interest. I liked best the articles written by the regular news reporters—the humbler ones, so to speak. The stories written by well-known feature writers, star men who always sign their articles, gave me smallest satisfaction.

I state a familiar truism when I say that, as a rule, the star feature writer, especially the one with a reputation for wit, gets into a sort of helplessness when he is sent to write a story—a witty story, about a thing that fills the national mind, somewhat like a tragedy, as a national political convention. Because of a similar rule in psychology, he is at a disadvantage when he measures his own wit or whimsiness with that of Chesterton in a Chesterton interview.

For the time being, it is Chesterton who is in the public eye; the public wants to see Chesterton accurately, not the varying caricatures made obviously by his interviewers; wants to hear and read what Chesterton says and not what the interviewer says, except the necessary setting to make the Chesterton speeches more quickly understandable. I do believe that the public gets impatient at the pushing forward of the personality of the interviewer into a news interview with Chesterton—or any other good sized man who is worthy of being honored and interviewed. Later, when the public has read what Chesterton has to say, the public may want to know what some particular man thinks about Chesterton—some man known to be big, as big mentally, as Chesterton.

I was asked, "Who is Chesterton?" by several people of more than ordinary culture. It so happened that I had read only one of his books—"The Man Who Was Thursday," one of the most preposterous plots done in exquisite style that I ever read. I could not satisfactorily answer the question. And then I regretted that no New York paper had printed a short sketch of Chesterton, including the titles of his chief books, at the beginning of their interview articles. Now that so many famous Britishers are coming over to visit us and talk to us, it might be well for the dailies that have a working library to install a British "Who's Who."

It will be interesting to follow Mr. Chesterton through the country, and note whether he will be written about more effectively in the other cities where he will lecture than in New York.

The new SPORT-NEWS service of the Consolidated Press

has won thousands of readers for the papers which print it, because it is the only service that "keeps up with the news."

It reports developments---instead of reminiscence.

Hot from the wire it comments on events while they are happening. It doesn't warm up ancient history. It tells the latest news and gossip in the world of sport.

Every dispatch is written for *immediate* publication and is distributed from the wire and not from the editor's "hold for release" hook.

The modern newspaper cannot afford to print a sporting page which is behind the news pages in timeliness. None of the Consolidated Press Association dispatches is written in advance and mailed for simultaneous release dates. That method naturally forbids discussion of timely topics. Every dispatch is published from coast to coast within a few hours after it leaves the hands of its author. Professional and amateur sports are covered daily.

Lawrence Perry and *Walter Camp* cover the entire field of amateur sports with dispatches from each on alternate days of the week so you have a star on your sporting page every day.

"*Fair Play*" covers every angle of professional sport, prize fighting, racing, baseball, and all the minor sports. This service is sent *daily* over our leased wire system and constitutes the most authoritative and up-to-the-minute sporting service in the country today.

FOR RATES AND DETAILS APPLY TO
ROBERT B. McCLEAN, Business Manager

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Executive Offices: Commercial Bank Building, Washington, D. C.

Horace Epes, Western Superintendent
Fourth Floor, Daily News Building, Chicago

Jay Jerome Williams, Eastern Superintendent
Eleventh Floor, World Building, New York

JAMES HUNEKER DEAD, CRITIC OF SEVEN ARTS

Internationally Famous as Writer and Musician, He Had Been a Journalist Since 1891—Last With New York World

James G. Huneker, music critic of the New York World, and whose fame as a writer and a musician was international, died on Wednesday in his sixty-first year. He was stricken with pneumonia on Saturday, and so rapid was the progress of the disease that the physicians could not control it and his death followed four days later.



JAMES G. HUNEKER

Mr. Huneker's career was singularly eventful. Born in Philadelphia January 21, 1860, he inherited his love of music, to which he devoted his life, from his father, who was a musician and a composer. After his graduation from Roth's Military Academy he studied law for a time, but not finding that profession suited to his taste he decided to pursue the study of music which he had already taken up as a diversion.

He went to Paris and for several years studied piano technique under Georges Mathias. On his return to America he became associated with Raphael Joseffy as teacher of piano at the New York Conservatory.

It was while he was employed in this work that he began to devote critical attention to literature, drama, painting and architecture. In 1891 he became musical dramatic critic of the New York Recorder, which position he held until that paper suspended publication.

Afterward he served in a similar capacity for the New York Advertiser and various musical journals. He succeeded Franklin Files as dramatic critic of the New York Sun. Four years ago he became music critic of the New York Times and two years ago he went with the World. His last contribution to that newspaper, a plea for the revival of "Salambo," appeared in last Sunday's issue.

Some of his books were these: "Mezzotints in Modern Music," "Chopin, the Man and His Music," "Iconoclasts: a Book of Dramatists," "Egoists, a Book of Supermen," "Franz Liszt," "The New Cosmopolis," "Ivory Apes and Peacocks," and "Steeplejack."

Mr. Huneker, who was the dean of the New York critics, was regarded with affectionate esteem by his confrères, and when his death was announced on Wednesday, they drew up a letter to the editor of the World expressing their deep personal loss. One paragraph contained these words: "The loss to them (the World's editors and readers), however, is no greater, can be no more poignant than that to us individually, and while we feel that literature in general and musical journalism in particular has sustained in his death."

LOUIS A. HORNSTEIN DEAD

Pneumonia After Operation Fatal to Publicity Chief of Mergenthaler Co.

Louis A. Hornstein, who, since 1908, was manager of the publicity department of the Mergenthaler Linotype Company, died of pneumonia in a sanatorium in New York on Wednesday morning.

Mr. Hornstein had been in ill health for more than a year. A few months ago he underwent an operation at the Eye and Ear Infirmary which was only partly successful and a week ago a second operation had to be performed. After it was over the physicians said that he had recovered and on Monday he returned to his home. Late that night pneumonia developed and he was taken to a sanitarium, where he died.

Mr. Hornstein was many years connected with the typographical department of the Chicago Tribune as a proof-reader. In 1905 he joined the Chicago office staff of the Mergenthaler Linotype Company, which position he retained until he was invited to come to New York in 1908 to organize the publicity department of that company. In this work he was eminently successful. Through his attendance at typographical, editorial and advertising conventions he became widely known and gained many friends for the Mergenthaler company.

The funeral took place at Campbell's Funeral Church, 66th street and Broadway, Friday afternoon.

Obituary

ELLWOOD ROBERTS, for more than twenty years a member of the editorial staff of the Norristown (Pa.) Herald, died in Swarthmore, Pa., this past week. Mr. Roberts was 75 years old and for the greater part of his life had been prominently identified with the Society of Friends.

MARION E. PARROTT, aged 45, an attorney, for many years engaged in newspaper work on several Philadelphia papers, died February 4 at Norristown.

CHARLES H. OLIN, for about twenty-seven years in the employ of the Boston Transcript, for which he did secretarial work, died last week in Saugus. Mr. Olin long had charge of the "Divers Good Causes," the Transcript feature devoted to appeals for worthy objects and needy people.

JAMES POOLE BACON, of the firm of Bacon & Kinsman, court reporters at 11 Pemberton square, died this week. Mr. Bacon was said to be dean of his profession in this section of the country, and before taking up court reporting

more than 40 years ago was night editor of the old Boston Advertiser.

BRIG.-GEN. JAMES FORNEY, aged 77, a son of the late Col. John W. Forney who founded the old Philadelphia Press, died February 2 in Philadelphia.

SAMUEL CLARK, aged 66, editor of the Washington (Kan.) Palladium, died at Concordia following a long illness.

CHARLES L. MILLER, founder of the Rockford (Ill.) Daily Republic, and editor of the Quincy Journal, died at Rockford at the age of 72.

AGNES MARY BROWNELL, Kansas short story writer and contributor to Kansas newspapers and magazines, died in Concordia.

MRS. ANNA ROYAL, sister of Miss Alice Ward Proctor, editor and owner of the Byers (Kan.) Journal and the Truesdale (Kan.) Journal, died in Lee, Mont.

REV. LINUS BLAKESLEY, father of the late Charles A. Blakesley, former editor of the Kansas Notes and Starbeams of the Kansas City Star, died at El Paso, Tex.

MRS. T. L. POTTER, sister of Sidney D. Long, business manager of the Wichita (Kan.) Eagle, died in Saginaw, Mich., recently.

MRS. PERNEACY MORGAN HALEY, aged 78, died recently in Columbia, Tenn. She was the mother of Mrs. W. C. Johnson, wife of the general manager of the Chattanooga News and secretary

of the Southern Newspaper Publishers Association.

EDWARD MURPHY, president of the Oshawa (Ont.) Reformer Printing & Publishing Company, died in Oshawa a few days ago, aged 84. He had served on the Globe, the Leader, the Colonist and the Echo, all Toronto papers, and had published the Reformer since 1878.

SAMUEL HADDEN, secretary-treasurer of the Toronto Typographical Union, died recently, aged 65. One of the oldest members of the local printers' union, he had been president for several years.

MRS. SOPHIA ROGERS HENNESSY, one of the first women telegraph operators, died at Niagara Falls, N. Y., February 4, aged 76 years.

STEPHEN BINNINGTON, aged 71, employed in the composing room of the Journal of Commerce and Commercial Bulletin for more than forty years, died at the Union Printers' Home, Colorado Springs, Col.

LORENZO O'ROURKE, aged 52, literary critic, died last week after a long illness. He had served on the staffs of the Brooklyn Citizen, Times and Eagle, and until his illness he had been literary critic of the Literary Digest and a contributor to Current Opinion and World Work.

LOVICK P. YEARGIN, aged 28, former assistant foreman of the mailing department of the Dallas (Tex.) Morning News, died in Wichita Falls, Tex., last week after a brief illness.



With what interest The Journal, of Minneapolis, is read in 100,000 Northwestern homes may be measured by the 24,000 inquiries our Washington Bureau received in ten weeks for further information on special articles that appeared in this newspaper.

THE MINNEAPOLIS JOURNAL

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

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

A Business Building Suggestion For Newspaper Publishers



YOU are doubtless familiar with our trade paper series advertising Newspaper advertising. Most of these advertisements are adaptable for local use, and many publishers throughout the country are employing them to advantage.

We believe that 1921 will develop many new Newspaper advertisers, because this year, of all years, advertising **MUST** produce definite, direct results.

Publishers should bring every possible pressure to bear upon local wholesalers and retailers to secure their intelligent co-operation. Insist that these wholesalers and retailers demand of every salesman who calls that his particular company advertise in Newspapers. Explain to the salesman that this Newspaper advertising will be to his own personal advantage and profit, since it will increase his company's business in the salesman's territory.

Don't cloud the issue with a demand for your paper. Join hands with the big circle and build business for all papers. Your share will come to you.

Consider what it would mean for Newspapers if salesmen traveling throughout the land were intelligently sold on the value of Newspaper advertising. The manufacturer, beset by his salesmen and his customers to employ the use of Newspapers, would switch many accounts from where they are to where they belong.

If there is a sufficient demand, we shall be glad to reprint the 1920 advertisements in booklet form and send you a copy.

We shall be glad to hear from you.

E. Katz Special Advertising Agency

Established 1888

15 EAST 26th STREET

NEW YORK CITY

Publishers' Representatives

CHICAGO

KANSAS CITY

NEW YORK

ATLANTA

SAN FRANCISCO

MEDILL JOURNALISM SCHOOL WELCOMED BY WORLD'S PRESS CHIEFS

Opening Exercises at Evanston on February 8th Marked by Greetings from W. G. Harding, Lord Northcliffe, Stephane Lauzanne and Leading U. S. Editors

CHICAGO—The new newspaper college of the West—the Joseph Medill School of Journalism of Northwestern University—formally began its first session Tuesday night, February 8, at Fisk Hall, Evanston. More than 100 students were registered for the opening and have now entered upon what its founders and management hope to make the most practical course in all phases of newspaper work ever offered.

Interesting exercises marked the opening. President-elect Harding telegraphed greetings from the Florida in his capacity as editor of the Marion Star. Lord Northcliffe of the London Times sent his congratulations in a long wireless message; M. Stephane Lauzanne of Le Matin and M. Du Puy of the Petit Parisien, also wireless felicitations, and there was a message from Lady Bathurst of the London Morning Post, especially for the young women journalists. Arthur Brisbane and other distinguished American editors were present in person to say a word of counsel and good will to both students and faculty.

Dr. Walter Dill Scott, president of Northwestern, presided and made the opening address after he had led into the hall a procession including Dr. David Kinley, president of the University of Illinois; Dr. Harry F. Judson, president of the University of Chicago, members of the school staff, the speakers and the officials and deans of Northwestern.

Dr. Scott emphasized America's need today of "what others may call a saner outlook on life, a healthier community spirit, an ennobled national morale" and the part which the press, with the church and the school may play in creating this better public opinion.

"The press in America," he said, "has a direct influence on practically all the inhabitants above the age of four, and is a dominant factor in determining the thought of each individual.

"For centuries we have had in America schools of theology for training the leaders in the church. For decades we have had normal schools for training leaders in the schools. But only now are we beginning to establish schools of journalism to train leaders for the press."

In his wireless message, Lord Northcliffe said, in part:

"I shall be particularly glad if there grows up in your part of the United States a generation of newspaper writers whose eyes have been opened by the right kind of training, under the right minds, to the end that they shall see not only across your broad land, but across the sea. For events of the past six years have widened and deepened channels of journalism and increased the demand for pilots of public thought who know the waters far beyond the famous three-mile limit of your eastern coast."

The new school is named for Joseph Medill, famous publisher of the Chicago Tribune. Joseph Medill Patterson and Col. Robert R. McCormick, grandsons of Joseph Medill, are now co-editors of the Tribune. Mr. Patterson was one of the speakers at the opening, and Col. McCormick, on his way to Europe, sent a letter which was read by Dr. Scott. Mrs. Eleanor Medill Patterson, mother of Editor Patterson, had a seat of honor on the platform.

All of the Chicago newspapers are co-operating in the conduct of the school, and from their ranks have been drawn the practical newspaper instructors. For the present the school is a department of Northwestern's School of Commerce, under Dean Ralph E. Heilman, and during the opening semester, which continues until May 28, there will be night classes only, held at the School of Commerce Building, 31 West Lake street, in the Chicago "loop." Later a director of the new school will be selected and full-time courses will be opened on Northwestern's Evanston campus.

Dean Heilman explains that it is the purpose to "give the student not only the technical newspaper training, but instruction in those general subjects which are essential to the proper development of a journalist."

When the full-time course is established at Evanston, graduates will take the degree of bachelor of science. Part time work throughout the four years will mean a diploma.

Following are the principal members of the faculty:

Editing, re-writing, copy reading—W. A. Dill, of the Chicago office, Associated Press, and formerly professor of journalism at the University of Kansas.

Editorial writing and policy—Tiffany Blake, chief editorial writer, Chicago Tribune, supervisor; Prof. James Weber Linn, chief editorial writer, Chicago Herald-Examiner, and Baker Brownell, editorial writer, Chicago Daily News.

Law of the press—Prof. A. W. Bays.

News-writing and reporting—Walter A. Washburne, city editor, Chicago Evening Post, supervisor; George P. Stone, assistant city editor Chicago Evening Post.

Organization and Administration—W. A. Curley, managing editor, Chicago Evening American; James O'Donnell Bennett, of the Chicago Tribune, and Walter A. Strong, of the Chicago Daily News. Under this head, lectures on all phases of newspaper making will be given, and the co-operation of leaders in journalism throughout the Middle West will be invited.

Advertising—James H. Picken.

Economics—Prof. F. S. Deibler.

English—Prof. Walter K. Smart.

Government—Prof. P. O. Ray.

American History—Prof. W. V. Pooley.

European Relations—Prof. A. G. Terry.

Psychology—Prof. D. T. Howard and Louis Webb.

Sociology—Prof. A. J. Todd.

Of the first 75 students enrolled, men and women were about equally divided in number. Most of them lived in Chicago, but there were representatives from several states. Only two of the lot were experienced newspaper workers, and forty-one were real tyros. Twelve had some general newspaper experience and twenty-two had worked for short periods on trade, community and college papers.

DENVER POST AD SELLS 18,000 SHIRTS WITHIN 330 MINUTES

Joslin's Store Overrun Thursday with Men Who Seek Bargains and Demonstrate the Ad Power of The Post

One full page advertisement in Wednesday's Denver Post sold 18,000 men's shirts for the Joslin store in five and one-half hours Thursday, Jan. 27.

"That Denver Post ad was the most successful ad ever inserted by any store in any newspaper in the country," John Rice, advertising manager for Joslin's store, said Friday.

"Advertisements appeared Thursday afternoon, but before those ads reached the readers all the shirts were gone.

"We expected the sale would last two or three days. The store doors opened at 8.30 a. m. The shirts at \$1.25 each were ready. So were the sixty-two sales people. It was just a matter of minutes until the store was packed with purchasers.

"Those shirts were sold before the purchasers came into the store. All the salespeople had to do was make out the orders. That one full-page ad in The Post Wednesday did the work.

BIGGEST SALE EVER HELD IN COUNTRY

"It was the biggest sale ever held, not only in Denver, but anywhere in the whole country. But the most wonderful feature about it all was that fully two-thirds of the purchasers were men. The sale demonstrated that Denver Post advertisements are read by the men. This sale brought more men into Joslin's than ever went into any store in Denver in a single day.

"From 8.30 until 10.30 a. m. most of the shirt purchasers were men. From 10.30 until noon the number of men and women was about equally divided. Then during the noon hour until the supply was ex-

hausted, the men predominated. And after all the shirts were sold and even Friday, we had a flood of demands for shirts which we could not fill.

"The advertisement was just right. It was a man's ad. The Post took it to the men. The shirts were sold to the men before they came into the store. The only question in their minds was how many to buy. And the average purchaser carried away four shirts."

POST'S AD POWER WITHOUT A PEER

Selling 18,000 shirts in five and one-half hours by a single newspaper advertisement is a world's record. It means that one Denver Post advertisement sold men's shirts at the rate of fifty-four a minute—that each of the salespeople handling the sale at Joslin's sold shirts to purchasers at the rate of almost one a minute. It demonstrated that as an advertising medium, The Post is without a peer.

If you have something to sell, if you want something somebody else has to sell or trade, just tell The Denver Post. No need to spend your money in duplicating your ad in other papers.

Not while one Denver Post advertisement sells 18,000 men's shirts in five and one-half hours.

So there you have a Denver Post demonstration.

The Denver Post is published at Denver, Colorado.

Its circulation daily average, 128,000. Sunday average, 158,000. It covers Colorado, Wyoming and New Mexico. Its Sunday circulation is greater than all the other dailies published in these three states. Member A. B. C.

THE DENVER POST, DENVER, COLORADO

or
Publishers' Representatives:

CONE, HUNTON & WOODMAN, INC.

New York, 225 Fifth Ave.

Chicago, 72 West Adams St.

Kansas City, Victor Building

Detroit, American Building

Atlanta, Constitution Bldg.

ARE YOU INTERESTED

in making your
paper stand out
among your
competitors
like a
lighthouse
?
We can show
you how



write or wire-
The NEWSPAPER ENTERPRISE ASSOCIATION
(A Service - Not A Syndicate)
CLEVELAND, O.

Out
At
Last!

The Kaiser's Suppressed

and the Iron Chancellor's Own
History—When the Kaiser

Bismarck's

→ SIX BIG FULL PAGE ILLUSTRATIONS

Why The Book Was Written

The Kaiser's dismissal of Bismarck, in 1890, easily ranks as the most sensational political event of the nineteenth century.

It is not too much to say that the temerity of the young Kaiser in dismissing the Iron Chancellor **Astounded the World!**

Bismarck retired to his Friedrichsruh estate and started to write his memoirs which were to tell posterity just why and how he was forced out of public life. Two volumes were published in 1898. The third, in manuscript form, was handed over to the publishers with the express proviso that it was not to be published in the Kaiser's lifetime.

Why The Book Was Suppressed

A glance at the volume in question is all that is necessary to ascertain why Bismarck did not want the book published in the Kaiser's lifetime.

It gives in full the facts surrounding the dismissal, but it also includes **Verbatim Copies of Hitherto Unpublished Letters Written by the Kaiser, Hectic Interviews Between the Kaiser and His Prime Minister and a Detailed Study and Analysis of the Kaiser's Character**—much of which was calculated to prove most embarrassing to the German Emperor.

Why The Book Is Now Released

Although the Kaiser is still alive, he is politically DEAD. The great German Empire that Bismarck fought so hard to build up is now but a memory.

For that reason, it was decided to defer its publication no longer, particularly in view of the many urgent demands received for its immediate release.

Despite the protest of Bismarck's heirs and the weight of other German influences, therefore, the long-suppressed manuscript now given to the public.

Nos. 1 and 2 The Future of Europe
(Double Truck)

No. 3 The Kaiser's Rule and

No. 4 Bismarck's Policy in

No. 5 How Bismarck's

No. 6 Grandfather's

BISMARCK'S

The executors of Bismarck's estate will publish this matter during the Kaiser's lifetime for "WORLD Good and International Peace" the facts.

It is a noteworthy fact that the War would PROBABLY HAVE OCCURRED had not been kept at bay.

A Veritable Voice from the Dead that

Write for the

This material is fully protected by copyright and will be published

McCLURE NEWSPAPER SYNDICATE

Suppressed Letters to Bismarck

Downfall of the Most Significant Episode in Modern History The Kaiser "Dropped the Pilot" and Gave Bismarck "The Blue Envelope"

Beginning March 13

ARTICLES IN PROOF OR MAT FORM ←

Future: "I Must Be Obeyed!"

Kaiser's "rule alone" becomes increasingly evident.

Bismarck's "Blue Envelope."

Bismarck's "scotched after his Dismissal."

father-son compared by Bismarck.

MASS WILL

MASS WILL were not permitted to publish
but now it has been determined that
"Public Policy" the public must be given

fact that the World
PROBABLY NEVER
HAD had Bismarck
at German Helm.

the Kaiser Tried in Vain to Silence!! for NOW!

and simultaneously in France, Italy, Sweden, Norway, England and other countries.

"Historical Matter of Commanding Significance"

says Charles Downer Hazen, Professor of History, Columbia University, who has read the 60,000 word book, which has not yet been published—The HIGH LIGHTS of which are OFFERED TO YOU for your paper now for FIRST PUBLICATION ANYWHERE!!

Contemporary documents of great importance are here presented and the studied characterization, the weighty judgments, the penetrating exposé of conduct make this a most important and fully commanding publication.

Devoted almost entirely to the events that led up to the famous dismissal, to the divergences of opinion of the Minister and his master, to the wire-pulling and intriguing of the lesser figures, it is an ex-parte account, of course, and its actual value will only be known after historians have subjected it to their criticisms and after other archives, public and private, have yielded up their relevant treasures.

Professor Hazen, says: "It will remain the most extensive, the most detailed, and the most authoritative account we have of an important and dramatic turning point in modern history! If its publication should prompt the Kaiser or his friends to add a similar installment to our information, it would be gratefully received."

"Between them, these two autocrats, William and Bismarck, cut a large figure in the history of the world—building and destroying, precipitating, among other things, four memorable wars!

"Anything that throws light upon their relations to each other is, therefore, destined to be appreciated by all who seek to understand the present age."

The paper in your territory that secures this feature will be complimented and talked about for months—MAKE IT YOURS BY WIRING AT ONCE.

373 FOURTH AVENUE, NEW YORK

TELLS BUYING PUBLIC ABOUT ADVERTISING

Hearst Newspapers Make Available for General Publication Editorials Written by Leading Agencies of America

Without the beating of drums or the sounding of trumpets the New York American a week ago launched a campaign that promises to have a far reaching effect upon the attitude of the public toward advertising. While the American will bear all the expenses of carrying it on neither its name nor that of any other Hearst newspaper will be mentioned in connection with the campaign, the purpose of which is to promote the reading of advertisements by the general public.

The American has invited the leading advertising agents of the country to contribute an editorial on the subject which will be printed, without signature, on the second page of the paper. Copies of each editorial with the writer's name attached will be reprinted on high grade paper and furnished to the agent in such quantities as he can use.

Under the plan first adopted the editorials were to appear only in the American, but at the conference of the Hearst organization held in New York last week, the publishers of several other Hearst newspapers expressed a desire to be accorded the privilege of printing them and they were authorized to do so. Mr. Hearst has since concluded that there may be other publishers who would like to join him in carrying on this educational campaign and therefore offers to furnish such publishers copies of the editorials for their own use free of all expense.

An examination of the editorials that have already been printed shows that they are of an unusually effective character and are likely to be read with much profit not only by the general public but also by advertisers and advertising men everywhere.

Perhaps the clearest idea of the character of the campaign can be obtained from the editorials themselves. Here are the titles of a few of them: "Don't Buy Anonymous Goods," "Make Money on What You Spend," "Advertising Cuts Prices You Pay," "Why Advertised Goods Sell Quickest," "Merchandise Merit Guaranteed."

The following paragraphs taken from one of these editorials furnishes the key note to the series:

"Today, when the buying public is rightfully expecting its every dollar to do double duty, this publication feels that it can render no more constructive service to its readers than to intelligently and sincerely point out the possibilities of advertising as related to the needs and opportunities of every home.

"The buying public" to which reference is made will certainly be interested in reading these editorials because they discuss in a most entertaining and informative manner subjects of vital importance to their pocket books. The following excerpts indicate the methods of presentation employed:

"The men who signed the Declaration of Independence had faith in it. Its success meant fame—its failure, death. But they had faith—they identified themselves with it—they signed.

"So with the manufacturers who trade-marks and advertises his goods. His trade-mark name is his signature to the pledge—I back this article, its quality, its value, and its service to the public. I am responsible for it; the praise or blame belongs to me."

"Today if a man makes a product that is good enough to be proud of, he trade-marks and advertises it, that all the world may know him as the author. This mark is his pledge of quality—of his responsibility—of his word of honor to you that he backs his product to the limit. And if a manufacturer does these things, let the buyer be wise—let him look for the trade-mark name and buy with his money a pledged commodity.

"Advertising is a two-edged sword. It gives the consumers the advantage of knowing exactly who disappoints them. No one realizes this more keenly than the manufacturer. So with him it is a principle of good business as well as honor to make his goods measure up to his advertising claims.

"Newspapers carry a 'news of merchandise' that is just as interesting, just as vital, as the 'news of events' which the editors gather for us."

"And since this 'news of merchandise' finds its only expression in the form of advertising, we must admit that the advertising columns are quite worthy of our serious attention as the largest news heading or the most ponderous editorial.

"Shut your eyes to advertising—and you shut out the news of commercial progress and development—the news of things that make life worth living."

Walter G. Bryan, of the executive branch of the Hearst organization, in talking to a representative of EDITOR & PUBLISHER about the campaign, said:

"If we can persuade the public to read faithfully the advertisements appearing in the newspapers and magazines, we are helping them to get the full value of every dollar they spend for the necessities and luxuries of life. You and I know, and every one else who has given the matter careful study knows that advertised products represent the best values there are in merchandise. If we can only make the consuming public realize this fact advertising will assume a new importance in their eyes and advertising itself will gain in power and effectiveness. When this is accomplished merchants who handle advertised goods will sell more of them, and because a greater demand has been created the manufacturers will be benefited by the increase in size and number of orders they will receive from the retailers.

"It naturally follows that when advertisers realize greater returns from their publicity they will want to use more space in the newspapers, and manufacturers and merchants who have not advertised will want to avail themselves of this tremendous selling force. Thus you see that all who have to do with merchandising will be benefited by this campaign to promote the reading of advertising—the manufacturer, the retailer, the consumer and finally the publisher."

Dallas Suburb Advertisers

DALLAS, Tex.—The Oak Cliff Commercial Association has raised a fund of several thousand dollars for advertising and has launched an intensive publicity campaign. Covering a period of fifteen weeks, the advertising pages of the Dallas county newspapers will be used to tell the advantages of Oak Cliff. Full page advertisements in the Dallas News, Dallas Times-Herald and other Dallas newspapers are being used.

Bury Connors in Tennessee

CORPUS CHRISTI, Tex.—The body of D. E. Connors, about 45 years old, city editor of the Corpus Christi Times before the storm of September 14, 1919, who was drowned in the tidal wave that swept the city, has been disinterred and shipped to Jacksonville, Tenn., where it will be buried.

The Standard Size

For newspapers has become

8 Cols. 12 Ems; 6 Pt. Rules

on

68 & 34-in. Newsprint Rolls

Compare with your present size and figure the saving.

Made possible by the Wood Dry Mat

Address inquiries to

Wood Flong Corp.
25 Madison Ave., New York

National Advertising Score For 1920

Among the approximately 2,000 daily papers in the United States, there are a few which stand forth as the country's Super-Newspapers. These are the papers whose combined circulations form the backbone of any campaign. They are papers of prestige as well as mere size; of quality circulation as well as mere volume.

Here are fourteen of the leaders, with the volume of advertising they carried during the year 1920. (Stated in agate lines.)

Los Angeles Times

Third among all newspapers in the United States

Detroit News	28,117,238
Chicago Tribune	25,725,870
Los Angeles Times	25,631,718
Pittsburg Press	24,776,570
New York Times	23,450,000
Baltimore Sun (Evening and Sunday)	22,357,384
Cleveland Plain Dealer	22,006,572
Washington Star	21,052,986
Chicago News	19,988,766
Columbus Dispatch	19,292,310
St. Louis Post-Dispatch	19,062,680
Philadelphia Inquirer	18,385,500
New York World (Morning and Sunday)	18,327,190
Detroit Free Press	18,258,744

Southern California Advertising Score For 1920

Even more spectacular than its nation-wide achievement is The Times' overwhelming lead in its local field. Its rapidly-growing circulation, all concentrated within Southern California and consisting of full-fledged newspapers (no incomplete editions, no pre-dated street sales, no returns from newdealers) has attracted more and more the total advertising appropriations of hundreds of local firms. The Times is the only morning newspaper used by Los Angeles department stores, and the judgment of these expert space-buyers is backed up by the universal experience of the general public, as shown by The Times' enormous lead in classified advertising.

LOCAL DISPLAY ADVERTISING

Los Angeles Times, first	14,861,770
Express	12,775,518
Herald	9,877,770
Examiner	8,777,636
Record	7,414,008

WANT ADS.

Los Angeles Times, first	7,776,524
Examiner	5,417,720
Herald	3,813,488
Express	1,310,890
Record	462,056

FOREIGN ADVERTISING

Los Angeles Times, first	2,993,424
Examiner	2,403,142
Herald	1,912,232
Express	1,154,118
Record	512,862

TOTAL ADVERTISING, ALL KINDS

Los Angeles Times, first	25,631,718
Examiner	16,598,498
Herald	15,603,490
Express	15,240,526
Record	8,388,926

The Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresmer Co., Harris Trust Building, Chicago—225 Fifth Avenue, New York.

BUFFALO EVENING NEWS

FIRST IN NATIONAL ADVERTISING

For the year 1920 the Buffalo Evening News printed more National Advertising than any other paper in the United States publishing only six issues per week.

(From figures January Advertising Age)

This achievement was accomplished notwithstanding the omission of several thousand columns of copy due to freight embargo, lack of paper and a strict censorship of copy.

National	- -	2,958,307	agate lines
Local Display		7,041,534	agate lines
Classified	-	3,655,868	agate lines
Total	- -	13,665,709	agate lines

NOTE—Boston Post, a seven-day publication, exceeds Buffalo Evening News National Advertising Lineage both in their morning and seven-day totals.

BUFFALO EVENING NEWS

Marbridge Bldg.,
New York, N. Y.

KELLY-SMITH CO.
REPRESENTATIVES

Lytton Bldg.,
Chicago, Ill.

PRESBREY HOST TO "SPECIALS"

Dinner as Mark of Appreciation of Cup They Gave Him on Agency's Jubilee

Frank Presbrey, president of the Frank Presbrey Company, of New York, entertained a number of New York newspaper representatives at luncheon at the Union League Club February 10. It was a mark of appreciation of the tribute paid him recently by the representatives, when they presented him with a loving cup, in celebration of the 25th anniversary of his agency. Mr. Presbrey spoke briefly of the pleasant associations he had had with these men, during his years of business.

His guests were: Franklin P. Alcorn, J. Frank Duffy, J. T. Beckwith, C. T. Logan, C. I. Putnam, Fred P. Motz, Mortimer D. Bryant, B. M. Schwartz, Rodney E. Boone, E. S. Cone, George B. David, Charles P. Eddy, W. C. Bates, A. W. Howland, C. C. Kahlert, I. A. Klein, G. P. Knill, A. W. Creel, G. R. Katz, W. J. Morton, Charles E. Miller, Ralph R. Mulligan, C. W. Broecker, John E. O'Mara, George D. Smith, Wallace G. Brooke, Hugh Burke, D. M. Shirk, J. Finley, P. J. Seraphine, F. St. John Richards, S. C. Theis, William D. Ward, W. H. Lawrence and M. C. Watson.

NOTES OF THE AGENCIES

Raymond C. Martin, former city editor, and John T. E. Davis, former news editor of the Albany (N. Y.) Argus, have organized the Albany Publicity Service and opened offices in the Argus Building at 410 Broadway. Mr. Martin had been associated with several papers on the Pacific Coast before returning to Albany to join the editorial staff of the Knickerbocker Press, which he left to become city editor of the Argus. Mr.

Davis was connected with the Knickerbocker Press and Albany Evening Journal. Both men are war veterans.

The Lees Company, Cleveland, at its recent annual meeting elected the following officers: George E. Lees, president; Kenneth Ingersoll, vice-president; E. D. Wolaver, secretary; Charles L. Burns, treasurer and manager; M. H. Hattler, assistant treasurer.

John M. Sweeney, Jr., for the past year New England representative for Arts & Decoration, and E. Melville Price, recently sales manager for Henry Tetlow Company, Philadelphia, have formed a partnership as publishers' representatives with headquarters at 161 Summer Street, Boston.

R. W. Knox, for some time advertising manager of the Columbia Graphophone Company, and who for the past two years has been in charge of the advertising and promotion department of the Hudson Motor Car Company, of New York, Inc., has joined the George Batten Company, New York.

H. Rea Fitch, who has been with the copy department of Frank Seaman, Inc., has resigned.

C. A. Seward, art director for the Southwestern Advertising Agency, and his father were seriously injured when a motor car in which they were riding, reported improving slowly.

Captain Le Hain of the Desbarats Advertising Agency, Montreal, for the past five years with the army in Siberia, has returned to the staff of that agency.

H. C. D. Fitzgerald has rejoined the Frank Presbrey Company of New York as a member of the copy staff after an absence of eight years.

George E. Harris, treasurer and gen-

eral manager of the Dauchy Company, New York, for many years, was recently elected president and treasurer of that agency.

Harry McMains has opened the McMains Advertising Agency, with offices at 1607½ Main Street, Dallas. Mr. McMains was formerly with the Southwestern Advertising Agency of Dallas.

The Wales Advertising Agency of New York City has appointed Charles E. Prins as manager of its mechanical department.

Percy Nickel, formerly dramatic critic for the State Journal, Lansing (Mich.) is now writing copy for the Walter J. Peterson Company, a Grand Rapids (Mich.), advertising agency.

Fred A. Slaten, for several years a member of the advertising agency firm of Benson, Gamble & Slaten, Chicago, has retired from the agency business to become president of the Eden Allpianee Company, with headquarters in Chicago. The company will distribute washing machines and other household appliances in several middle western states. The advertising agency will continue under the same name for the present.

John S. Boyd, of the New York office of Hoyt's Service, Inc., went to Columbus, Ohio, to attend the Automotive Tractor Show, which opened there on February 7.

Wells Drury has entered the advertising business in San Francisco as head

of the Drury Service. This agency has offices in the Monadnock Building. Wells Drury is a former editor of the San Francisco Call and Examiner, Sacramento Union, Los Angeles Record, and other newspapers.

J. C. Healy, at present manager of the copy department of the Turner-Walner Agency, Chicago, will join the McCutcheon-Gerson Service, Chicago, as chief of the plan and copy department, succeeding William J. MacInnes, resigned.

Irving S. Johnston, son of Samuel Johnston, of the Johnston-Ayres Company of San Francisco, has joined the art staff in the Philadelphia office of N. W. Ayer & Son.

Smith & Smith, a new advertising agency, has been established in Kansas City by Clyde H. Smith and Allen Smith.

Hugh D. McKay, formerly with Frank Seaman, Inc., is now with the Philip Ritter Company, New York, as account executive.

The Rogers-Gano Advertising Agency, with offices in Houston, Tex., and Chicago, has been formed by D. C. Rogers and R. C. Gano. The Houston office will be under the management of Mr. Rogers and the Chicago office under Mr. Gano. It is handling the accounts of the Hughes Tool Company, Guiberson Corporation and Frick-Reid Supply Company.

Super Calendered Newsprint

33½ 66½ 70" Rolls

Standard Newsprint

33½ 49½ 66½ 67" Rolls

On Spot New York

Prices on Application

THE AGROS CORPORATION

Importers Finnish Paper

27 WILLIAM STREET

NEW YORK



Announces the appointment of

FRANK SEIDER

as Advertising Manager

Mr. Seider's experience of twelve years in the National Advertising field, during which time he acquired a close, thorough knowledge of National Advertising and Merchandising methods, will be at the service of our advertisers.

Intelligent co-operation with the National Advertiser is necessary in the Jewish field. It is just such co-operation that the **Quality Newspaper in the American Jewish Field** is now ready to render.



MEMBER A. B. C.

183 EAST BROADWAY

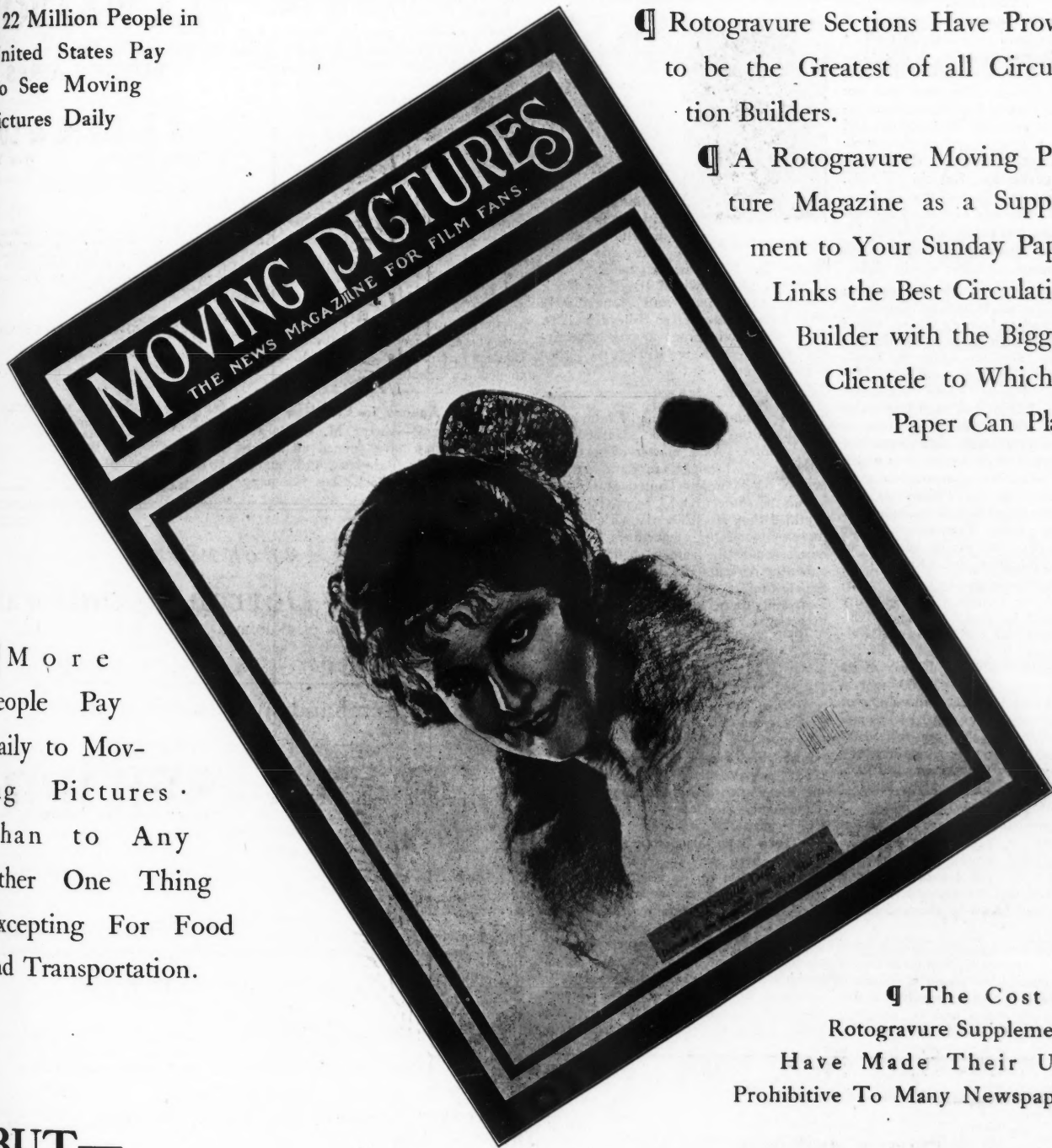
NEW YORK

HERE IS CIRCULATION FOR YOU!

22 Million People in United States Pay To See Moving Pictures Daily

Rotogravure Sections Have Proven to be the Greatest of all Circulation Builders.

A Rotogravure Moving Picture Magazine as a Supplement to Your Sunday Paper Links the Best Circulation Builder with the Biggest Clientele to Which a Paper Can Play



More People Pay Daily to Moving Pictures Than to Any Other One Thing Excepting For Food and Transportation.

The Cost of Rotogravure Supplements Have Made Their Use Prohibitive To Many Newspapers

BUT—

"MOVING PICTURES," A National Weekly Rotogravure Magazine For Film Fans Is Offered To You As A Supplement For Your Sunday Paper Under A Plan Whereby It Becomes An Asset Instead of A Liability. It Makes Money For You Instead of Costing You Money

WIRE FOR OPTION IN YOUR TERRITORY

GRAVURE PICTORIAL PUBLISHING COMPANY, INC.
25 FRANKFORT STREET, NEW YORK

JAPANESE WANT CABLE TO UNITED STATES

Present U. S.-Guam-Midway Island Not Adequate, as Japan Must Share It With China and the Philippines.

An international movement is on foot for a new American-Japanese cable. Concerted action is being organized at Washington and Tokio. The need and the prospect of increased cable communication direct between the United States and the Orient are discussed in an article in the current number of the Trans-Pacific Magazine by Kakichi Uchida, former Japanese vice-minister of communications, who has canvassed influential capitalists and public officials in both America and Japan and says that capital and government favor are in sight.

The present Pacific cable extends from San Francisco to Honolulu, thence to Midway Island and on to Guam, where it splits, one branch going to Manila and on to China and the other to Bonin Islands. All this line belongs to the Commercial Pacific Cable Company. From Bonin Islands has been laid a line belonging to the Japanese government. So Japan is served with only one-half a cable, as roughly half the business which arrives at Guam for transmission eastward comes from the Philippines and China and the other half from Japan, but from Guam to San Francisco a single line must carry the entire business of Japan, the Philippines and China.

A comprehensive survey of the situation is given by Uchida. "The capacity of this cable," he says, "is about 8,000,000 to 9,000,000 words a year. Originally this was quite adequate, as the business during the first full year of its operation totaled only 635,000 words. From that point, however, the volume of business has been increasing by leaps and bounds, and during the past few years that between Japan and America has been as follows: 1914, 945,000 words; 1915, 1,228,000; 1916, 1,825,000; 1917, 3,322,000; 1918, 4,297,000.

"The figures for 1919 are not as yet available, but they probably exceeded 5,000,000. In other words, we are already using it up to its full capacity. I have been informed that the demand from the Philippines and China is also increasing rapidly.

"Sometime ago I figured," the former vice-minister continues, "that on the basis of past changes it was safe to estimate that the rate of increase hereafter would be about 35 per cent a year, or, roughly, that within three years the volume of

DAY-WARHEIT NAMES SEIDER ADVERTISING MANAGER

FRANK Seider, for a number of years advertising manager of The Fourth Estate and prior to that on the business staff of the New York Times, has been appointed advertising manager of the Day-Warheit, Jewish daily newspaper of New York City. Mr. Seider has been in close contact with the national advertising field, to which he will devote his chief efforts in his new connection, for 12 years, as he joined the New York Times advertising staff immediately after he graduated from college in 1909. He is also well known among advertising agents in New York and other cities.



FRANK SEIDER

business would be doubled. I found that officials in the United States agreed with this opinion. As a matter of fact, this estimate was brought forward at the hearings held in the United States Senate on the subject, and I was particularly gratified that Mr. Eldridge, an expert in the employ of the Department of Commerce, made the same calculation. As a matter of fact, Mr. Eldridge told the Senate that as soon as the new cable had been laid, there would be immediate necessity for a third one.

"In this connection it should be stated that commerce is very seriously hampered in that, where it depends on a single line, it becomes almost entirely helpless when this is interrupted. It is true that use may be made of other routes; thus messages may be sent via Australia; but the line thence to Vancouver is already overcrowded, owing largely to the great span from Fanning Island to Vancouver, the longest in the world, which makes transmission very slow. Messages have also, though less frequently, been sent to America by way of Europe, but this is very expensive, as well as very slow, owing largely to great congestion in the Atlantic cables.

"Some relief has been provided by use of the Japanese Navy's great wireless station of about 200 kilowatts at Funabashi, a few miles out of Tokyo. This is placed at the service of the Department of Communications during nine hours a day, the rest of the time being

devoted to navy business. It handles about 4,000 words a day coming and going. Though it is able to receive signals from San Francisco and could probably send direct to that point, it works a relay in connection with the Marconi station at Hawaii."

Omaha School Turns Out Printers

OMAHA.—Four printing courses are given in the mechanical department of the Omaha High School of Commerce, the 34 boys enrolled printing an edition of 25,000 copies of the Public School, the official publication of the board of education, and the weekly high school paper. Equipment includes a linotype, a two-revolution Campbell press and two job presses.

Established New York Office

The Byron G. Moon Company, Inc., opened a New York office at 65 5th avenue February 1. Frederick T. Frazer, former editor of the Haberdasher and the Boys' Outfitter will be in charge, and Arthur J. McElhone, for several years connected with the Class Journal Company of New York, will be an account executive.

New Agency in Pasadena

LOS ANGELES.—Victor M. Clark and Walter P. Clay have opened an advertising agency in Pasadena, Cal., under the name of the Clark-Clay Company.

Kelton Moves Up

HOUSTON, Tex.—Steve Kelton, who has been in charge of the merchandising and service bureau of the Houston Chronicle, has been appointed manager of national advertising.

LA NACION

OF

BUENOS AIRES

announces the appointment of

S. S. KOPPE & CO.

Times Building New York

as its special advertising representatives in the United States.

With a world-wide cable news service "LA NACION" has advanced by merit alone to first place among all the dailies of South America in prestige, influence, quantity of circulation and advertising merit.

U. S. ADVERTISING OFFICES
Times Building
S. S. Koppe & Co.
Advertising Representatives

GENERAL U. S. OFFICES
Editorial and Business
51 Chambers St.
W. W. Davies
General Representative

To the Managing Editors:

Gentlemen:

We are preparing to increase our newspaper feature service considerably, so that we can meet the requirements of newspapers of every size and description.

Will you be kind enough to favor us, without any obligation, with a brief statement of what features you find most desirable.

We want to satisfy the most discriminate Editor and every suggestion will be highly appreciated.

We are in business to please our subscribers, and we believe that through an inquiry of this kind we will have an opportunity to get a consensus of opinion from those of a newspaper staff who select and buy features. And why not get the best sellers?

Please reply liberally as this is a question put to you in the interest of good service.

Address: R. S. BARTA, General Manager

U. S. FEATURE SERVICE, Inc.
World Building NEW YORK

Announcing Grandin - Dorrance - Sullivan

INCORPORATED

General Advertising Merchandising-Sales Counsel

EXECUTIVE OFFICERS

FRANK C. GRANDIN

Formerly Advertising Director Postum Cereal Company; General Manager, "There's a Reason" Company; President, Liberty Advertising Agency

STURGES DORRANCE

Formerly Vice-President and Director, Thos. F. Logan, Inc.; Advertising Staff, Collier's and McClure Publications

GEORGE L. SULLIVAN

Formerly Advertising Director, Fisk Rubber Company; Supervisor of Branches, American Locomotive Company (Automotive Division)

ASSOCIATE EXECUTIVES

JOHN J. FLOHERTY

Formerly Director Advertising and Sales Promotion, J. A. Migel, Inc.; Silks; Vice-President, Tracy-Parry Company; Manager Dealer Sales Promotion Department, Dry Goods Economist

ROI B. WOOLLEY

Formerly Director Publicity, Society for Electrical Development, Inc.; Sales and Advertising Manager, Standard Electric Stove Company

E. C. GRIFFITH

Formerly Advertising Manager, Chicago Daily News

LAWRENCE J. DELANEY

Formerly Eastern Manager, Audit Bureau of Circulations

EUGENE DE LOPATECKI

Formerly Art Director, Thos. F. Logan, Inc.; Assistant Art Director, J. Walter Thompson Company

EDWARD SPRINGSTEAD

Formerly Auditor and Assistant Treasurer, Thos. F. Logan, Inc.

Temporary Offices

151 FIFTH AVENUE NEW YORK

Every Newspaper in America should belong to the National Association of Newspaper Executives.

A TRIPLE service worth many times the small membership fee is performed for every newspaper on the continent by the National Association of Newspaper Executives. With the support of practically every aggressive publisher in the United States and Canada, the organization is presenting a solid front for the newspapers to the advertisers and agencies at the annual world's advertising conventions.

The closed meetings of the association are crowded with practical, brass tacks discussions. The open meetings are an inspiration and go far towards selling the newspapers as the one real national advertising medium to the advertising fraternity.

Service

THROUGH its "round table" page in *Editor and Publisher* each week, through its various meetings, its CONFIDENTIAL DIGEST, and its secretary's office, which is a clearing house for information for its members, the association is gradually attaining its ambition of being of real service to its members both as a whole and individually.

From July 1 to December 31, 1920, answers were given to 289 questions from newspaper members. 51 special investigations were made. Available men and 31 positions were brought together. A 64-page book on newspaper advertising was prepared and sent to the members. A symposium and ranking of retailer publications of the newspapers of the continent was made.

Agency relations

Its standing committee on agency relations, which functions in close understanding with a similar committee from the American Association

of Advertising Agencies, has determined on a standard of merchandising practice and is now in the process of general adoption.

Clauses in agency contracts that would control editorial policy even but slightly are now under the guns of the able committee, and will probably be one of the topics of the Atlanta convention.

Atlanta Convention

YOU can't afford to miss the Atlanta Convention of this association held with the Associated Advertising Clubs of the World. There'll be fun, of course, but this will be a week of work principally for the newspaper men

June 12 to 16

Selling

AN ACTIVE campaign is carried on through the year by the association to sell the newspapers as the national advertising medium not only to advertisers and agencies but the members of the association themselves. Some tangible results are beginning to show from this campaign.

"A thousand newspaper men at Atlanta" is the slogan of the officers and directors. This will be a serious brass tacks convention again this year. At the executive sessions during the week considerable time will be spent in discussing practical ways of increasing advertising volume. A number of confidential matters will come before the body. This page is being published in order to acquaint those few newspaper men over the country who are not familiar with this work with the many things which are being done by the association.

The officers whose names appear below extend to you a cordial invitation to join with us in solving our mutual problems and in "selling the newspaper as the national advertising medium."

Membership in cities with population of less than one hundred thousand is \$10.00; over one hundred thousand is \$25.00. Any newspaper, which is not a member joining the association, now will receive a copy of CONFIDENTIAL DIGEST of 1920 and the BONUS PLAN worked out for organization by Charlie Miller, the president; also a plan that will secure for you a full page once a week for a year from your food dealers or grocers association.

Write to the vice president of your state today—or to the office of the National Association of Newspaper Executives, 7th floor, News Building, Indianapolis.

Here are the men who are giving their time to the organization

OFFICERS 1920-21

CHARLIE MILLER, President
Business Manager, Georgian-American, Atlanta
FRED MILLIS, Secretary-Treasurer
Indianapolis News, Indianapolis

M. E. FOSTER, Publisher
Houston Chronicle, Houston, Texas
WALTER G. BRYAN
New York American, New York

DIRECTORS

HARVEY YOUNG, Advertising Manager Columbus Dispatch, Columbus, Ohio
FRANK T. CARROLL, Advertising Manager Indianapolis News, Indianapolis, Ind.
W. J. HOFMANN, Advertising Manager Portland Oregonian, Portland, Ore.

STATE VICE-PRESIDENTS

Canada—GEORGE B. COOPER, Advertising Manager, Edmonton Journal, Edmonton, Canada
Alabama—CHAS. ALLEN, Publisher, Advertiser, Montgomery, Ala.
Arizona—CHAS. A. STAUFFER, Business Manager, Phoenix Republican, Phoenix, Ariz.
Arkansas—ELMER E. CLARK, publisher, Democrat, Little Rock
California—E. M. SWASEY, Advertising Director, Los Angeles Examiner
Connecticut—ED FLICKER, General Manager, Telegram Post, Bridgeport, Conn.
Colorado—FRANK I. CARBUTH, Advertising Manager, Denver Post, Denver, Colo.
District of Columbia—E. C. ROGERS, Business Manager, Washington Times, Washington, D. C.
Delaware—W. T. METTEN, President and Business Manager, Every Evening Printing Co., Wilmington, Dela.
Florida—CHAS. S. BATES, Advertising Manager, Miami Herald, Miami, Fla.
Georgia—CHAS. D. ATKINSON, Business Manager, Journal, Atlanta, Ga.

Idaho—GEORGE L. FLAHERTY, Business Manager, Capital News, Boise
Illinois—E. M. PARSONS, Advertising Director, Chicago Tribune, Chicago, Ill.
Indiana—BEN. F. LAWRENCE, Business Manager, Indianapolis Star, Indianapolis, Ind.
Iowa—HARRY T. WATTS, Advertising Manager, Register and Tribune, Des Moines
Kansas—HOTT F. BOYLAN, Advertising Manager, Headlight, Pittsburg, Kan.
Kentucky—HARRY GIOVANNOLI, Manager, The Lexington (Ky.) Leader
Louisiana—J. A. VAN BUREN, Business Manager, Times-Picayune, New Orleans, La.
Maine—W. H. DOW, Business Manager, Portland Express, Portland, Maine
Maryland—JOHN ELMER, Asst. Adv. Mgr., Baltimore News and American
Massachusetts—JOHN A. PLUMB, Worcester Post, Worcester, Mass.
Michigan—HERBERT S. CONLON, Advertising Manager, Grand Rapids Press, Grand Rapids.
Minnesota—J. J. BENNETT, Adv. Mgr., St. Paul Dispatch Pioneer Press, St. Paul, Minn.

Mississippi—W. G. JOHNSON, Manager, Daily News, Jackson
Missouri—GEO. M. BURBACH, Advertising Manager, St. Louis Post-Dispatch, St. Louis, Mo.
Montana—B. J. WOOLSTON, Business Manager, Butte Miner
Nebraska—RICHARD A. CARINGTON, Jr., Advertising Manager, Bee, Omaha, Neb.
New Hampshire—J. A. MUEHLING, Business Manager, Manchester Union and Leader
New Jersey—F. ERNEST WALLACE, Advertising Manager, Daily Journal, Elizabeth, N. J.
New Mexico—THOS. HUGHES, Business Manager, Albuquerque Herald
New York—JASON ROGERS, Publisher, New York Globe, New York, N. Y.
Nevada—H. W. ROSENBRACK, Business Manager, Reno Gazette
North Carolina—J. L. HORN, Rocky Mount Telegram, Rocky Mount, N. C.
Ohio—C. E. BENNETT, Advertising Manager, Cincinnati Times-Star, Cincinnati, Ohio

Oklahoma—H. E. DREIER, Advertising Manager, Daily Oklahoman and Oklahoma City Times, Oklahoma City, Okla.
Pennsylvania—ROWE STEWART, Business Manager, Philadelphia Record, Philadelphia, Pa.
Rhode Island—ARTHUR L. POORMAN, Advertising Manager, Providence Journal, Providence, R. I.
South Carolina—WILLIAM P. ETCHISON, Advertising Manager, The State, Columbia, S. C.
South Dakota—B. C. DOW, Business Manager, Sioux Falls Argus Leader
Tennessee—BATTLE CLARK, Advertising Manager, Banner Publishing Company, Nashville, Tenn.
Texas—A. L. SHUMAN, Advertising Manager, Fort Worth Star-Telegram, Fort Worth
Utah—NATHAN O. FULLMER, Advertising Manager, The Deseret News, Salt Lake City, Utah
Vermont—H. B. HOWE, Business Manager, Burlington Free Press
Virginia—MARVIN S. KNIGHT, Advertising Manager, Rich-

mond Times-Dispatch, Richmond, Va.
Washington—A. O. LOOMIS, Advertising Manager, The Spokesman-Review, Spokane, Wash.
Wisconsin—L. A. WEBSTER, Assistant Publisher, The Milwaukee Journal, Milwaukee, Wis.
MEMBERS NATIONAL COMMISSION
A. G. NEWMYER, Associate Publisher, New Orleans Item
FRANK I. CARUTTIERS, Advertising Manager, The Denver Post
FRANK D. WEBB, Advertising Manager, The Baltimore News and American
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M. E. FOSTER, Publisher, Houston Chronicle, Chairman
BERT N. GARSTIN, Business Manager, Louisville Courier Journal and Times
GEORGE M. BURBACH, Advertising Manager, St. Louis Post-Dispatch
A. G. NEWMYER, Associate Publisher, New Orleans Item
FRANK D. WEBB, Advertising Manager, The Baltimore News and American

TIPS FOR AD MANAGERS

Arthur Rosenberg Company, 110 West 34th street, New York. Now handling the advertising of L. Heller & Sons, "Delta pearls."

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Handling pencil advertising of the Joseph Dixon Crucible Company, Jersey City, N. J.

Dorland Agency, 9 East 40th street, New York. Handling advertising for United Auto Stores, Inc., New York.

Snodgrass & Gayness, 489 5th avenue, New York. Handling general automobile lubricant advertising for the Joseph Dixon Crucible Company, Jersey City, N. J.

Thomas F. Logan, Inc., 680 Fifth avenue, New York. Placing advertising for W. J. Burns International Detective Agency, New York, and the Fred Goat Machinery Company.

Fred M. Randall Company, Lytton Bldg., Chicago. Sending out orders to a large list of trade publications for the International Tag Company, Middle West newspapers for the Chicago Fire & Marine Insurance Company, Chicago. Making up a large list of newspapers in the Middle West for Perkins Phonograph Company, Chicago. Sending out orders to newspapers and trade publications for Russell Electric Company, Chicago. Making up a large list of newspapers for Killen Kematic Company, Lansing, Mich. Preparing an extensive newspaper campaign for Delharc Mig. Company, Chicago.

Joseph Richards Company, 9 East 40th street, New York. Handling account of Hollister, White & Co., Inc., investment bankers, 50 Congress street, Boston. A. W. Sullivan, vice-president, is in charge of the account.

Charles H. Fuller Company, 623 South Wahash avenue, Chicago. Handling advertising for Reolo, Inc., medical.

Gardiner & Wells Company, 150 Madison avenue, New York. Placing orders with a few newspapers in selected sections for White Rock Mineral Springs Company, "White Rock Ginger Ale," 100 Broadway, New York.

M. P. Gould Company, 60 West 35th street, New York. Making contracts for a trout campaign with newspapers in Albany, Cohoes, Schenectady and Troy, N. Y., for Pixine Chemical Company, Troy, N. Y.

Kean's Service, 16 Central street, Boston. Placing orders with newspapers for Newell D. Atwood, auctioneer, 28 School street, Boston.

Frank Kierman Company, 135 Broadway, New York. Placing orders with Southern newspapers for Herculax Company, "Sanden Electric Belt," 1416 Broadway, New York.

Philip Kobbe Company, 205 5th avenue, New York. Handling advertising for Budd, haberdasher, 572 Fifth avenue, New York.

Lyndon & Hanford, Cutler Bldg., Rochester, N. Y. Placing advertising for Good Luck Food Company, pie and pudding filling, Rochester, N. Y.

Lyon Advertising Service. Placing orders with newspapers in various sections for the Vitamon Corp., "Health Builder Tablets," Times Bldg., New York.

McConnell & Fergusson, Ltd., Montreal. Now placing advertising of the Rock City Tobacco Company, Ltd., Que. Sending out orders to Canadian newspapers for Dominion Molasses Company, Halifax, and United Financial Corporation, Montreal.

E. Sterling Dean Advertising Agency, Wellington street, East, Toronto. Handling Canadian advertising for 1921 of Fiat Automobiles and Fiat Tractors.

Baker Advertising Agency, Bay street, Toronto. Handling Canadian advertising of the Beaver Board Companies of Buffalo, N. Y. Copy will appear in list of newspapers and trade journals. Preparing to send out copy to list of general publications for Canadian Chewing Gum Company, Ltd., Toronto.

Richard A. Foley Agency, Terminal Bldg., Philadelphia. Handling advertising for Atmore & Son, Philadelphia, manufacturers of mince-meat and plum pudding. Will make up lists during the month of March, using newspapers, magazines, direct by mail, trade papers and signs.

Griswold-Eshleman Company, 803 Leader-News Bldg., Cleveland, Ohio. Handling advertising for the K-W Ignition Co., 2811 Chester avenue, Cleveland, Ohio, manufacturers of "K-W" Magnetos. Will make up lists during March or April.

James Advertising Agency, 450 4th avenue, New York. Handling advertising accounts of the U. S. Industrial Alcohol Company and the Oil Products Company, both of New York.

Charles H. Fuller Company, 623 South Wahash avenue, Chicago. Placing advertising for Orange Chemical Company, 224 West Huron street, Chicago.

Lord & Thomas, Mallers Bldg., Chicago. Placing advertising for Coppes, Brothers & Zook, Nappanee, Ind.

Critefield & Co., Brooks Bldg., Chicago. Has secured the following new accounts: Samson Tractor Co., Janesville, Wis., Haverford Cycle Company, Philadelphia; Hayes Shock Absorber Company, Minneapolis; Hewitt Bros. Soap Company, Chicago; New Owatonna Manufacturing Company, Owatonna, Minn.; J. C. Newman Cigar Company, Cleveland, Ohio.

Calkins & Holden, 250 5th avenue, New York. Will in all probability make up lists during the months of March and April for Sherwin-Williams Company, Cleveland, Ohio.

H. B. Humphreys Company, Inc., 581 Boylston street, Boston. Handling advertising for George Frost Company, Boston, manu-

facturers of "Boston Garters" and "Velvet Grip" hose supporters. Will make up lists during March.

Crosby-Chicago, Inc., 68 East Adams street, Chicago. Handling advertising for the National Lumber Manufacturers' Association.

McKinney Company, Inc., 58 East Washington street, Chicago. Planning an advertising campaign for the Morand Cushion Wheel Company.

Louis J. Goldman, Inc., 1834 Broadway, New York. Will place copy in class publications for the Angora Speciality Company. Will also handle advertising for the Kum-a-Part Company of Attleboro, Mass., manufacturers of a new patented adjustable belt buckle.

Husband & Thomas Company, 165 East Erie street, Chicago. Placing advertising for Barrett-Creves Company, Chicago, manufacturers of lift trucks, cranes, barrel trucks and gas industrial tractors and the Cast Iron Pipe Association. Trade papers and national mediums will be used for both advertisers.

Barker-Condon Advertising Agency, Denver, Colo. Placing advertising for Coons Porcelain Company, Golden, Cal.

McFarland Publicity Service, Harrisburg. Placing orders with newspapers in various sections for A. E. Kunderd, "Kunderd's New 1921 Gladioli," Goshen, Ind.

Matos Advertising Company, Bulletin Bldg., Philadelphia. Placing orders with some Southern newspapers for Dr. C. A. Voorhees, "Bumstead's Worm Syrup," 426 W. Chelton avenue, Philadelphia, Pa.

Power, Alexander & Jenkins, Madison Bldg., Detroit. Placing orders with newspapers in various sections for C. H. Wills, automobiles, Maysville, Mich.

J. P. Storm, 120 West 41st street, New York. Placing orders with some New York, Maryland and Pennsylvania newspapers for Park & Tilford candies, 529 West 42nd street, New York. Will shortly make up general newspapers for their spring schedule for "Intex," Handling advertising for Louis Philippe, "Angelus Lemon Cleansing Cream." Schedules will go to all large city papers where distribution has been effected. Petrole-Hahn Hair Preparation advertising will be placed with a list of Sunday newspapers throughout the country. Making up a list of selected newspapers for Maurice Levy, "Hygienol Powder Puffs," 120 West 41st street, New York.

Street & Finney, 171 Madison avenue, New York. Reported to be placing advertising for J. A. Migel, (Inc.), "Moon Glo," "Pierrette," and "Tally-Ho" silks, 422 Fourth avenue, New York.

Stroud-Brown, Inc., 303 5th avenue, New York. Placing advertising for F. R. Arnold & Co., 7 West 22nd street, New York.

Collin Armstrong, 1457 Broadway, New York. Making 5,000-line contracts with newspapers for Thomas De La Rue & Company.

G. W. Ford Company, 214 Rhodes Bldg., Chicago. Making contracts with Southern newspapers and farm papers for Southern Oakland Company, Southern Fertilizer & Chemical Company and Southern Fertilizer Company.

William H. Rankin Company, 104 South Michigan avenue, Chicago. Making yearly contracts with newspapers for the B. F. Goodrich Company.

Benson, Gamble & Slaten, Corn Exchange Bank Bldg., Chicago. Making yearly contracts with newspapers for the White Company.

George Batten Company, 381 Fourth avenue, New York. Making 840-line contracts with newspapers for Rainbow Waist Shop, Inc.

Peck Advertising Agency, 347 Fifth avenue, New York. Sending out 14 lines or more orders, to run 13 times for Sol Young.

Morse International Agency, 449 Fourth avenue, New York. Renewing contracts for Beecham's Pills.

E. T. Howard Company, 117 West 46th street, New York. Making 2,500-line contracts with newspapers for L. E. Waterman Company.

Guenther Law, 25 Broad street, New York. Making 2,800-line contracts with newspapers for Henry L. Doherty Company.

Lord & Thomas, Times Bldg., New York. Making contracts for Dictograph Products Corporation.

Frank Kierman & Co., 135 Broadway, New York. Making 1,000-line contracts with newspapers for Plunkett-Robertson Company.

C. C. Winningham, Book Bldg., Detroit. Making 10,000-line contracts with newspapers for Hudson Motor Car Company.

Harry Porter Company, 15 West 44th street, New York. Making yearly contracts with newspapers for International Consolidated Chemical Co.

Massenge Advertising Agency, Candler Bldg., Atlanta. Making 35,000-line contracts with newspapers for International Proprietaries, Inc.

Snitzler-Warner Company, 225 North Michigan Blvd., Chicago. Sending out 200-line ads to run 33 times for A. Stein & Co., Chicago.

Charles H. Fuller Company, 623 South Wahash avenue, Chicago. Making 3,000-line contracts with Pacific Coast newspapers for E. Lawrence & Co. Making 5,000-line contracts with newspapers for Booth's Hyomei Co.

Dauchy Company, 9 Murray street, New York. Sending out 1-inch ads to run 52 times in a large list of newspapers for Allen S. Olmsted, "Allen's Foot Ease."

Schiele Advertising Company, Central National Bank Bldg., St. Louis. Sending out 13-time orders to Texas newspapers for Union Pharmaceutical Company, Kansas City.

Frank Seaman, 470 Fourth avenue, New York. Sending out full pages to run 16 times on rotogravure newspapers for Eastman Kodak Company.

Gundlach Advertising Company, Peoples Gas Bldg., Chicago. Making 2,800-line contracts with newspapers for D. D. D. Company.

Theodore F. MacManus, 44 Hancock avenue, East, Detroit. Making 3,000-line contracts with newspapers for Maxwell-Chalmers Company.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Making 5,000-line contracts with newspapers for Reverse Remedy Company.

Vredenburgh-Kennedy Company, 171 Madison avenue, New York. Making 2,000-line contracts with newspapers for Alonzo O. Bliss Company.

Iowa Weekly Sold

HAMBURG, Iowa.—W. T. Davidson, who for fourteen years has been the editor and proprietor of the Hamburg Republican, has sold his newspaper to L. R. Sims of New Cambria, Mo.

Win Good Roads Prizes

KANSAS CITY, Mo.—Three Kansas newspaper editors and three Missouri editors received prizes for the best editorials on the passage of the good roads amendments submitted at the recent election. In the Missouri contest, \$100 went to E. C. Hadley, editor of the Fairplay Advocate; \$50 to Edgar White, of the Macon Chronicle-Herald, and \$25 to W. C. Kapp, editor of the Warrensburg Star-Journal. In the Kansas contest, F. C. Fergusson, Atchison Independent, received \$100; K. P. Mechem, Wichita Price Current, \$50, and Frank A. Meikel, editor of the Topeka Mail and Breeze, \$25.

Alsop Convicted; Will Appeal

WACO, Tex.—Fisher Alsop of Temple, tried on a charge of libeling Pat M. Neff, successful candidate for governor of Texas, was found guilty and was given the maximum fine of \$2,000 before a jury in the county court of McLennan County. Mr. Alsop was alleged to have been author of an article that was published in the Ferguson Forum last October in which the age of Mr. Neff in relation to the draft law was discussed. Mr. Alsop was tried in December and a mistrial was entered. The case will be appealed to the court of Criminal Appeals.

Buy Tennessee Courier Plant

BUFFALO.—Arthur E. Wares and Ralph Luttrell, of Warsaw, N. Y., have purchased the equipment of the Genesee Courier, of Leroy, N. Y., and will remove it to their job plant at Warsaw. The Courier ceased publication after having been in existence since 1870.

Southern markets are active the year 'round

The wide variety of the products of the South tends to year-round activity in her markets.

There is a high percentage of regular employment of labor and some branches of farming operations are at their height almost every month.

While there are "seasons" in the merchandising of most commodities, in the South as elsewhere, they so overlap as to give an unusual degree of continuity to business.

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Southern Newspaper Publishers' Association
Chattanooga, Tenn.

STANDS OFF BUFFALO STREETS

City Obeys Appellate Court's Decision That They Are Illegal Obstructions
(Special to Editor & Publisher)

BUFFALO.—Sunday, February 6, was moving day for all Buffalo newspapers. This was the day on which the newspapers had their choice of removing from the streets their news stands or of having them confiscated by the city. Decision by the court of appeals that the news stands were an illegal obstruction was followed by an order directing William F. Schwartz, commissioner of streets, to forthwith remove them. The commissioner gave the newspapers three days to remove all stands in the business district and February 6 saw them off the streets. There were stands on practically every important business corner in Buffalo. Some were six to ten feet in length and were weather proof. The decision and the removal of the stands is the result of a suit of Eugene E. Hofeller, a taxpayer. The courts to the highest bench in the state sustained Mr. Hofeller's plea for removal of the stands.

Three Pennsylvania Meetings

(Continued from page 9)

The committee on arrangements included: W. L. Taylor, York; R. C. Gordon, Waynesboro; H. C. Carpenter, Lancaster; C. J. Smith, Allentown, and George J. Campbell, Pittsburgh.

Those who attended the banquet were:
C. N. Andrews, Easton Free Press; B. M. Alleman, Littleton; W. E. Andrews, Carlisle; C. E. Allison, Belleville Times; A. M. Aarand, Jr., Beaver Springs; Durham Barton, Mercer Dispatch; R. M. Barton, Dunsmuir Record; H. V. Black, Huntingdon; W. I. Bates, Meadville; V. E. P. Barkman, Bedford Gazette; C. F. Boller, Allegheny Argus; E. S. Bayard, Stockman & Farmer; W. L. Binder, Pottstown News; Joseph F.

Biddle, Huntingdon News; C. R. Bailey, New York; J. P. and N. A. Conidine, Philadelphia North American; W. J. N. Cox, Williamsport Sun; C. W. Catlin, Allegheny Argus; G. J. Campbell, Pittsburgh Daily Law Bulletin; D. M. Cresswell, Pennsylvania State College News; H. C. Carpenter, Lancaster Intelligencer and News Journal; Wilmer E. Crow, Harrisburg; C. M. Coles, Lykens Standard; A. W. Channon; W. C. Lake, Terre Hill Times; J. R. Darshuck, Hazleton.

Wesley Dammes, Battle Creek; A. C. Dickinson, Sharon; Charles Esser, Kutztown Patriot; C. L. Etter, Middletown Journal; H. S. Foltz, Chambersburg Public Opinion; John Farnsworth, Philadelphia; H. B. Farquhar, Bethlehem Globe; Walter J. Fosnot, Lewistown Sentinel; G. E. Graff, Williamsport Sun; J. R. Gilbert, Lancaster Examiner; R. C. Gordon, Waynesboro Record-Herald; E. W. Gray, DuBois; C. W. Gutelius, Northumberland; F. G. Humes, Altoona Mirror; P. G. Hastines, Milton Standard; E. J. Hart, Scranton Times; K. C. Holcombe, T. H. Harter, Bellefonte Gazette; Mrs. Julia R. Hazard, Swarthmore News; R. W. Herbert, Greensburg; C. P. Ions, Pottsville; L. J. Houston, Braddock; F. B. Jackel, Doylestown Democrat; H. L. Johnston, Altoona Mirror; F. H. Jarvis, Tunkhannock; C. J. Johnston, Cleveland; J. D. Keator, Scranton Times; P. W. Knox, Waynesburg; W. S. Livingood, Myersdale Republican; H. O. Lull, Pittsburgh Courier; Jesse E. Long, McKeesport News; P. W. Leisenning, Allentown Call; Charles Long, Chester Times; M. J. Lamade, Williamsport Grit; Jesse E. Long, McKeesport News; S. G. Lindenstien, McKeesport News; G. C. Lee, Carlisle Herald; Leon Lowengard, Harrisburg Courier; W. J. Lerch, Allentown Chronicle; S. S. Lewis, York; W. R. Mark, Lebanon News; K. C. Mott, Meshoppen; J. L. Mead, Erie Times; J. J. McGinley, Norristown; C. J. McBride, Honesdale; C. A. Nash, London; M. W. Nall, Hanover; F. R. Oyster, Harrisburg Telegraph; Edward O'Reilly, Lock Haven; W. K. Peck, Pittston Gazette; Chester Reitzer, Carlisle Herald; Howard Reynolds, Quarryville Sun; W. J. Rae, Myersdale Republican; Donald E. Roseman, Northumberland; E. J. Stackpole, Harrisburg Telegraph; C. J. Smith, Allentown Call; W. Sanborn, Lansdale Record; A. B. and J. K. R. Schropp, Lebanon News; J. L. Stackhouse, Easton Express; M. S. Schock, Selinsgrove; J. S. Stewart, Washington Observer; E. R. Stone, Pittsburgh; G. A. Stewart, Clearfield; O. D. Schock, Hamburg; A. E. Sweeney, Greensburg; O. D. Stark, Tuckhannock; J. F. and J. H. Stineman, Lancaster.

George W. Sigman, Easton; R. D. Thompson, Carlisle Sentinel; W. L. Taylor, York; A. N. Thompson, Ridgeway; W. J. Thomas, Pittsburgh; D. W. Watkins, Lansford Record; P. W. Weiler, Allentown Call; J. F. Woodward, McKeesport News; Richard Wharton, Harrisburg Patriot; F. C. Wallace, Chester Times; N. L. Wilder, Lebanon News; W. A. Walker, Warren Times; F. L. Wise, Butler Eagle; Thomas Whiteman, Latrobe; W. L. Waltz, Pittsburgh; A. B. Wiggins, Homestead; H. E. Ziegler, Herndon News; J. G. Zook, Lititz Express; J. H. Xerby, Pottsville.



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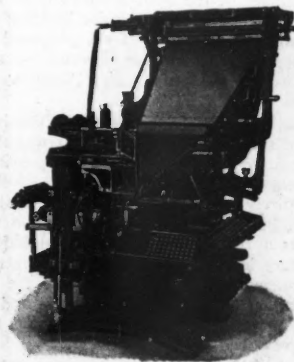
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EDITORIAL

POSTAL SERVICE RE-ORGANIZATION

WHILE newspapers are interested in every department of the government from a news standpoint they are particularly interested in the post office department because of the vital relation of its activities to the very business life of the newspapers themselves.

It is entirely possible that the policy of the last sixty years will be followed and a man of ability as a political organizer will enter the new cabinet as postmaster general and the actual work of re-organizing the system will fall upon his assistants, that has been fostered by the present management no doubt.

During the last twelve years the postal service of this country has been wrecked. It has never before been permitted to reach such a state of inefficiency. Mismanagement has made it the bane of modern business. Instead of being a service, it is today a dead-weight, and no industry has suffered more under the handicaps it has imposed than the publishing business.

Rank discrimination has been an outstanding factor that has been fostered by the present management under the name of economy. Rates have been raised and public service for which the department was created, has been lost sight of entirely.

Take the case of the newspapers of the country as an example. While the service is slow and far below the former standards, daily newspapers are still dispatched with first-class mail, but weeklies, even those with national circulation whose very life depends upon rapid distribution, are forwarded in storage cars that are in many cases held at terminals for days at a time until full loads are secured.

It is for this reason that the re-organization of the postal department by the incoming administration is of deep concern to every newspaper in the country.

In this connection EDITOR & PUBLISHER has no hesitancy in urging the name of Clyde M. Reed, editor of the Parsons (Kan.) Sun, for consideration as assistant postmaster general to have charge of the re-organization of the transportation division of the postal department. No other man has had wider experience in this branch of the service. He is a valued member of the Republican party and in an exclusive article in EDITOR & PUBLISHER last week on the subject he showed that he possesses a thorough knowledge of the postal problems that confront the new administration, and has also a keen appreciation of the need for immediate re-organization.

JOURNALISM AND THE SESQUI-CENTENNIAL

PHILADELPHIA is already making plans for a World's Exposition to be held in 1926 to commemorate the 150th anniversary of the signing of the Declaration of Independence. The Poor Richard Club of that city is preparing to launch a campaign in Atlanta in June to bring the convention of the Associated Advertising Clubs of the World to Philadelphia during the sesqui-centennial celebration.

Rowe Stewart, president of the A. A. C. W., at a recent dinner of the Poor Richard Club went a step farther and advocated an entire building devoted to advertising as a feature of the proposed fair. But why stop with a building devoted to advertising. What would be more fitting than a journalism building, too.

It was in Philadelphia that Benjamin Franklin achieved success as a journalist; it was there that a new freedom was born that made possible the development of journalism in America. It is therefore entirely proper that Philadelphia should have the first building devoted to journalism and advertising as a feature of a world's exhibition. There is no more interesting story in this country than the development of our journalism; it is the most powerful single influence in our daily life and the people should be brought into more intimate touch with its progress and day to day work.

There can be no better place for this than the Sesqui-Centennial of the signing of the Declaration of Independence and in the adopted home-city of our first great journalist.



From trouble and the noise of strife we turn, O Lord, to Thee, our refuge and our strength. Let peace rule in our hearts amid the cries of world unrest. We know that love and peace and joy are fruits of Thine Own Spirit. The love of God is shed abroad in our hearts by the Holy Spirit, and along with love comes peace, which passeth understanding, and joy unspeakable. Help us to realize that these blessings so greatly needed by all are not of human invention but of divine origin. We pray for all men everywhere in this stern testing time through which we are being called to pass. Grant us to be more faithful to what cannot be touched by any earthly vicissitude, to believe earnestly in the best things and to live what we believe. Give to us and to our whole civilization a new spiritual quickening, a desire for the eternal. And to this end, O God, sanctify the press, and may those who direct it aim at the true good of the community and seek to raise their country higher and higher in the Christian scale. This we ask in the name of Jesus Christ our Lord, Amen.
—A. Murray Porter.

SANITY IN THE RANKS OF LABOR

ONE of the sanest and best of the publications devoted to the interests of working men is Labor, a national weekly, issued in Washington by sixteen standard railroad organizations. It is a nine column folio which contains no advertising, carries a spirited cartoon each week, and is filled with accounts, first-hand information.

The theory upon which it is conducted is that if the men and women who do the world's work can be placed in possession of the truth, this may be depended upon to make intelligent and just decisions concerning every problem placed before them.

The idea is a just one for the people of this country are capable of doing their own thinking. One reason why they sometimes go wrong is that the data upon which they base their conclusions are based is incorrect and misleading. Labor aims to give them the facts and let them draw their own conclusions.

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

St. Louis: Roy M. Edmonds, 1275 Arcade Building.

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

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

NEWSPRINT AND THE TARIFF

THE newsprint manufacturers are asking for protection from imports from Norway, Sweden, Holland and Germany, according to their testimony before the House Ways and Means Committee this week. They are requesting tariff of \$15.00 a ton. They claim that as a result of the present exchange situation, the newsprint manufacturers of those countries can sell their product in the United States at a price below production costs here. Unsupported by actual figures, that claim is the most brazen piece of misrepresentation that has so far been offered in the tariff hearings.

What does it cost to produce a ton of newsprint in North America? The newspaper publishers who have been floundering around in a sea of uncertainty because of the newsprint situation in this country would give a great deal to know that important fact, in order that they may have a basis upon which to fix their business conduct in the future. Instead of contenting themselves with a general statement which means nothing and which only confuses, why don't the newsprint manufacturers come out from behind the cloak of secrecy of their inter-locking Canadian and United States manufacturing, holding, purchasing and selling corporations, and tell honestly what it does to produce a ton of newsprint?

The only countries to which American publishers can look with any hope of relief from the stranglehold that the paper manufacturers now have upon them are those against which Congress is now asked to erect a wall of protection and monopoly.

It is no exaggeration to say that it was those very countries that are keeping American and Canadian publishers from paying from 7 to 8 cents a pound for newsprint today. Those were the contract price figures that the manufacturers were gleefully considering four months ago as about the right toll to force from the publishers of North America for the first quarter of 1921, when overseas newsprint was attracted to this market.

American newsprint contract prices are exorbitant. They are not based on a sound business policy, but on squeezing the last penny out of a business that they had by the neck until the countries mentioned came to its rescue with spot paper at 5/4 cents.

There should be no uncertainty about the action that American newspaper publishers should take in this case. Every representative and senator should be made acquainted with the facts by a publisher who knows him personally.

TO PROMOTE AD READING

ELSEWHERE in this issue of the EDITOR & PUBLISHER will be found some interesting facts about an advertising campaign undertaken by the New York American to promote the reading of advertisements by the general public. It is not designed to benefit that newspaper alone, for the advertisements, in the form of editorials printed on news page, will contain no reference to the American or any other Hearst newspaper or magazine, but rather to benefit all newspapers and all periodicals.

Advertising is more believable today than it has ever been, and therefore it should be more productive of results, but much of its effectiveness is lost through the failure of a considerable proportion of the public to examine the announcements made by the producers and distributors of merchandise.

To what may this indifference be attributed? Probably to the haste with which people read the newspapers and magazines. People will only read those advertisements that deal with things in which they are interested. If however, we can increase the number of things that will interest them; if we can show them how they can be benefited by a careful perusal of advertising columns, then advertising will become a more productive and therefore more attractive to the sellers of merchandise.

This is exactly what it is hoped the campaign planned and inaugurated by the New York American, and carried on not only by the Hearst publications, but all newspapers throughout the country, will accomplish. That there is need of such an educational campaign is realized by all who have to do with marketing through the printed word.

PERSONAL

P. E. BURTON, publisher of the Joplin (Mo.) Globe, was re-named curator of the University of Missouri by Gov. A. M. Hyde.

Thomas B. Norton has been elected director and appointed manager of the Morristown (N. J.) Jerseyman.

Celsus A. Lamb, one of the oldest newspaper men in Kansas, for 47 years connected with the Parsons Daily Eclipse, who recently disposed of his interests in the Eclipse, has retired from active newspaper work.

Hon. Thomas Rees, publisher of the Springfield (Ill.) State Register, with Mrs. Rees, has left on an extended trip to California and Honolulu.

E. J. Kiest, editor and publisher of the Dallas (Tex.) Times-Herald, has been re-elected as president of the Texas State Fair Association, which annually conducts a fair and exposition at Dallas lasting two weeks.

William Dunsenath Eaton, who was editor of the old Chicago Herald, author of "Joshua Whitcomb" and other plays and several books, has just brought out "Spirit Life: or Do We Die?" (Stanton and Van Vliet Company, Chicago).

Eugene Dyar has sold the Carnesville (Ga.) Herald to C. J. Culpepper, and has also sold the Royston (Ga.) Record, and states he will become a farmer.

James Schermerhorn, publisher of the Detroit Times, was toastmaster of a banquet given in honor of Tyrus Cobb, new manager of the Detroit American league baseball team, here February 2. Grove Patterson, managing director of the Detroit Journal; Phil Read, managing editor of the Free Press, and Malcolm Bingay, managing editor of the News, were at the speakers' table.

E. E. Kelly, owner of the Toronto (Kan.) Republican, and assistant state printer of Kansas, was recently admitted to practice before the Kansas supreme court.

Volney Williams, editor of the Waycross (Ga.) Journal-Herald, who is also in the automobile business at Waycross, was elected president of the Georgia Automotive Dealers' Association at the recent annual meeting in Atlanta.

Lord Northcliffe and Lord Beaverbrook, London newspaper owners, have left England for the South of France to spend the winter.

THE EDITORIAL ROOMS

Lloyd N. Prince, city editor of the Sioux City Journal for the last five years, has resigned to assume charge of "Who's Who in Iowa," a biographical directory of Iowa citizens, which he is publishing jointly with State Representative Frank C. Lake, a former Sioux City newspaperman.

Roe Eastman is now doing duty on the copy desk of the Cincinnati Commercial Tribune. A dozen years ago he "broke in" on the paper and since that time he has been city editor of the Memphis News Scimitar as well as having worked on other local papers.

Robert Copelan, for several years connected with the editorial staff of the Cincinnati Enquirer, is back in that city after a year in the advertising department of the Graton & Knight Manufacturing Company, at Worcester, Mass.

George Richmond, formerly of the Buffalo Times staff, is now with the Buffalo Evening News.

Frank C. Gilchriese has resigned from the Buffalo Commercial staff, on

which he was city hall reporter for twenty years. He leaves soon for California.

Miss Constance Drexel, who has represented the Philadelphia Public Ledger abroad during the past year, talked to the members of the Poor Richard Club, February 10. Her subject was "A Woman Journalist in Paris." Miss Drexel was one of the representatives of the Chicago Tribune at the Peace Conference.

Charles T. Kelley, a veteran Minnesota publisher and now deputy immigration commissioner, has retired as editor of the Menahga Journal and leased the plant to his daughters, Miss Genevieve and Mrs. Mildred Kelley-Bashaw. The young women have been running the paper since July last.

Robert H. K. Whitely, Detroit Free Press make-up editor, has been appointed a member of the city civil service commission.

Harry W. Sheehan, formerly state editor of the Manchester, (N. H.) Union, has joined the staff of the Boston Herald.

H. C. Rogers, until recently city editor of the Rome (Ga.) News, has been appointed business manager of the Brunswick (Ga.) Banner.

William J. Wepley, assistant news editor of the Philadelphia Record and Miss Elizabeth F. Pugh of Wayne, Pa., were recently married in that city. Paul F. Stacey, of the N. W. Ayer & Sons advertising agency, was best man.

Miss Adalyn Faris, a special writer on the St. Louis Globe-Democrat, and Edward J. McKee of Kansas City, Mo., were married secretly in Boonville, Mo., on January 12. The announcement was made three weeks later at Jefferson City, where the bride is covering the legislature for her paper.

John H. Kline, formerly city editor of the Fitchburg (Mass.) News and until recently news editor of the North Adams (Mass.) Herald, has resigned to become county editor of the North Adams Transcript.

George J. Lemmer, assistant night city editor of the Worcester (Mass.) Telegram, was a recent visitor in New York.

Miss Allene Sumner, who has been connected with the United Press, United News, and United Feature Syndicate, for some time, is now on the feature staff of the Cleveland Press.

Charles U. Becker, former Kansas City and St. Louis newspaperman, and a representative in the Missouri legislature when elected secretary of state of Missouri, and Miss Mary Tolson, of Kilksville, Mo., were secretly married last June in Chicago.

Miss Buda Stephens, special writer for the Detroit News, and Louis H. D. Baker, vice-president of the American State Bank, were married February 1.

David D. Leahy, dean of Wichita newspapermen, was re-appointed election commissioner of the city of Wichita by Governor Allen. Mr. Leahy has just recently recovered from an operation for appendicitis.

John Knott, cartoonist for the Dallas-Galveston News, has opened an art class under the auspices of the Business Women's Club. The work includes illustrating, cartoon work and commercial drawing.

Clifford L. King has resigned after thirty years' service on the news staff of the Taunton (Mass.) Gazette, to take charge of a large farm in northern New England that he has just pur-

McGEEHAN N. Y. TRIBUNE'S NEW MANAGING EDITOR

ANOTHER California newspaper man has risen to prominence in the New York newspaper field. He is William O. McGeehan, new managing editor of the New York Tribune, successor to the late George M. Smith.



W. O. McGEEHAN

Mr. McGeehan was born in San Francisco, and was educated at the University of California. He left college to enlist with the First California Regiment and after serving in the Spanish American war, returned to his native state to engage in newspaper work. He began his career on the staff of the San Francisco Examiner, going from there to the San Francisco Call as chief reporter. Later he became a member of the Chronicle editorial staff, then editorial writer and in turn city editor and managing editor of the old San Francisco Post.

After about fourteen years of newspaper work in California, he turned his steps toward New York and the Evening Journal. Thence he went to the Tribune, where he has been for about six years, chiefly as sporting editor. His work on the Tribune was interrupted by the World War, and he served as a major with the 50th Infantry. He had also served with Pershing's expedition to Mexico as a correspondent. At the close of the war, he returned to the Tribune. Mr. McGeehan is satisfied with the profession he has chosen, and does "newspaper work because he loves it," he says. In addition to that, he has written a number of short stories and while in California was a frequent contributor to the Argonaut and the Overland Monthly.

He was presented with a travelling bag by the Gazette staff.

W. B. ("Brad") Hennessy, formerly one of the most widely known newspapermen in the country, who was

managing editor of the St. Paul Globe when it suspended sixteen years ago, has undergone an operation at the Mayo Hospital, Rochester, Minn., and is convalescing at the home of his brother, Joseph E. Hennessy, who covers the state capital for the St. Paul Daily News. When his health gave way "Brad" was in Indianapolis, Ind., writing on sociological subjects.

Col. W. G. Sterett, staff correspondent of the Dallas News, was one of the principal speakers at the annual banquet of the Chamber of Commerce at Bryan, Texas, recently.

George B. Johnson, secretary of the Oklahoma branch of the American Federation of Labor, has resigned to engage in the newspaper business. He has been succeeded by Victor S. Purdy, who has been publisher of a newspaper at Wilson, Okla.

Henry H. Tinkham, former assistant managing editor of the Grand Rapids Press, and chief political writer, has become a director of the Committee of Public Information for the gas and electric interests of Michigan.

IN THE BUSINESS OFFICE

Marvin H. Crawford, a recent graduate of the journalism course at the University of Missouri, has been made advertising manager of the Independence (Mo.) Jackson Examiner.

L. A. Ward, who has been connected with the Murray Howe Advertising Agency, has become a member of the Charles H. Eddy Company's New York office staff.

J. H. Ford, advertising manager of the Buffalo Commercial, is on a business trip to New York.

L. J. Van Laeys, vice-president of the Houston (Tex.) Post, is spending a few days in New York on business.

E. C. Patterson will receive on February 14 a welcome-home luncheon from his Chicago friends in the advertising agency business, to celebrate his twenty-first anniversary in the advertising business, and his return to Chicago as associate business manager of the Cosmopolitan.

H. D. Hascall and associates have established themselves as publishers' representatives, with offices in the Times

(Continued on page 36)

Among the papers that have signed contracts for the Haskin Service for the coming year are the following:

- The Los Angeles Times
- The Fort Worth Star Telegram
- The San Diego Union
- The El Paso Herald
- The Beaumont Journal
- The San Bernardino Daily Sun
- The Austin Statesman
- The Bakersfield Californian
- The Arizona Republican
- The Santa Barbara News

PERSONAL

(Continued from page 35)

Building, New York. Mr. Hascall was formerly connected with Popular Science Monthly and Everyday Engineering Magazine.

H. R. Sharp, formerly with the George Matthew Adams Service, has joined the Thompson Feature Service as special representative.

D. J. Maloney, country circulation manager of the Springfield (Ill.) State Register, will be confined to the hospital for several days as the result of injuries received in an automobile collision.

Mark R. Plaisted, for several years advertising manager of the Springfield (Ill.) State Journal, has left for Riverside, Cal., to take up advertising work.

P. J. Walsh, general superintendent of the Philadelphia store of Bonwit Teller & Co. for eleven years, has joined the advertising staff of the Philadelphia North American.

Bury, I. Dasent and Frank A. Amis have been added to the advertising staff of the Los Angeles Times.

W. H. Lawrence, of the firm of Williams, Lawrence & Cresmer Company, recently visited the Pacific Coast newspapers which he represents in New York.

G. W. Brett of the E. Katz Special Advertising Agency's New York office, is making a trip to the Pacific Northwest to study the territory in connection with the Western Farmer, which has just been added to the Katz list. Mr. Brett will also stop at Butte, Mont., Cheyenne, Wyo., and Colorado Springs.

John D. Baker, formerly manager of the promotion department of the St. Louis Star, has been made advertising manager and publicity director for the Skouras Brothers Enterprises, which control nine moving picture theatres in St. Louis.

WITH THE ADVERTISING FOLKS

R. W. Ashcroft, advertising manager of Ames-Holden-McCready, Ltd., Montreal, has been appointed assistant to the president of the company.

Karl F. Knipe advertising manager of The Barber Asphalt Company, Philadelphia, is recovering from severe injuries which he alleges are the result of an attack upon him last week by a policeman in Radnor where Mr. Knipe's suburban home is located. Subsequently Mr. Knipe caused the arrest of the policeman.

Russell A. Brown, recently with the Federal Advertising Agency, New York, has been appointed advertising manager of Lord & Taylor, New York department store. Before joining the Federal Agency, Mr. Brown had been advertising manager of Marshall Field & Co., retail, Chicago. He succeeds James White, who has recently been appointed to take charge of the advertising of the Associated Dry Goods Corporation, New York.

Frederick P. Geyer has resigned as advertising manager of the Columbia Tire & Rubber Company to become assistant advertising manager of the Republic Rubber Company of Youngstown, Ohio.

Frank W. Prescott has been appointed advertising manager of the Leopold Morse Company, Boston, manufacturer and retailer of men's clothing. Mr. Prescott was a member of the advertising staff of the Boston Evening Transcript for several years.

D. L. Weston, formerly of Montreal is now advertising and sales promotion manager of the John Shillito Company of Cincinnati.

Robert Miller, secretary of the Hamilton Watch Company, has been elected vice-president of the Advertisers' Club of Lancaster, Pa.

Joseph S. Jacobs has been made advertising manager of the American Hammered Piston Ring Company, Baltimore. Mr. Jacobs has been associated with the sales and promotion activities of this concern as assistant to Walter P. Coghlan, general sales manager. He will be assisted by C. B. Cook.

Frank E. Fehlman, vice-president of the Advertising Club of New York will address the Baltimore Advertising Club on February 14, on "Retail Merchandising."

A. H. Deute, who for the last year has been advertising manager of the Borden Company, New York, was appointed general sales manager February 1. Before going to the Borden Company a year ago, Mr. Deute was sales manager of the Vogan Candy Company of Portland, Ore.

IN EUROPEAN CITIES

Arthur Ruhl, who has been in Latvia and the Baltic States for the New York Evening Post, has left London for New York.

Clyde Beals, who is spending a year in Europe on a traveling scholarship of the Pulitzer School of Journalism, has just left London for Holland.

Frederick Wasson, a Pulitzer scholar now in London, spent the Christmas holidays in Scotland.

Benjamin Guinsburg, a 1919 graduate of the Pulitzer School of Journalism, is now with the Paris edition of the Chicago Tribune. He spent a week in London after covering the Riga conference for the Tribune.

Samuel L. Dashiell, formerly of the Philadelphia Public Ledger and the New York Tribune, is in Paris on the Public Ledger staff.

William Hillman is now with the Universal Service in Paris. He was formerly in New York for this service.

Herbert Pulitzer of the New York World is in London.

HEARING ON BETTS BILL

Printing of Laws in Newspapers Cost N. Y. \$1,950,000 Last Year.

ALBANY, N. Y.—A public hearing will be given by the public printing committee in the Assembly chamber, Wednesday afternoon, February 23, on the bill of Assemblyman Charles H. Betts to abolish the publication of session laws in the newspapers of the state, as recommended by Governor Miller to the legislature. The bill applies only to the publication of the session laws, for which the state paid \$484,820 last year, but it is understood it is planned to amend the bill to include concurrent resolutions. The cost to the state of both is estimated to amount to \$1,950,000 a year.

The New York Associated Dailies at the annual meeting in Albany last month authorized its legislative committee to prepare a new bill as a substitute for the Betts bill. The substitute bill will favor the payment of each paper's regular advertising rates. Under the present system the same payment is made to all papers in certain groups, regardless of the circulation.

The
SOUTH BEND NEWS-TIMES

In 1920 beat its advertising record of the year previous by

MORE THAN A MILLION LINES

The News-Times in 1920 had the largest amount of advertising copy ever carried by a newspaper in its big territory in Northern Indiana and Southern Michigan. Here is the score in details:

Foreign advertising 1,504,482 lines
Local advertising 6,015,252 lines
Classified advertising 1,154,412 lines

Total News-Times Advertising FOR 1920 8,674,146 lines

In 1919 the News-Times carried a total of 7,486,735 lines.

The News-Times is proud of this record and like records for many months past, because it is tangible evidence of News-Times supremacy.

In order to so thoroughly outdistance competition it is necessary for a paper to excel in every department—keen advertisers most liberally patronize the paper with the greatest circulation—the greatest circulation is attained by the paper that most strongly appeals to the people.

The out and out, four square stand for all things to the betterment of South Bend and South Bend people has build a monument for the News-Times in minds of thinking men and women of this rich section.

THE SOUTH BEND NEWS-TIMES

Morning Evening Sunday

J. M. STEPHENSON
Publisher

Representatives

CONE, HUNTON & WOODMAN, INC.

New York Chicago Detroit Atlanta
Kansas City

WHY A. B. C. DECLINED TO SECTIONALIZE

Requests for Direct Southern and Canadian Representation in Board Disapproved as Conflicting with Spirit of Organization

CHICAGO.—A matter in which members of the Southern Newspaper Publishers' Association and of Canadian Daily Newspapers Association have been very much interested is the reason for the refusal of their request to the Audit Bureau of Circulations that their respective organizations should have special representation on the A. B. C. board of directors. The case came up before the recent annual convention, but the newspaper division and the board of directors declined to make the suggested changes. It was the opinion that the present plan, having proven satisfactory, should not be disturbed and that "there should be injected into the affairs of the bureau any disturbance of the broad spirit of internationalism and internationalism which now prevails."

The position of the Audit Bureau of Circulations on the matter of sectional representation was set forth by Stanley Clague, managing director, in a letter to the office of the Canadian Daily Newspapers Association as follows:

Canadian Daily Newspapers Association, Toronto, Can.

GENTLEMEN: Just prior to the convention held in Chicago, October 14-15, which, by the way, was the most successful convention the Bureau has ever held, both in point of attendance and enthusiasm—I received letters from a number of Canadian newspaper publishers, evidently as the result of a circular letter sent out by you, urging that there be a Canadian representative of newspapers on the board of directors of the Audit Bureau of Circulations.

I assured these publishers that the matter would be brought before the board of directors at the meeting held immediately prior to the convention and that same would be given prompt attention. The board of directors, having given very careful consideration to the matter, expressed themselves in the following manner, as outlined in the report which was presented to the convention:

Representation on the Board of Directors

"Perhaps the most encouraging trend of opinion regarding the work of the Bureau on the part of publisher-members has been the expression of desire from various classes of members and from various sectional bodies of members to secure direct representation on the board of directors.

"Various groups of publishers have felt that they individually should have representation on the board, and the board views with pride this desire on the part of these sectional organizations for individual representation, because it evidences the growing recognition of the work of the bureau and the responsibility of its government.

"Nevertheless, the board passes this matter along to the convention at this time for its consideration, if it so desires; but the board wishes to call particular attention, in the consideration of this subject, to the fundamental principle on which the bureau is based, in regard to representation on the board of directors.

"It was regarded by the founders of the bureau as being a rule which would be held inviolate, that the board should have in its personnel a majority of advertisers.

"But, as a matter of fact, in a meeting of the board of directors, a stranger would find it impossible to determine to which class an individual director belonged. Every member of the board uses his responsibilities and his influence in the broadest possible manner, and the discussions and the rules made are in the interests of all and not in the interests of any individual section or class. The wonderful spirit characterizing the meetings of the board has demonstrated the wisdom of the founders of the Bureau, and any changes that were made should be made with extreme caution.

"As a matter of fact, the only way in which modifications can be made to the board would be by proportional additions to the advertisers' membership on the board. At the present time there are two agency members, two newspaper publisher-members, two magazine publisher-members, two farm paper publisher-members and two business publication members, making ten in all. It is necessary, therefore, to have eleven advertiser members. In the various publication divisions there is no sectional consideration. A member may be elected from the South, or the West, or from any other section, at the choice and discretion of the members of the Bureau, and whose wishes are regarded almost as law in the convention where the election of directors occurs.

"It is hoped that this broad, international, international character of the bureau's work

will be perpetuated and that no sectional divisions occur in making up the membership of the board of directors. The matter, however, is left to the convention for full consideration and decision."

The matter, therefore, was left to the convention for action.

The day before the convention, the newspaper division held a very largely attended meeting in the Hotel La Salle. Its deliberations, covering the greater part of the afternoon of October 14th, were mostly devoted to the consideration of this subject.

Because the present system of representation had proven so successful in the past, it was decided that no recommendation should be made to the convention, looking toward a change in the present form of representation on the board.

At the convention held on Friday, October 15, I regret to say that there was not one single Canadian newspaper publisher present.

I felt, however, that the views of the Canadian publishers should be presented to the convention, and I outlined the recommendation made by you, supported by a number of Canadian publishers. I also said that it was my personal view it would be regrettable if the present very satisfactory arrangement were in any way interfered with, because it was the pride of the Audit Bureau of Circulations that it is the one organization of Canadian and United States interests in which there is not even an imaginary boundary line.

The convention, in its unanimous expression of opinion, coincided with this view and hoped the Canadian publishers would feel that we have one common interest at heart, and that representation should be decided irrespective of whether the newspaper representatives on the board were selected from the United States or Canada.

At a meeting of the board of directors, held immediately after the convention, the board reaffirmed its expression of desire to hold other meetings in Canada, and in this way to become more closely associated with the representatives.

It is my hope that this unanimous desire on the part of the members of the bureau to maintain a cohesive organization, irrespective of boundary or sectional lines, will meet with the approval of yourself and our Canadian friends—publisher, advertiser and agency members. Yours very truly,

AUDIT BUREAU OF CIRCULATIONS,
By its managing director.

As to the request of the Southern Newspaper Publishers' Association, similar to that of the Canadians, Mr. Clague has announced:

"The Southern Newspaper Publishers Association, through the chairman of its committee on the relationship between the Southern Newspaper Publishers Association and the Audit Bureau of Circulations, advanced the same idea; namely, that the Southern Newspaper Publishers Association should have a representative on the board.

"This request was considered by the Newspaper Division, and, as stated above in connection with the Canadian publishers' request, it was felt by the publishers that the present plan of representation, having proven satisfactory, should not be disturbed, and that there should not be injected into the affairs of the bureau any disturbance of its broad spirit of internationalism and internationalism which now prevails in the bureau."

Barker With Aroostook News

HOULTON, Me.—The Aroostook Daily News in recently announcing that it had completed its first year as the only daily newspaper in Aroostook County, stated that a new editorial writer and manager had been secured and a campaign for larger circulation and more advertising was to be instituted. T. L. Barker, for 12 years editor and manager of the Rumford Falls Times, is the new member of the staff.

Philadelphia Record Insures Staff

PHILADELPHIA.—Newspaper men generally will be interested in the system of death benefits in effect on the Philadelphia Record. It is a double system, the Employees' Association paying \$750 death benefits and the Record Company giving a year's salary to the beneficiary, a blank insurance plan taking care of the latter.

Ellis Edits the Co-Operator

LACKAWANNA, N. Y.—Charles W. Ellis, editor and publisher of the Lackawanna Journal, is editor of a new weekly that appeared here February 1, entitled the Co-Operator, and its title says it is "issued in the interest of personal and civic economy." It is the organ of the United Consumers, Inc., which conducts a chain of co-operative stores.

SALIENT FACTS

For Discriminating Advertisers

About a Live Newspaper

THE RACINE TIMES-CALL

In a Live City

RACINE, WISCONSIN

Second in Population, Wealth and Industry in the Great State of Wisconsin

City Circulation

The City of Racine has a population of 58,593, census of 1920.

The City of Racine has, approximately, 11,000 homes.

According to its last official circulation report the Times-Call enters 5,676 of the homes every week day. This is 176 more than one-half of them.

Country Circulation

According to the 1920 census there are 2,214 farms in Racine County.

According to its last official circulation report the Times-Call goes by mail into 1,233 of them every week day. This is 126 more than one-half of them.

Member A. B. C.

Growth in Advertising

	Local and Classified Lines	Foreign Lines
Jan. 1, 1920, to Dec. 31, 1920	3,654,084	691,768
Jan. 1, 1919, to Dec. 31, 1919	3,153,108	622,300
	500,976	69,468
Increase	13.7%	10%

Advertising Rates

The Times-Call's transient rate is 56c an inch for 2,800 or more lines 49c an inch

These rates are approximately ONE CENT AN INCH LESS PER 1,000 NET CIRCULATION than those of its only local competitor.

The Times-Call's volume of business and net profits have been satisfactory during 1920, so it retained its rates established about a year ago. It will continue this policy of giving the highest possible value for the lowest possible price commensurate with costs of production and reasonable profits.

The Field It Covers

Racine City and County is one of the most prosperous sections of the nation. The city contains thousands of highly paid mechanics and the county hundreds of very prosperous truck and dairy farmers.

You will reach a majority of these by concentrating in

THE RACINE TIMES-CALL

Established 1883

FOREIGN REPRESENTATIVES

Payne, Burns & Smith

Fifth Ave. Bldg., N. Y.

G. Logan Payne

Marquette Bldg., Chicago

United Press Leased Wire Service. Member A. N. P. A., Inland Daily League, The A. B. C.

This page is a regular Weekly Feature of Editor & Publisher, devoted exclusively to the interests of the newspaper advertising manager.

THE ROUND TABLE

[Conducted under the auspices of the National Association of Newspaper Executives, the newspaper department of the A. A. C. of W.]

Criticism of any article or contributions should be sent Fred Millis, News Building, Indianapolis.

DANGER SIGNAL SOUNDED ON ADVERTISERS WHO WOULD CONTROL EDITORIAL POLICIES THROUGH THEIR ADVERTISING CONTRACTS

A NEW and dangerous practice is now being started by some advertising agencies. Clauses are being inserted in advertising contracts sent to newspapers to the effect that "Nothing shall be printed which is in any way antagonistic to the advertiser."

A Texas publisher writes: "It is a condition of a contract I received yesterday from the Sehl Agency for the Calumet Baking Powder Company that no other baking powder company's display advertising or reading notices of any kind in the paper should mention personally, nor in any other way, the Calumet Baking Powder Company of Chicago, nor shall their name be used, nor they be attacked directly in any article detrimental to the Calumet Baking Powder Company's interest. Of course, the clause is not clear as to whether the phrase 'in any article detrimental' refers to an advertisement or to news columns of the paper."

"This, however, is specifically mentioned by a contract being sent out by Scott & Bowne, which boldly states that 'nothing should be printed in the paper which is in any way antagonistic to the advertising.'"

This situation calls for immediate action on the part of newspapers.

Agencies and advertisers should not be allowed to get away with this in one single instance. Publishers and advertising managers should issue immediately instructions to their copy order departments to check very closely all contracts for clauses similar to this.

The life blood of a newspaper is its independence. A real newspaper is a train, the destination of which was fixed long ago and on which the advertiser is merely purchasing a ticket to ride for a short distance.

A COUPLE OF ROSES FOR THE E. & P.

TWO things of the many splendid articles which have recently appeared in **EDITOR & PUBLISHER** almost demand mention on this page.

One is the editorial entitled, "Betrayed," which appeared on the editorial page in the issue of December 11 last. This is the best kind of information that could profitably be disseminated by daily newspapers among local merchants who feel that rates should be reduced.

Two newspapers over the country have already made zinc etchings and reprints of this editorial. The editorial shows the enormous increase in price of print paper. It is effective because it is like a third party's testimony. It is absolutely impartial.

Another good thing that every advertising manager should carry close to his heart during 1921 is the Space Buyer's Chart on page 5 of **EDITOR & PUBLISHER** for December 18. Any man selling service in newspapers can tell, of course, at a glance from this chart just what a campaign in the morning or evening or Sunday newspapers of any given state would cost.

Too often it is said that the large department stores in the city control the editorial policies of the newspaper.

It is often said: "Oh, the newspaper won't publish that. That man is an advertiser."

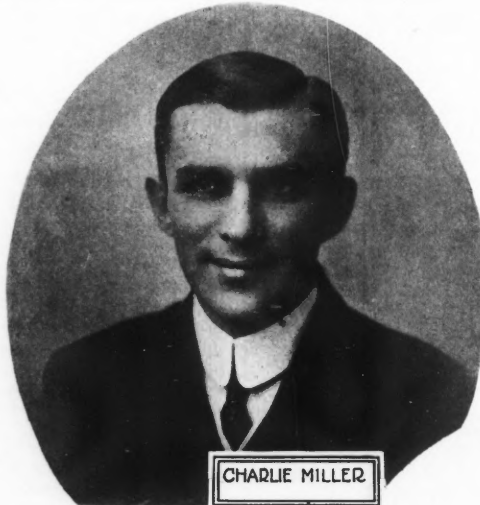
No one should be more interested in upholding a strict editorial policy on the part of the newspaper than the advertising manager.

In the final analysis the advertising manager has a commodity which is based fundamentally on one thing and that thing is reader confidence. Reader confidence means circulation. Reader confidence means better results for each thousand circulation.

Any time the editorial bars are let down in the slightest for any advertiser, just then and there the newspaper loses some self-respect, and with it some of the reader confidence to which it is entitled.

This Scott & Bowne and Calumet Baking Powder stunt is being called to the attention of the committee on agency relations of the National Association of Newspaper Executives with the suggestion that they take the question up at once with the American Association of Advertising Agencies.

A WORD FROM PRESIDENT MILLER



CHARLIE MILLER

CHARLIE MILLER, president of the National Association of Newspaper Executives, is planning progressive work for his organization during the coming year. "We have made greater strides forward since the Indianapolis convention than the average newspaper man realizes," writes Mr. Miller. "The department is now doing actual tangible work that you can put your fingers on. The work of the committee on agency relations is the most constructive thing now being done. If we establish between now and June a standard of merchant-

BOOSTS NEWSPAPER ADVERTISING IN BOOKLETS

"NO Loitering on Business Highway of 1921," is the subject of a booklet, which acclaims the newspaper as the logical advertising medium, written by H. S. Baker, advertising manager of the Chamberlain-Johnson-DeBois Company a department store of Atlanta, Ga. Mr. Baker says that volume is the battle cry of 1921.

"Volume at the lesser market prices will take up the slack of the losses sustained through the period of deflation just passed," says Mr. Baker.

"No better medium for presenting your merchandise and service to the public can be found than the daily newspaper," is the strong statement of this practical department store advertising manager.

The booklet is without question one of the best presentations of the case for the newspaper that has been issued recently. Mr. Baker is for newspapers from A to Z and every time anyone comes in to sell him some merchandise and tells him about the magazine advertisements running, he immediately turns the account down, unless they promise to do some local newspaper advertising.

If newspaper advertising managers over the country during the coming year would work hard to sell Mr. Baker's ideas and viewpoints to the department

store's advertising managers of their towns, the result would be a great increase in the volume of newspaper advertising.

Mr. Baker made a "ten-strike" at the Indianapolis convention when he spoke before the newspaper men on the "Department Store's Side of Advertising."

HOW DO YOU MEASURE YOUR FOREIGN SPACE?

HARRY T. WATTS, vice-president for Iowa, and advertising manager of the Des Moines Register and Tribune recently wrote:

"We have been having considerable trouble recently with advertising agencies insisting upon measuring the advertising of their clients from top to bottom of the electrolyte without allowing for any white space at top or bottom.

"It is, of course, a physical impossibility to print the average electrolyte without giving a few lines of white space at the top. Our usual practice is to measure foreign advertising for white space ordered.

"Recently several agencies have made deductions from our statements without calling for the space originally ordered, explaining that we had charged for white space top and bottom. What is the usual practice among larger newspapers in this regard?"

This matter was referred to Mr. M. Foster, chairman of the committee on agency relations of the National Association of Newspaper Executives, who makes the following statement:

"I do not think I could personally make any different ruling in regard to the matter discussed by Mr. Watts, advertising manager, of the Des Moines Register and Tribune. Nor do I think the committee should be asked to make a ruling on such a matter. As a matter of fact, an advertiser is supposed to pay only for the number of lines ordered, the make-up of newspapers. There should be small rule between ads and this is generally considered in making rates. Many advertisers prefer to pay for white space rather than to have their ads crowded against the one above or the one below.

"I am quite sure if our committee made any ruling on this subject, or we were supposed to decide the matter, we would be compelled to decide against the conditions made by Mr. Watts."

SPECIAL CHURCH EDITION

OAKLAND (Cal.) Tribune has had unusual success in a church section published Friday evening, December 10. The section of ten pages is at least a per cent church advertising and the other 50 per cent reading matter about the plans and possibilities of Oakland churches.

Although the policy of the newspaper department was very clearly stated at its last meeting as in opposition to special editions and pages, yet, a thing like this desires a lot of commendation.

Morton J. A. McDonald, chairman of the advertising manager of the Tribune will gladly send a copy of the section to any member of the department.

Pennsylvania

A recent report of the State Banking Department shows that a total of 241 banks, 10 savings banks, 330 trust companies and 114 private banks all enjoying business in Pennsylvania.

Their total assets are \$2,137,891,170 divided as follows:

Banks	\$352,115,061
Savings Banks	314,741,274
Trust Companies	1,461,395,890
Private Banks	9,638,944

The total deposits in these banks are \$1,602,466,131.

This great commonwealth offers an excellent trial territory to any advertiser who seeks to test the appeal of his commodity to Americans of the substantial, discerning kind. And the initial expense in thus entering one of the richest markets in the world is, as shown by the line rates quoted, moderate indeed.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
*Allentown Call (M) Item..... (E)	31,255	.10	.10	Lebanon Daily News..... (E)	8,511	.035	.035
*Altoona Mirror..... (E)	23,755	.06	.06	New Castle News..... (E)	12,349	.0357	.0357
Altoona Times Tribune..... (M)	15,049	.05	.05	Oil City Derrick..... (M)	6,467	.04	.035
Beaver Falls Tribune..... (E)	5,413	.025	.025	Philadelphia Record..... (M)	109,573	.30	.30
Bethlehem Globe..... (E)	7,295	.04	.04	Philadelphia Record..... (S)	117,132	.30	.30
*Chester Times and Republican (M&E)	15,216	.065	.05	*Pittsburgh Dispatch..... (M)	56,178	.17	.15
Coatesville Record..... (E)	5,267	.021	.021	*Pittsburgh Dispatch..... (S)	70,382	.22	.18
Connellsville Courier..... (E)	5,182	.0179	.0179	Pottsville Republican..... (E)	11,357	.055	.045
*Easton Express..... (E)	11,556	.04	.04	Scranton Republican..... (M)	31,153	.12	.10
Easton Free Press..... (E)	13,648	.05	.05	Scranton Times..... (E)	34,001	.12	.10
Erie Dispatch (M) Herald (E) (M&E)	17,667	.065	.065	Sharon Telegraph..... (E)	4,709	.03	.03
Erie Dispatch-Herald..... (S)	12,518	.07	.07	*Warren Mirror..... (E)	3,211	.0179	.0179
Franklin News-Herald..... (E)	6,650	.045	.04	*Washington Observer & Reporter..... (M&E)	14,959	.06	.05
*Harrisburg Telegraph..... (E)	32,558	.095	.095	West Chester Daily Local News.. (E)	12,264	.03	.03
Johnstown Democrat..... (M)	10,990	.0425	.0425	Wilkes-Barre Times-Leader..... (E)	18,037	.05	.05
*Lancaster Intelligencer and News-Journal..... (M&E)	26,266	.10	.10	York Gazette & Daily..... (M)	15,014	.045	.045

Government Statements, October 1, 1920.

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

FOR THE CIRCULATION MANAGER

This department is a regular feature of Editor & Publisher. Suggestions or contributions should be sent to Fenton Dowling, Editor & Publisher, 1115 World Building, New York.

BRANCH AGENCY DISTRIBUTION

By E. F. McIntyre

Circulation Manager, Syracuse (N. Y.) Herald

IN my opinion the branch agency method of newspaper distribution solves the problem of prompt, intelligent and efficient delivery service. And prompt, intelligent and efficient delivery service forms the basic foundation of constructive circulation building. The numerous advantages of this system have led to its adoption by progressive newspapers in all parts of the country. This is particularly true in the afternoon field, to which the adaptability of this method is peculiarly effective.

While morning newspapers are somewhat handicapped in the matter of securing proper representation because of the early hour at which their deliveries are made, I feel that they will eventually follow the lead of the afternoon papers in the adoption of the service which has produced such effective results.

Central distribution from the office by office controlled carriers is clumsy and antiquated. It reduces the efficiency of the delivery service, because the carriers radiate from one point at one time, instead of from a large number of widely separated districts simultaneously. The delivery to subscribers in the outskirts is thus delayed from one to two hours beyond the time at which people living in the central section are served. Under the branch agency system, deliveries in all sections are made at practically the same hour.

In the establishment of the branch agency plan, care should be exercised in the appointment of the so called wholesale representatives. Active and progressive neighborhood merchants, who appreciate the value of a regular and profitable income without investment, should be secured. Of course they should be made exclusive for one paper, because their entire efforts will be put forth in the interests of one publication, without any divided allegiance. Usually these agents work on a 10% commission plan, and are responsible for the handling of all papers for the district to which they are assigned. Some newspapers find a fixed salary with a bonus for increased business, effective. The commission or salary plan is optional.

Personally, I have found that a flat commission offers more of an incentive to the energetic agent whose desire is for increased profits rather than a fixed salary. This agent not only strives to hold every copy, but is constantly endeavoring to increase his sales, by securing more and better carrier boys to bring about this result.

The city should be divided into districts, or perhaps neighborhood localities. These districts range in population from ties that converge to central points, three to ten thousand, and the agent in each district is thoroughly familiar with every nook and corner within his territory, even to the names and addresses of most of the people living there. Thus the newspaper is brought into the maximum degree of close personal contact with its subscribers.

These various district agencies in turn form distinct units of a circulation department within the general circulation department. Each is a small circulation department in itself, distinct and peculiar to the particular territory repre-

The advantages of these arrangements are manifold. Complaints on the day of publication are at once referred to the agent in which district it belongs. A copy is immediately delivered to the subscriber, eliminating the cost of messenger service, and the resultant effect of soothing the feelings of a much ruffled individual. On the following afternoon the agent deals personally with the carrier who made the miss, and a recurrence isn't likely.

In the matter of promotion the agency plan offers great advantages. In conducting prize offers or carrier contests it is not necessary to make a plan general throughout the city. One plan can be operated at one agency while one entirely different can be conducted at the same time at another. Efforts can be concentrated on weak sections without utilizing energy in parts where you feel that the field is thoroughly covered, or at least satisfactorily so.

In the distribution of extra editions, particularly during the World Series, or on Election night, the branch agency is of great assistance. Boys can be gathered at the various branches and cover their neighborhoods quickly and effectively.

On flash extras, district agents, particularly during the vacation season and after school hours, are better able to muster a number of boys in a hurry with the result that all sections of the city are completely and quickly covered. Agents in the vicinity of large industrial plants are able to secure their boys during the noon hour, in the event of the issuance of an "Extra" late in the morning.

In short, the branch agency plan concentrates the efforts of the circulation department upon a small number of large responsible agencies, instead of dividing it upon a conglomerated and unwieldy mass of irresponsible individuals.

CIRCULATION NOTES

ST. PAUL.—At a hearing before the committee of public welfare of the house of representatives on the bill to prohibit boys under twelve years of age to sell newspapers, Royal A. Stone, director of the St. Paul Newsboys' Club and former assistant attorney general, opposed the measure. He said the "newsies" were learning industry, business principles and how to make and save money, and declared that their environment is better than that of many boys of wealthy families. Former newsboys and others who have charge of newsboys crews told the committee that the real newsies are receiving better training in many instances than they would get in high school to fit them for the struggle of life.

PHILADELPHIA.—The annual meeting of the Paper Carriers' Protective and Beneficial Association was held February 3 at Mosebach's. More than 250 newspaper carriers attended the business sessions and dinner. Several of the speakers at the business sessions spoke of the modern motor delivery systems now used by newspapers to deliver papers from the newspaper plants to the headquarters of the distributors, and how this aided the distributors. Milton Otto is the new president of the Carriers Association for 1921. E. G. Schwartz, retiring president, was given a pair of diamond cuff-links.

IOWA

Explaining the \$3,957 per capita wealth.

In 1919 Iowa produced farm crops to the value of \$950,056,002; livestock \$644,187,200 and over \$750,000,000 of manufactures.

Add them up! Some money?

And only 2,404,021 people to spend it.

Wise National Advertisers will give such a State the utmost consideration in publicity and promotion plans.

Use these daily Iowa newspapers to start your campaign.

	Circulation	Rate for lines
Burlington Hawk-Eye (M)	10,371	.035
Burlington Hawk-Eye (S)	12,510	.035
*Cedar Rapids Gazette (E)	17,567	.055
Council Bluffs Nonpareil (E&S)	14,998	.05
Davenport Democrat & Leader (E)	15,363	.06
Davenport Democrat & Leader (S)	16,959	.06
*Davenport Times (E)	23,626	.07
Des Moines Capital (E)	53,850	.14
Des Moines Sunday Capital (S)	37,935	.14
Des Moines Register and Tribune (M&E)	109,523	.20
Des Moines Sunday Register (S)	82,046	.20
†Iowa City Press-Citizen (E)	7,397	.035
*Mason City Globe Gazette (E)	9,516	.035
Muscatine Journal (E)	8,057	.035
Ottumwa Courier (E)	12,056	.05
Sioux City Journal (M&E)	52,808	.11
Sioux City Journal (S)	32,226	.11
*Waterloo Evening Courier (E)	15,722	.05

Government Statements, October 1, 1920.

*A. B. C. Publisher's Statement, October 1, 1920.

†Publishers' Statement.

CANTON'S TWO MILLIONS READ 43 DAILY NEWSPAPERS

By H. E. THOMAS

PORTLAND, ORE.—With 43 daily newspapers to serve a city of 2,000,000 people, the life of a publisher in Canton, China, is not a happy one. So says Judge Peter Hing, managing director of the Canton Times, the only newspaper in Canton in which English is printed, as well as Chinese. He recently visited this country on an inspection tour of American newspaper plants and to buy equipment for the Kwongtung Tramway Company of Canton, which has a franchise over 15 miles of streets in the center of the city and of which Judge Hing is the chief director. Incidentally he is also chief of the department of the ministry of justice in the southwest government of China and former chief of justice of Kwongtung province. Although he is high in the cabinet of the Chinese republic Judge Hing is not and foremost a newspaper man. His first experience in this line was gained in Canada, where he started a Chinese revolutionary newspaper while he was attending McGill university in Montreal, of which he is a graduate. That was 15 years ago. "I was editor of the Canton Times for several years, but my other interests took so much of my time that I was compelled to relinquish the editorship and content myself with directing the work of the paper," said Judge Hing in Portland on his way east. "We have the only daily paper in Canton

that prints both English and Chinese, but as there are 43 dailies altogether you can see that we have our problems.

"It was really during my embryonic days as an editor in Canada that I had my most thrilling experiences. For weeks at a time I would be arrested almost daily for my revolutionary writings. In fact, I was in jail so much that I was never able to tell whether I could get out my paper regularly. But I knew my cause — that of the Chinese republic — was right, and the jail bars made no difference with me in those days."

After completing the law course at McGill, Judge Hing returned to China, where he assisted in the organization of the republic and was elected commissioner of interior. He is a director of the largest department store in China and is president of several mining, insurance and investment companies.

"We are incorporated for \$3,500,000," said Judge Hing in discussing his tramway interests. "The company is financed entirely by Chinese capital. Our franchise permits us to charge as high as 20 cents for a single ride, although our present plans call for a rate of 5 and 10 cents. Each car will have two compartments, one for poor people and the other for people of more means. It is the same idea as your tourist and standard sleeping car service."

NAME 1921 AD COMMITTEES

Chicago Advertising Council of Association of Commerce Organizers

(Special to Editor & Publisher)

CHICAGO.—The Advertising Council of the Chicago Association of Commerce has selected the following executive board for 1921:

Samuel F. Adams, American Fruit Grower; Hugh B. Ayres, advertising manager, American Steel & Wire Co.; Stanley Clague, managing director, Audit Bureau of Circulations; W. W. Cooke, advertising manager, First National Bank of Chicago; John A. Dickson, general manager, Chicago Herald and Examiner; John H. Donnelly, president, Reuben H. Donnelly Corporation; Charles Daniel Frey, president, Charles Daniel Frey Co.; Herman A. Gresh, treasurer, William H. Rankin Co.; J. A. Gresh, executive secretary, National Association Advertising Specialty Manufacturers; Frank Hasey, advertising manager, Chicago Evening Post; Fenton Kelsey, president, Fenton Kelsey Co.; Edward S. LaBart, director of publicity, Wilson & Co.; William Laughlin, advertising manager, Armour & Co. Jesse F. Matteson, president, Matteson-Jordan Co.; Lloyd R. Maxwell, vice-president, Erwin, Wasey & Co.; M. C. Meigs, advertising manager, Chicago Evening American; Ernest I. Mitchell, president, Mitchell Advertising Co.; Irwin S. Rosenfeld, advertising manager, Sears, Roebuck & Co.; Anderson R. Rothacker, president, Rothacker Mfg. Co.; G. R. Schaeffer, advertising manager, Marshall Field & Co. (retail); W. H. Gibson, assistant general passenger agent, National Topeka & Santa Fe Ry. Co.; Charles H. Stoddart, western director, Frank A. Murray Co.; A. G. Swanson, assistant manager, La Salle; Howard Van S. Tracy, director, Barnham & Co.; C. A. Tupper, president, International Trade Press, Inc.; Frank B. White, vice-president, Arthur M. Crumrine Co.; R. Woodward, advertising manager, Chicago Daily News, and William Eastman, vice-president, The Blakely Printing Co.

In Georgia Legislature

ATLANTA, Ga.—C. E. Binns, secretary of the Georgia Press Association, and editor of the Butler Herald, states that the next session of the Georgia General Assembly will contain an unusually large number of newspaper men. J. H. Boynton, editor and publisher of the Lincoln Journal, will be in the Senate as will John H. Jones, of the La Grange Re-

porter. In the next house will be George H. Carswell, Irwinton Bulletin; A. J. Perryman, Talbotton New Era; R. L. Moye, for many years with the Cuthbert Leader-Enterprise; and Arthur Whitaker, who formerly published the Conyers Times. These are all old members of the house, new members representing the newspaper profession are: W. E. Boatwright, Swainsboro Forest-Blade; Horace B. Folsom, Montgomery Monitor; Emmett Houser, former editor of the Fort Valley Leader; and John C. Houston, Gwinnett Journal.

Arrested for Starting "Press Club"

BUFFALO.—Clarence D. Held, advertising man, who recently attempted to organize a press club unauthorized by any Buffalo newspaper or organization of newswriters, is under arrest here. Held is charged by the police with having passed a worthless check for \$279 on a Buffalo hotel, but it is understood he will be surrendered to the Pittsburgh authorities, who hold a fugitive warrant for him. It is also said Held is wanted in Bemus Point, N. Y., in connection with a \$6,000 swindle. Held has returned more than \$700 which he collected from prominent business men for "The Buffalo Press Club."

Wins \$10,000 for Ad Slogan

LOUISVILLE, Ky.—Col. C. W. Fowler, head of the Kentucky Military Institute, has been designated winner of the first prize, \$3,000, in the \$10,000 picture-slogan contest of the Everready Flashlight Company. The award was made Tuesday under the auspices of the Advertising Club of Louisville. Colonel Fowler received \$273.73 each for eleven words which read:

"Danger lurks where darkness lies,
Till driven back by Daylo's eyes."

INDIANA

A Leader in the Agricultural and Industrial Life of the Country

INDIANA'S first great wealth came from its farms, and agriculture still plays an important part in its trade life. Other natural resources such as timber, oil, gas and coal have also contributed to the buying power of the people of the state.

The industrial growth of INDIANA is the natural result of superior transportation facilities. It is in the pathway of most of the great trunk lines and branch railroads tap every corner of the state.

INDIANA people are waiting for your good merchandise; they have money with which to pay for it.

INDIANA'S buying power is enormous. It is a market worthy of the most intensive cultivation.

The daily newspapers cultivate intensively.

	Circulation	Rate for 5,000 lines
*Crawfordsville Review (M)	4,003	.02
Decatur Democrat (E)	3,044	.025
*Elkhart Truth (E)	9,311	.04
Evansville Courier (M)	22,271	.05
Evansville Courier (S)	20,571	.05
*Fort Wayne Journal-Gazette (M)	25,406	.07
*Fort Wayne Journal-Gazette (S)	23,829	.07
†Fort Wayne News and Sentinel (E)	33,313	.08
*Gary Evening Post (E)	6,095	.035
Goshen News-Times (E)	3,073	.015
*Huntington Press (M)	3,650	.025
*Huntington Press (S)	3,828	.025
*Lafayette Journal-Courier (M&E)	17,721	.05
LaPorte Herald (E)	3,605	.025
Richmond Palladium (E)	11,830	.05
South Bend News-Times (M)	10,264	16,894
South Bend News-Times (E)	6,630	
South Bend Tribune (E)	16,261	.05

Government Statements, October 1st, 1920.

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

†Publishers' Statement.

AYER AGENCY STAFF MEETS

Plans for 1921 Formed When Home and Branch Executives Convene

(Special to EDITOR & PUBLISHER.)

PHILADELPHIA.—The annual convention of the entire staff of N. W. Ayer & Son, was held on Monday and Tuesday of this week in the assembly room in the Bourse. The four business sessions were attended by not only the members of the home office but by the staffs from the branch offices. These latter included J. M. Mathes, resident partner in charge of the New York office; Louis Seaber, Boston office; John Hansel, Jr., Chicago office; R. P. Robinson, Cleveland office.

W. M. Armistead, a member of the Ayer firm, presided at all the business sessions which were attended by about 200 members of the Ayer's business family.

The various sessions were taken up with reviews of the past year and the outlining of and discussing of plans for 1921. On Tuesday afternoon special talks were made by members of the firm and the four branch managers.

On Tuesday evening the delegates at the convention, and, in addition, every employe of the Ayer home office, including the office boys, to the number of about 500, were the guests of the firm at a banquet at the Manufacturers' Club.

NO CUT IN AD RATES

(Continued from page 10)

of enormous volume of advertising that would yield two per cent profit on a business turnover of \$10,000,000 a year, the publisher would realize \$200,000, which might represent six per cent on his investment; but if that advertising volume should drop to say 50 per cent, or to the point it was at five years ago, it is easy to see that his profit would be only three per cent on his investment, and, if some unexpected expense should arise, would be wiped out altogether.

"Another viewpoint: rate card statistics of American newspapers show that at present the price per agate line for 100,000 circulation is 28 cents. At this rate the advertiser can get a full-page advertisement set up, proof read, corrected, printed and distributed at a rate of \$7 per thousand. Where, may we ask, can he get only the physical part of this work done so cheaply today? And the publisher gives him more than the physical part of printing and distributing; he gives him interested, receptive and responsive readers to boot, besides all the other customary services.

TO REACH THE RICH TRADE OF KANSAS

Topeka Daily Capital

Sworn Government Report for 6 Months ending Sept. 20, 1920

34,222

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper

Member A. B. C. Publisher.

BOWEN NAMED EDITOR IN SPRINGFIELD

SPRINGFIELD, Ill.—A. L. Bowen, who has been connected with the Illinois state charities for the last eleven years, will become associated with the Illinois State Journal as soon as his successor as superintendent of charitable institutions is selected and ready to relieve him. Mr. Bowen will be in charge of the editorial page of the State Journal, and will write his personal comment on daily affairs under his own name. Other features of that page will be under his direction.



A. L. BOWEN

Mr. Bowen's first newspaper experience was in Bloomington. He came to Springfield twenty years ago as editor of the Evening News.

"The question might be asked that in case reductions started in the costs of the publisher (of which there is no indication at present) to what point must they proceed before reduction of rates should be considered? To this, my judgment would be that costs should have to decrease from 25 to 30 per cent from the point they are at now, and then the circumstances of each case should govern, increased circulation, etc. This cannot even be hoped for at least a long period of years. We know that skilled labor will remain high perhaps for years; and this means also that the price of printing, stereotype and composing machinery and equipment will remain high. Printing inks are not likely to decline rapidly in price, because of the constantly dwindling supply of natural gas from which the carbon is made, but there is hope for further reduction in oils.

"Newsprint, it is generally believed, will not greatly advance, if any, for the next quarter; many expect a reduction of half a cent per pound, while the most hopeful do not expect the price to settle permanently to a point much be-

low five cents. The disturbing element in the newsprint situation are the fluctuations. Just recently spot paper was offered as low as five cents per pound, f.o.b. New York. An immediate return to pre-war newsprint prices would work havoc among publishers temporarily. It would therefore be most desirable if a stabilized market could be maintained, thereby preventing the rapid fluctuations up and down. Much thought has been given to this subject, but no definite results are in sight. A stabilized market would be of great assistance to the advertiser, enabling him to figure advertising appropriations an entire year in advance, which he cannot do now with rates in many instances subject to increase every 90 days.

"In showing the advertiser why he cannot expect any reduction in advertising rates, it has been pointed out that during the newsprint shortage, the publishers saved advertisers millions of dollars that would have been required in much higher rates, had publishers not put into effect the strictest economies and conservation measures that effectively prevented a more serious shortage and much higher newsprint prices. But the publishers did these things to save their own business, and the fact that advertisers thereby gained to the extent of many millions of dollars was incidental.

"Closer co-operation and better understanding between publishers and advertisers is essential for promoting most beneficial conditions. The publisher must realize that his success depends upon the success of his advertisers; their interests are mutual. Publishers owe it to themselves and to their business and to their profession

to insist upon and maintain advertising rates that will yield a suitable remuneration for their effort, for the business and necessarily unsteadiness of business, and in keeping with the able services they render to their community and the nation. Certainly laborer is worthy of his hire, and advertisers, when they know the do not want charity; they want to their way and get results."

Harn 6-Point League Guest

The Six Point League will give luncheon, February 15, at the McAlpin, at which O. C. Harn, advertising manager of the National Company and president of the Bureau of Circulations, will be speaker.

NEW HAVEN REGISTER

largest circulation in Connecticut's largest city. Average daily paid circulation over

30,000 Copies

Double the circulation of any New Haven paper. It covers the field.

FIRST IN 1000 NEWSPAPERS

A National Advertiser with 10 years' experience recently stated that his records show that the money expended the result produced by the Washington Star placed it FIRST in AMERICA among a thousand newspapers.

Western Representative, J. E. Lee, First Nat'l Bank Bldg., Chicago, Ill. Eastern Representative, Dan A. C. Tribune Bldg., New York, N. Y.

Few Papers—(if any)—surpass the **TRENTON TIME**

NEW JERSEY AS **A Food Medium**

Even during the past summer four pages—and more—was the size of regular weekly Thursday food feature a winner for housewives, retailers and manufacturers.

Wednesdays and Sundays four pages. Tuesday, Music Page. Circulation 26,649. Member A. B. C.

KELLY-SMITH CO.

Lyttelton Bldg. Chicago

Marbridge Bldg. New York

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc. New York

"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

Leased Wire Service
Foreign News Reports
"Pony" Services
Teletype Service
Mat and Mail Services

Speed—Reliability—Quality

International News Service

10th floor, World Building, New York

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

New York American

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York Morning newspaper.

The **Pittsburg Press** Daily and Sunday Has the Largest

CIRCULATION IN PITTSBURG MEMBER A. B. C.

Foreign Advertising Representatives Metropolitan Tower, People's Gas Bldg. I. A. KLEIN JOHN KLEIN New York Chicago

NOTES OF ASSOCIATIONS AND CLUBS

WORCESTER, Mass.—The Worcester Advertising Club is having many activities now. John D. Sullivan, who has been putting on the annual automobile show edition for the Worcester Telegram-Gazette the past two weeks, addressed the club this week. Harry L. Burrhus, representative of the Simmons-Boardman Publishing Company of New York, was also a recent speaker, on the subject, "Selling Points in Technical Advertising."

MONTREAL.—To evolve a plan for removing fraudulent and illegitimate advertising schemes the Montreal Publicity Association has entered into an agreement with the Better Business Bureau of the Montreal Merchants Association. Among the forms of advertising condemned are the announcements in local exhibition and similar programs. Ridiculously large sums are often demanded for such space, which, from an advertising point of view, has no value. Amounts varying from \$100 to \$200 have been asked for page advertisements on some of the local programs. It is to abate this waste, that local merchants and advertising firms have agreed to discourage canvassing for media of this nature.

KIRKSVILLE, Mo.—The Northeast Missouri Printing and Publishers Association was organized here with about thirty members. They plan to meet twice a year and to discuss topics of interest to newspaper men. The next meeting will be held in June. Charles Weisenhorn, of the Macon Chronicle-Herald, was elected president, and Miss Anna Nolen, Monticello City News, secretary.

FORT WORTH, Tex.—The Fort Worth Advertising Club has changed its weekly meetings to the evenings instead of at noon. It is believed that a larger attendance can be had and more time for discussions in the evenings than at noon.

PHILADELPHIA.—Robert W. Durbin, advertising manager for Strawbridge & Clothier, delivered a talk on retail advertising, February 2, before the advertising class of the Poor Richard Club. Mr. Durbin pointed out that service, consistency, and truthfulness were the three important factors in retail advertising. Another recent speaker before the class was W. L. Day, vice-president of the J. H. Cross Agency, on national advertising. All told there will be twelve lessons in the course, and in addition to the two topics already referred to, these subjects will be discussed and studied: Mail Order Advertising, Copy, Art in Advertising, Typography Space-Buying and Agency Service; Platemaking, Electrotyping, etc.; Magazines, Newspapers, Outdoor Advertising, Billboards Electric Signs, Street Cars, etc.; Direct-by-Mail Advertising. The class has a membership of 68, with a total attendance at each session running over

a hundred. The course has been arranged by the educational committee of the club, of which Philip Kind is chairman.

LINCOLN, NEB.—The annual business meeting of the Nebraska Press Association was held here, February 10, 11, 12. The first session was held Thursday afternoon, when Edward T. Miller, general secretary of the United Typothetae spoke on "Organization." P. W. Ivey, of the University faculty, spoke on "Salesmanship and Advertising." Representatives of the State Bar Association, State Bankers' Association and other State-wide organizations will be present Saturday and have part in the program.

GRAND RAPIDS.—The Advertising Club is planning to issue a semi-monthly publication for its members. The aim of the publication is to show weaknesses in advertisements already published and to help in working up a closer co-operation among the local men interested in the field of advertising.

OTTAWA, Ont.—The Women's Press Club has elected the following officers: Honorary president, Mrs. M. E. Cole, founder of the club; president, Mrs. Madge Mabeth; first vice-president, Miss Mary McKay Scott; second vice-president, Mrs. E. C. Connell; recording secretary, Miss Bessie Watt; corresponding secretary, Miss Alice Higgins; treasurer, Miss M. Casey.

ST. PAUL.—At a dinner of the Town Criers' Club, on the evening of February 2, the members had a chance to see themselves as others see them, when motion pictures taken at the club's Christmas party were shown for the first time. William Morris, advertising manager of the Munsingwear Corporation, spoke on direct mail copy.

MINNEAPOLIS.—An Apache dance in which a couple weighing 512 pounds stubbed the light fantastic toe; a breach of promise suit wherein one of the city's well known sundown boulevardiers got his love letters read right out loud; a clever-slithering tiff between a dinner and a chef; limericks that limned foibles and songs that harked back to yesteryear—these were a few features of the newspaper dinner and dance in the Elks Club last week. It was the first general turnout of the Minneapolis scribes in five years.

Famous Wits of History

A short magazine page feature twice a week.

NEWSPAPER FEATURE SERVICE

241 W. 58th ST., NEW YORK

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.



PROMOTION IDEAS

The New York Herald recently gave a prize of \$100 to the high school student in greater New York who wrote the best essay on "The Duties and Obligations Incumbent Upon American Citizens in View of the Present Industrial Unrest."

ST. PAUL.—The Daily News' annual dog race Feb. 5 was the most successful yet recorded. The event occurred on the ice at Lake Como, in Como Park, one of the city's principal pleasure grounds. There were 103 entries and a notable feature was a dashing exhibition drive with a team of "huskies" by Walter Goyne, winner of the Hudson Bay derby.

DETROIT.—More than 100 disabled soldiers from Detroit hospitals were guests of the Detroit News at the sixth and last concert of the News' band.

Western Agents' Council Will Meet

CHICAGO.—The Western Council of the American Association of Advertising Agencies will meet here February 14. Addresses will be given by James O'Shaughnessy, executive secretary of the organization, O. H. Blackman of New York, national chairman of the magazine committee, and R. F. Clark, chairman of the Western Council export committee.

Coller Buys Michigan Paper

LANSING, MICH.—Ross H. Coller, former city editor of Battle Creek, Kalamazoo and Dowagac newspapers, has purchased a half interest in the Portland (Mich.) Observer, and will take full

Perth Amboy NEW JERSEY

One of the leading industrial centers of the East. Fully covered by the

Evening News

F. R. NORTHRUP Foreign Representative 303 FIFTH AVE., NEW YORK CITY



is all of N. Ohio
The Plain Dealer
Cleveland

THE **NEW YORK EVENING JOURNAL**

has the largest circulation of any daily newspaper in America.

charge of the plant and business January 31. Arthur L. Francis, present publisher of the Observer, will take the business management of the Lansing Capital News, a new afternoon daily which will be launched about April 1. He will retain an interest in the Observer, which he has published for 10 years.

Oregon Bans Road Signs

SALEM, Ore.—All advertising signs within the rights-of-way of public highways in Oregon have been ordered removed immediately. The order is issued by the state highway department to division engineers and is based on an opinion by Attorney General Brown to the effect that the posting of such advertising is illegal.

The Boston Globe

has just ordered our "Smiles" Comic

The International Syndicate

BALTIMORE

The North Jersey Shore draws its income from widely divergent activities. Thus, this section enjoys uniform prosperity, unaffected by business depression that spells havoc in localities dependent on one industry.

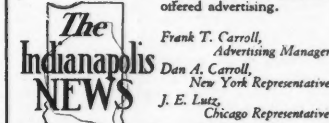
ASBURY PARK PRESS

thoroughly covers this territory and through it the advertiser is always assured of a highly responsive audience. Standard Rate Card Member A. B. C. Frank R. Northrup, Special Representative 303 Fifth Avenue, New York City Association Bldg., Chicago, Ill. J. LYLE KINMONTH, Publisher Asbury Park, N. J.

FIRST

in national advertising

The News led all six day evening papers in U. S. in 1919 in volume of national advertising. This was despite the fact that rigid censorship excluded nearly a million lines of offered advertising.



Use Newspapers on 3 Year Basis

1920 Indication of Lineage Increase
1920 vs. 1918
in the

BOSTON AMERICAN

on Financial Advertising
Total Lines, 1918... 21,769
" " 1920... 233,609

1921 Buy Space in Boston's Greatest Evening Newspaper

IN **STAUNTON, VA.**

Everybody reads the Morning News Leader and the Evening Leader. Staunton's location gives these papers command of a trading radius of over 26 miles, in one of the richest sections of the state. Staunton also has many diversified industries.

A. B. C. Circulation—over 6,000. Rate—.03 per line flat.

Represented by **Frost, Landis & Kohn**
Chicago New York Atlanta

WOOD FOR 300,000 TONS OF PRINT A YEAR

National Forest Supervisor of Washington Says Six 200-Ton Mills Can Be Run for Years on Timber Now Neglected

(Special to Editor & Publisher)

SEATTLE.—Through private, state and federal forestry resources a perpetual production of approximately 300,000 tons annually of newsprint paper, insuring continued operation of a large number of wood pulp industries, is possible in the Puget Sound and Grays Harbor timber areas, according to a report made by the office of the forest supervisor of the Snoqualmie national forest, after an extensive survey of Western Washington pulp paper resources.

Forest Supervisor Weigle declared that "while there is much complaint throughout the United States concerning the scarcity and high price of newsprint paper, millions of cords of wood suitable for the manufacture of newsprint are going to waste or forced upon a nonreceptive market."

It is declared in the report that the timber area in Western Washington has a larger and better stand of paper wood than any other region of similar area in the United States. The total stand of timber in this state west of the Cascades is approximately 245 billion feet, of which at least 75 billion feet consists of hemlock, spruce and silver fir, all of which are suitable for paper. The report continues:

"We are cutting annually more than 4 billion feet west of the Cascade mountains. Of this amount approximately 460 million feet consists of hemlock, spruce and silver fir, all of which are suitable for the manufacture of newsprint paper. This amount is equivalent to 766,000 cords—sufficient to fully supply ten 200-ton daily capacity pulp and paper plants. It would not be expected, however, that more than 60 per cent of this amount would be turned into pulp; at least 40 per cent should be manufactured into lumber.

"Supposing that 60 per cent of the lower grades of hemlock and spruce logs, which are now forced upon the market, could be utilized in the manufacture of pulp, it would be equivalent of 460,000 cords, or sufficient to supply six plants with a daily capacity of 200 tons, which would produce annually 360,000 tons of news print paper—and five of these plants should be located on Grays Harbor and Puget Sound.

"This amount could be greatly increased, for as soon as a market for paper wood is created, large quantities of hemlock now being left in the woods would be logged, and the quantity of hemlock and silver fir in the timber areas not yet opened up is much greater than the areas that have been cut.

"There are immense stands of paper wood on the national forests along the west slope of the Cascade mountains, but the best stand in the whole region is located on the west side of the Olympic mountains inside and outside of the Olympic national forest. Of a total stand of approximately 70 billion feet on the Olympic peninsula, about 28 billion

feet consists of hemlock, spruce and silver fir, all suitable for paper wood.

"Most of the privately owned timber will be cut during the next thirty to forty years, but the stands on the national forests will be cut on the sustained yield plan, which means that no more timber will be cut annually than grows. Therefore, the annual cut of the Grays Harbor-Puget Sound region from privately owned, state and federal timber will always be sufficient from the lower grades of logs to produce at least 300,000 tons of newsprint paper annually.

"This is an enormous business lying dormant here, the product of which the world is now begging, and this demand is certain to increase. The construction and operation of several large pulp and paper plants on Puget Sound would supply labor to a large number of people and he a tremendous permanent asset to Seattle and the community, besides supplying a much needed product to the country.

"There are enormous amounts of water power unharvested within easy reach of every part of this region."

ENGLISH PAPERS MERGE

London Globe and Pall Mall Gazette and Two Plymouth Dailies Combine

LONDON.—Owing to the increased cost of newsprint and wages paid to editorial and mechanical staffs, the Pall Mall Gazette has amalgamated with the Globe. The Globe is the oldest evening newspaper in London, having been established in 1803. It has changed hands several times and has been on the market for some time.

The high cost of operation has also caused the amalgamation of the Plymouth Western Daily Mercury and the Western Morning News.

Columbia Courses in Typography

Columbia University will give two courses in printing and allied lines, including the preparation of manuscript, proof-reading, spelling, correct division of words, punctuation, capitalization, abbreviation, selection of type faces, ink, paper-making, art work, engraving, the preparation of dummies and the visualizing of finished work. James D. Gabler will direct the courses, which will be given in the Home Study and Extension Teaching Branches.

Owners Change in Springville

BUFFALO.—The Springville (N. Y.) Journal and Herald has changed ownership. F. E. Lowe has withdrawn from the partnership with his brother, W. C. Lowe, who will continue publication of the newspaper. Richard Lowe, son of W. C. Lowe, will be associated with the company.

Columbia Record on Eight Columns

COLUMBIA, S. C.—The Record has changed its make-up to 8 columns, 12 cms.

SUPPLIES & EQUIPMENT

For Newspaper Making

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

For Sale
Lee Feeders for Linotypes, guaranteed good as new, \$40.00 each. Also 4 section Lee Mold. The Telegram Company, Youngstown, Ohio.

For Sale
Duplex 4, 6 and 8 Page Angle Bar Press. Reasonable price. Early delivery. John Griffiths, 41 Marshall street, Poughkeepsie, N. Y.

For Sale
Battery of 2 pneumatic electric drying presses with 28" x 25" platens operated by 16" x 12" air cylinders and 32 1/2" deep electric heated tables for 115 volts D.C. complete with automatic chase ejector 27" x 59 1/2" cast iron table and all auxiliary apparatus. Manufactured by F. Wesel Mfg. Co., New York City, N. Y. The above equipment is in perfect condition and the only reason we have it for sale is on account of adopting dry mats. Price very reasonable if taken at once. Address Bert N. Garstin, Business Manager, The Courier-Journal and Times, Louisville, Ky.

For Sale
1 16-page Goss press, printing page cut off 23-9-16 inches; six, seven or eight columns; complete with stereotype outfit. Address News, Wheeling, W. Va.

For Sale
Double steam table, made by the Duplex Press Company. About six years old and one-half price. Gazette Printing Company, Janesville, Wis.

For Sale
Intertype Motor, practically new. Direct current. The Post, Leavenworth, Kansas.

For Sale
Semi-auto caster, installed Jan. 1, 1921. Purchase of new press makes it useless. Would cost if purchased today \$5,000 without double page equipment. Will sacrifice on the floor for \$4,000. Address Chronicle-Telegram, Elyria, Ohio.

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

Printers' Outfitters
Printing Plants and Business bought and sold. American Typefounders' products, printing machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale
Cox Duplex Webb Press. Prints and cuts four, six or eight pages, seven columns, 12 per hour. Equipped with motor, duplex rollers, shafting and helting. Being sold daily and good condition. The Herald, Harrisburg, Pa.

For Sale
Duplex 2-page steam table, with gas burners, fixtures, in good condition; Hoe dress never used; flat 7 column wide casting in good condition; 35 in. hand cutter in condition. Daily Home News, New Brunswick, N. J.

For Sale
Duplex Metropolitan Stereotype press in perfect running order; prints 4, 6, 8, 10, 12, 20 pages, 7 columns, 13 ems; can easily be changed to 8 columns, 12 or 12 1/2 ems; Duplex stereotype equipment in excellent order; reason for selling, about to get out of print 32 pages. Press can be seen any afternoon. Daily Home News, New Brunswick, N. J.

For Sale
Duplex double drive flat bed press; prints 6, or 8 pages, 7 columns, 13 ems; can be changed to 8 columns, 12 or 12 1/2 ems; perfect running order; can be seen running any day. Reason for selling, have stereotype press. Daily Home News, New Brunswick, N. J.

For Sale
1 Hoe Press. Write for particulars. 4 Hoe Autoplanes. At extremely favorable price. 3 Newspaper Mailing Machines. One single. Double Steel Make-up Tables. Double Page Steam Table. Will sell any or all of above at a very low price. Purchasing agent, Chicago Tribune, Chicago, Ill. 783, ca.

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 3/4".

This Press May Suit You.

WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

Take It To POWERS

Open 24 Hours out of 24
The Fastest Engravers on the Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

FOR SALE

Two four-deck

Potter Printing Presses

complete with Cutler-Hammer Control, extra rollers, motors, etc., all in splendid running condition. Presses print 7 columns 20 inches up to 32 pages with one set of plates.

also

Complete Stereotype Equipment

chases, etc., of corresponding size and all in A-1 condition. Will be sold reasonably, immediate delivery to make room for our new plant.

THE DULUTH HERALD

DULUTH :: :: :: MINN.

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	S. in Francisco
Richmond	Cincinnati	Portland
Arlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

NEWSPRINT

Publishers by placing their orders with us can rest assured of satisfaction in quality, shipments as promised at prices that warrant our being favored with the business.

Before contracting ASK

J. & J. SCOTT, Ltd.

Pulp & Paper
33 W. 42nd ST.
Phone Vanderbilt 1057

Introductions to Employer and Employee

SITUATIONS WANTED

1 A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Manager

Can produce, wants to hear from a publisher of a live daily newspaper that needs a man that can organize a department and get maximum results. For the past three years advertising manager of a fine afternoon paper with a circulation of over 40,000. In this position I have increased the advertising earnings over three hundred per cent. Will consider any place in United States or Canada, north. Available March 1. Address Box C-774, care of EDITOR & PUBLISHER.

Business Manager

Business manager, editor, advertising man and around printer desires position in full circulation country newspaper. Address H. J. Smell, 109 Bunting avenue, Flushing, N. Y.

Editorial, Re-Write, or Research Work.

Have had broad experience in all of these fields including encyclopaedia, statistical, medical and industrial fields. Highly specialized education in English; A. M. degree in English from Columbia University. Address Box C-771, care EDITOR & PUBLISHER.

Editorial Writer

Editorial writer, paragrapher, wants strong editorial connection. Address Box C-784, care EDITOR & PUBLISHER.

Editor-Manager

Who has sold interest in small city daily and printing plant, is open for position in city of 10,000 to 40,000. Age 30. Republican. Go anywhere. References. Can invest. Write or care, Editor, 2346 No. New Jersey street, Indianapolis, Ind.

Editorial Writer and Paragrapher

Competent editorial writer and paragrapher is seeking permanent location where merit will be paid daily of from 20,000 to 40,000 circulation. Has successful record but does not claim to be "national" writer. Guarantees, however, to give paper prestige in local matters, put life into an often-times dead page and follow policy. Personal references solicited. Write Box C-835, care EDITOR & PUBLISHER.

Columnist

Noted Papers are Quoted Papers. If you want a columnist for humor department address Box C-783, care EDITOR & PUBLISHER.

Business Manager or Advertising Manager

With a record as a producer under the most adverse conditions, desires change for purely personal reason. Fifteen years Provincial and Metropolitan experience and now successfully holding position as Business Manager. Married, still in the thirties, unquestionable references. East or New England preferred. Will only consider a real permanent opportunity. Unquestionable, Box C-808, Care Editor & PUBLISHER.

Advertising Man

Now connected with large city daily, seeks position as advertising manager or solicitor with daily paper in town of ten to twenty thousand. Four years' experience, best of references. Address Box C-818, Care Editor & PUBLISHER.

Advertising Representative

Now selling display advertising, desires to represent well established, progressive publication in New York City. Believes in preaching optimism. Christian; 25. Would like to discuss experience in interview. Box C-819, Care Editor & PUBLISHER.

Editor and Proofreader

Non-union shop (23). Experienced—will travel. H. Weiss, 354 Hancock St., Brooklyn, N. Y.

Circulation Management

By one who has had over 20 years' experience on morning, evening and Sunday papers in cities running from 100,000 to over 1,000,000 in population. Now with one of the big papers of the country, and can remain, but for purely personal reasons desire to make a change. Am familiar with every angle of circulation work, and believe I can get any paper all the business it is logically entitled to—and then some. If you are looking for a man who has the reputation of being a "top-notch," get in touch with me. My references: Present and past employers. Will visit any publisher, at my own expense, who has an opening that appeals to me. Address Box C-824, Care Editor & PUBLISHER.

Circulation Manager

Able and dependable; a capable executive of wide experience, obtained by many years' metropolitan connections, desires to locate with a progressive Republican daily in city of 200,000 or more. Address Box C-829, Care of Editor & PUBLISHER.

General Manager

General management small city daily wanted by all around experienced newspaper man. Can give best of references. Married. Address Box C-822, Care Editor & PUBLISHER.

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.

I Make Newspapers Pay Is Yours?

No, I am not a wizard; they don't just jump when I take hold of them. I get off my coat and perspiration takes the place of inspiration. That's how I succeed. I have made my present newspaper into one of the biggest advertising mediums of its class in the country. I am going to sell my interest because it is not high enough. I don't want your paper unless I can become a substantial owner after I have proven these wild claims. Then I want all or part of it. I know local advertising and how to get it. I know every space buyer worth knowing. I understand foreign advertising and I get it. If your pay days make you groan or seek your banker you and I can get together, providing yours is a city over 35,000. Let's be frank. Come clean on the first letter and we will get together. It will be mutually confidential. Address Box C-826, Care EDITOR & PUBLISHER.

Managing Editor

Managing Editor, experienced in all news branches; capable executive; result getter; every position held an advance; nothing under \$5,000. Address Box C-791, care EDITOR & PUBLISHER.

Mr. Publisher

Are your big stories and fights being "put over" right? If they aren't, you're looking for me. I dig up, write and illustrate my stories, edit them, head them and design page to play them. Let me show you what I have done, then draw your own conclusions. Write Box C-787, care EDITOR & PUBLISHER.

Newspaper Man

Newspaper man, experienced street and desk, would consider position in or near New York. Box C-805, Care EDITOR & PUBLISHER.

Managing Editor or Assistant

Thoroughly experienced in all news departments; tried executive; has gone up in game rapidly; no failures; 27; opportunity to advance, not starting salary, real object. Address Box C-792, care EDITOR & PUBLISHER.

Snorting Editor

Thoroughly experienced sports writer and desk man who can make any sports page an asset by authoritative, snappy, unprejudiced stories on any and every sport seeks permanent location in middle west. Now employed. Good reasons for making change. Write Box C-786, care EDITOR & PUBLISHER.

Syndicate Manager and General Manager

All around newspaper man of experience wants to make a change. At present I am managing one of the largest newspaper syndicates in the United States, but am desirous of making a change. For fifteen years past I have been syndicate manager, with periods of being in charge of other departments to straighten out matters, on one of the largest daily newspapers in the United States. I have shown, am showing today and can show results. If you are looking for a man who thoroughly understands the newspaper business, write me, Box C-742, care of Editor & PUBLISHER.

We Connect the Wires

Bringing into quick communication the employer and the position seeker in the Advertising, Printing and Publishing field, east, south and west. Our lists include men and women fitted for positions up to the highest responsibility, with newspapers, class journals, advertising agencies and the publicity departments of mercantile and manufacturing concerns. No charge is made to employers; registration is free. Established 1898. Ferris's Exchange, Inc., Third National Bank Bldg., Springfield, Mass.

Advertising Manager

Advertising manager and all-around printer desires position with country newspaper. Can originate or build up classified column. Also writes ads for local merchants that bring results. Willing to help in shop if necessary. Address Box C-827, Care Editor & PUBLISHER.

Young Journalist

Young journalist would like to connect with a magazine or similar publication, where ability to write habits of study, and proved executive and business ability will be of value. Box C-830, Care Editor & PUBLISHER.

Business Manager or Advertising Manager

Position wanted as business manager or advertising manager on some live progressive newspaper by a real live wire who knows how to produce results. Fifteen years' experience divided upon four newspapers. At present business manager of medium sized southern newspaper. Correspondence confidential. Address Box C-831, Care Editor & PUBLISHER.

Wanted—To Lease Republican Weekly

In East; give circulation, equipment, business done 1920, etc.; probably buy after expiration lease; or would accept management. Rue, 363 Grand Ave., Brooklyn, N. Y.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Salesman

Experienced in newspaper business who is capable of selling high class Feature Service throughout the country on special, attractive terms, can secure permanent position with well established organization. Apply Box C-825, Care EDITOR & PUBLISHER.

Linotype Operator

A first class linotype operator to work on an upstate (New York) morning newspaper. Steady work, surroundings congenial, and good place to work. Wages from \$36.00 to \$40.00. Considerable overtime if desired. Address Box C-809, Care Editor & PUBLISHER.

Newspaper and Job Foreman

Somewhere there is a first-class newspaper and job foreman who is looking for a day job in a modernly equipped daylight office with very best sanitary arrangements, good working hours, good pay, where he would be treated like a man and assured of a permanent position as long as he is filled the bill. To the man possessed of executive ability and who knows and can do good work we offer such a job in a good New Jersey town. A first-class job and ad man can find a permanent job in the same office. Give full particulars and wages wanted. Address C-797, care EDITOR & PUBLISHER.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Wanted To Buy

In market for Illinois or other middle west daily, town ten to twenty thousand, or controlling interest. All references. Give particulars. Box C-823, Care Editor & PUBLISHER.

Daily Newspaper for Sale

Newspaper in prosperous Middle West town of 46,000 will be sold at attractive price, on terms to right party. Circulation now 6,000. Good territory. Box C-807, Care Editor & PUBLISHER.

Business Associate Wanted

Who can invest from \$5,000 to \$15,000 in afternoon daily in growing city, taking over business and advertising management. Phenomenal field, beautiful city, new plant, wonderful opportunity. State experience, references; include photo. Box C-828, Care Editor & PUBLISHER.

CORRESPONDENTS

FEATURE STORY WRITERS

6c A WORD for advertisements under this classification. Cash with order.

Special Articles

Prominent Engineer writes interesting, entertaining, instructive articles on subjects in field of Engineering, Economics, Industrial Relations, Assignments or will provide own subjects. Address Engineer, c/o Mr. Cox, Room 312, 30 Church street, New York City.

INFORMATION WANTED

6c A WORD for advertisements under this classification. Cash with order.

Publishers. Please Read

Advertisement of Long Printing Company, Philadelphia, about me is a gross misrepresentation. John Cheshire, Winchester, Kentucky.

DAILIES SHOW BETTER BUSINESS

Advertising in Newspapers Indicates Active Market Soon, Pilgrims Hear

(Special to EDITOR & PUBLISHER.)

BOSTON.—Speaking before the members of the Pilgrim Publicity Association Edward F. Cullen, president of the Johnson Educator Food Company, said the surest indication of prosperous business conditions was the increased amount of advertising in the daily papers. He pointed out that directors of business concerns were sagacious in the expenditure of money and that they can see an active market in the near future to warrant the general advertising of their merchandise. The meeting was held at the rooms of the association on Washington street, and is the third of a series now being conducted. Mr. Cullen said

\$50,000 Cash

for first payment on an attractive daily newspaper property. Eastern locations preferred. Proposition V. P.

Charles M. Palmer

NEWSPAPER PROPERTIES
225 Fifth Ave., New York

WEEKLY NEWSPAPERS

We have available for purchase several exceptional WEEKLY NEWSPAPERS located in Eastern States. These are important, staple properties, well equipped, serving good fields. Are reasonably priced on a basis of earnings, and fair terms will be considered.

HARWELL & CANNON

Newspaper and Magazine Properties
Times Bldg. New York

Advertising Manager

We know an excellent man with ten years' metropolitan newspaper, advertising agency and publisher's representative experience who wants to connect with a progressive publisher with complete control of local and national advertising.

Address

SOUTHERN PUBLISHERS EXCHANGE,
Incorporated
Newspaper Properties and Equipment
12 North 9th St. P. O. Box 1597
Richmond, Virginia

Advertising Promotion Manager Wanted

The Canadian Daily Newspapers Association requires a Manager, for its department for the promotion of advertising in Canadian daily newspapers.

This position calls for a man with proven ability in selling daily newspaper advertising—a man with good address, strong personality, capacity as an organizer, and accustomed to meeting business executives.

A good salary will be paid.

Apply by letter, stating qualifications and experience, to Canadian Daily Newspapers Association, 902 Excelsior Life Building, Toronto, Canada.

that many business houses were forced "out of their stride" during the past three years to keep up with abnormal conditions and that the reaction that followed demanded abandoning all "showy" methods and getting down to real "honest John hard work."

Country Press Demands Living Rate

ST. PAUL.—H. C. Hotelling, executive and field secretary of the National Editorial Association, notes that country newspaper publishers are beginning to organize properly to the end that better rates may be obtained. For example, the publishers of Polk County, Minn., have issued a signed statement that in the future they will not accept legal notices except at legal rates.

MAKING CLASSIFIED PAGES PAY

A weekly feature of Editor & Publisher conducted by C. L. Perkins, executive secretary of the Association of Newspaper Classified Advertising Managers. You are invited to bring your classified problems to this department for discussion.

ORDER TAKING OR ORDER MAKING

JONES, classified manager, whose record for the past three years had been highly gratifying to his publisher and himself, discovered that he was up against a stone wall. Business had been booming, employers for many months had been unable to secure needed help, and as a result had been trying to outbid each other for the available labor supply, using the Want-ad pages as their auction room. Labor of all kinds had been making lots of money, along with everyone else and were buying freely. Therefore all classes of Want-ad users had been buying columns of advertising instead of inches. So classified lineage records, at higher and higher rates per line, had been climbing and climbing. Business was just naturally easy to get and everyone on the staff was a big producer.

As a matter of fact during some of the past months the staff had been selling too much copy. There was a paper shortage and space was limited; Jones and his staff had intentionally or otherwise stopped selling and even curtailed their efforts at "copy-chasing." This added to the ease of life in the classified department and as one of the men in the department expressed it, "This work is certainly the gravy."

But the tide must always recede. Jones and his staff had lost sight of this fact. The labor market changed. Firms that had formerly required a ten-inch advertisement for seven times to secure a couple of office boys or business manager, as the case might be, discovered that a three-line advertisement in one paper one day would bring more applicants than they could hire. Commodity prices started to drop, the public having gone on a so-called buying strike, with the result that automobiles, real estate and other For Sale classifications in the Want-ad section took a slump.

Jones had scolded the staff, but still classified lineage kept going down. He fired a couple of the men who in the days of easy copy had been good producers. Still losses were being recorded every day. Jones pictured his reputation as a successful Want-ad executive vanishing; he became filled with fear and convinced that business was headed for the rocks.

Then he decided to go into conference with himself, to analyze conditions and to find the trouble with Jones and his staff and most important to find a way through, around or under the stone wall he seemed to be facing. As a result of this conference, every member

of the staff received notice that there would be a meeting Monday morning, with no excuses for absence accepted.

Monday morning came and the staff gathered. Jones started, "Gentlemen, I have a confession to make. For several years I have kidded myself into believing that I was one of the greatest classified advertising managers in the country. Our Want-ads have grown month after month, and I have greatly over-estimated my contribution to the growth. Business came easily, and I did the natural thing—gave less and less attention to sales methods and more and more thought to technicalities of the classified business.

With all the business we could conveniently print I plunged into various kinds of reforms and alleged reforms. We have improved the typography of our classified pages. The make-up has been changed, making it easier for the reader to find the desired Want-ads. The methods of taking care of the business in the office have been changed many times and improved. About eighty-nine percent of time has been devoted to studies of classified problems other than selling, and I had started to think that this work of mine was the greatest cause for our growth. Then business conditions changed, the abnormal volume of help wanted advertising dropped—the real estate and automobile markets tightened.

"When this movement had made some headway I was filled with fear and in this state of mind I began scolding the staff and even fired a couple of members with the idea of making you work hard—with the hope of making you fearful of your jobs. Then last week I faced the problem squarely and I have discovered the trouble and the solution of it.

"My first discovery was that I had not been the creator of all the increased lineage, that while I am egotistical enough to consider myself a good classified manager, I have done nothing to mark me as a genius. I have done what a lot of classified managers have done, given more attention than ever before to Want-ad typography, make-up, and methods. This has been a fine thing for the paper and we will cash-in on it in the future, but the big gains made

were due to conditions and not to our reforms or our selling. They helped some, but the Want-ad business would have grown with the sales staff replaced by a messenger force and without any improvements in our methods of operation.

"My next discovery was that I had in my effort to make improvements neglected to think about selling. My job in fact is classified sales manager, but by custom the word sales is omitted when my title is spoken or written and I almost eliminated it from my duties.

"Then came the discovery that there was nothing in the situation to fear. I realized that present conditions were merely a challenge and that intelligent sales effort and not fear were the things needed to start the lineage up again.

"The abnormal Help Wanted lineage was velvet to us and much of it was wasted as far as the advertiser was concerned. The elimination of extravagance in Help Wanted advertising is a good thing, and we can and must by intelligent selling replace it with legitimate classified.

"The first step in this is for each of you men to realize conditions as I have outlined them to you—to take inventory of yourself and discover whether or not you have fooled yourself as I did.

"Then we are going to establish a new rule in this office. In the past all of you men have been known as classified solicitors. The word 'solicitor' has come, by universal usage, the name applied to one who secures Want-ads from classified advertisers. Solicit is a perfectly good English word, but to many it is associated with 'soliciting alms.' It suggests begging, canvassing, ringing door-

bells. It is a word that implies 'ask for.' True, it is a name that attracts fits many men who have been paid to do classified advertising and who are afflicted with the 'gimmies.'

"In the future, however, every man in this department will be called a sales man. The word solicitor is being eliminated and every man is expected to live up to his new name."

Doubtful or Misleading Advertisements

The New York Times in rejecting doubtful or misleading announcements offered publication in its Business Opportunities columns is protecting the best interests of its readers.

Banking and business references are required in connection with the insertion of these announcements.

The advertisements in the Business Opportunities columns of The New York Times receive the attention, every Sunday, of the readers of more than 500,000 copies distributed in 5,000 cities and towns of the United States.

NEW YORK TIMES

OF THE SHAFFER GROUP

The Indianapolis Star, The Muncie Star and The Terre Haute Star compose The Star League of Indiana. The Star League of Indiana reaches the maximum buying power of Indiana at minimum cost, every month of the year.

THE STAR LEAGUE OF INDIANA

Thoroughly Covers Indiana

OF NEWSPAPERS

IN LOS ANGELES

IT IS THE

EVENING HERALD

Government Circulation Statement April 1, 1920

134,686

The Giant of the West

MEMBER A. B. C.

The Personal Contact

Few advertising mediums where readers take a personal interest in all the news and advertising excel

The Pittsburg Dispatch

Pittsburg's Best Advertising Medium.

Branch Offices:

Wallace G. Brooke,
Brunswick Building, New York
The Ford-Parsons Co.,
Marquette Building, Chicago, Ill.

World Wide

ADVERTISING CORPORATION

Advertising Counsel

One West 34th St., New York

Telephones Fitzroy } 2969
5111

Cable Address:

SCHOLZEM, NEW YORK

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY

AND

THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field

דער טאג
ווארײט

The National Jewish Daily

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

The Detroit News

The Detroit News led all American six- or seven-time a week newspapers in total advertising published during 1921.

IN NEW ORLEANS
IT'S—

THE NEW ORLEANS ITEM

Nearly every person in Richmond reads

The 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.
Marbridge Building Kelly-Smith Co.
B'way at 34th St. Lytton Building
New York City.
J. B. Keough, Candler Bldg., Atlanta, Ga.

\$300,000,000

IN CROPS

These papers will introduce you to the right people

supplements the annual income of

NEW ENGLAND

One rarely refers to the agricultural resources of New England in view of the importance of its manufacturing interest.

Statistics show that two-thirds of all the clocks, firearms, silver-plated ware, corsets and ammunitions manufactured in the United States are made in the New England States.

New England has *many* sources of wealth. Its income mounts higher and higher. Savings swell, buying increases.

Can you afford not to advertise in this mighty prosperous market.

MASSACHUSETTS—Population, 3,852,358

	Circulation	2,500	10,000
	lines	lines	lines
*Attleboro Sun (E)	4,805	.0275	.0175
Boston Sunday Advertiser (S)	397,414	.55	.55
Boston American (E)	301,595	.50	.50
Boston Globe (M&S)	285,199	.40	.40
Boston Post (S)	349,003	.45	.45
Boston Post (M)	422,831	.60	.60
Boston Post (S)	380,461	.55	.55
*Boston Transcript (E)	33,211	.20	.20
*Fall River Herald (E)	10,898	.035	.035
Fitchburg Sentinel (E)	8,817	.05	.035
*Haverhill Gazette (E)	14,587	.055	.04
Lynn Item (E)	15,198	.055	.04
*Lynn Telegram News (E&S)	18,083	.05	.05
Lowell Courier-Citizen (M&E)	17,353	.045	.045
New Bedford Standard Mercury (M&E)	28,938	.07	.07
Salem News (E)	19,687	.09	.07
*Worcester Telegram-Gazette (M&E)	87,804	.24	.21
*Worcester Telegram (S)	40,031	.18	.15

MAINE—Population, 788,014

Bangor Daily Commercial (E)	14,395	.0425‡	.035
*Portland Daily Press (M&S)	15,829	.04	.04
*Portland Express (E)	24,053	.09	.07
*Portland Telegram (S)	22,138	.09	.07

NEW HAMPSHIRE—Population, 443,083.

Keene Sentinel (E)	3,131	.03	.02
*Manchester Union-Leader (M&E)	25,564	.08‡	.08
Portsmouth Times (E)	4,065	.02	.015

RHODE ISLAND—Population, 804,397

Newport Daily News (E)	8,155	.03357	.02928
*Pawtucket Times (E)	23,308	.08	.05
Pawtucket Valley Daily Times (Arctic) (E)	2,130	.021429	.021429
*Providence Bulletin (E)	56,418	.135	.135
*Providence Journal (M)	31,885	.08	.08
*Providence Journal (S)	48,224	.12	.12
*Providence Tribune (E)	24,633	.10	.09
Westerly Sun (E)	4,529	.025	.025
Woonsocket Call (E)	13,201	.04	.04

VERMONT—Population, 352,428

*Barre Times (E)	6,930	.025	.02
Battleboro Daily Reformer (E)	2,802	.02	.015
Burlington Daily News (E)	7,010	.04	.04
*Burlington Free Press (M)	10,328	.05	.05
St. Johnsbury Caledonian and Newport Record (E)	2,790	.013	.013

CONNECTICUT—Population, 1,380,831

*Bridgeport Post-Telegram (E&M)	51,638	.145	.14
*Bridgeport Post (S)	19,858	.085	.08
*Hartford Courant (M&S)	29,393	.07-.09‡	.07-.09
*Hartford Times (E)	38,064	.14	.14
New Haven Register (E&S)	29,881	.09	.08
*New London Day (E)	10,468	.08	.045
Norwich Bulletin (M)	10,755	.07	.05
Norwalk Hour (E)	3,829	.025	.025
*Stamford Advocate (E)	7,705	.0375	.03
*Waterbury Republican (M)	12,158	.05	.04
*Waterbury Republican (S)	12,301	.05	.04

Government Statements, October 1st, 1920.

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

‡Rate on 3,000 lines.

BUSINESS OPPORTUNITIES

*How bright young men with worth-while commodities
can find unlimited sale for them at reasonable prices*

**SHOES, CLOTHES, COLLARS, STOCKINGS, SOCKS, DRESSES,
TRUNKS, VALISES, FLOUR, SUGAR, TEA, COFFEE, CANDY,
THEATRE TICKETS, CAR FARES OR ANYTHING ELSE.**

ALL of these things and thousands of others are to-day demanded by the consuming American public at fair and reasonable prices.

Through newspaper advertising any young man with the courage to take minimum margin of profit on largest possible traffic can become a limelight millionaire success of to-morrow and years to come.

War time opportunity and inflation have softened the fighting powers and muscular tissues of some of the giants of yesterday—before the war.

Standard advertised goods a few years ago meant reasonably priced, best quality articles sold everywhere at one price.

They never would have attained the enormous sales they did if their prices had not been fair as compared with unbranded goods.

Deadly overhead, representing the giving way to various temptations toward refinements and pretty looking packages, plants and offices, made a possibility by recent conditions, are now an almost annihilating hardship.

Only a few years ago the manufacturers of many so-called standard articles were fighting for legislation to enable them to maintain prices which they claimed were absolutely essential to make their selling plans stand up.

Circumstances over which neither they nor Congress had control (the world war) intervened and they and all the rest of us have experienced only trifling difficulty in pricing up as justified by mounting costs.

We now find nearly every business operating upon a previously unheard-of basis of expense for manufacturing, distribution and selling.

Nearly all of us realize what we are up against, but few of us will voluntarily get down quickly enough to meet serious and effective salesmanship by a newcomer with the punch and the goods.

When soda crackers first commenced to grow in packages we got quite a bunch of them for 5 cents and for 10 cents.

Before that time we got them for 5 cents a pound out of the barrel.

To-day soda crackers in packages cost very nearly 40 cents a pound.

Soda crackers are merely mentioned here as an incident and as typical of many other similar situations.

Advertising can be utilized for great constructive use to the nation in the hands of some one able to sell a soda cracker for, say, 20 cents a pound.

Such a step would give the public the goods it requires at nearer fair price and compel those now selling at high prices to come down regardless of the temporary suffering involved.

It is a fundamental law that no one can go on forever to greater and greater success. Those who grow strongest in time grow ineffective through temptation to take greater profits than they demanded or were able to take during the upward climb.

If things were otherwise there would not be opportunity for the young men of to-day who are to become the big fellows of to-morrow.

Business opportunities lurk around on all sides for the young man of vision who is willing to and knows how to use advertising.

JASON ROGERS,

New York, Feb. 9, 1921.

The New York Globe

Member
A. B. C.

LORENZEN & THOMPSON, Inc.
NEW YORK CHICAGO

170,000
a Day

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