

THIS ISSUE—NEWSPRINT COSTS DO NOT JUSTIFY \$110 PRICE

EDITOR & PUBLISHER

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

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53. No. 39

NEW YORK, SATURDAY, FEBRUARY 26, 1921

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

January Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of display advertising for the month of January, 1921.

Books - - - - -	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 3,146 lines. Next highest score, 3,059 lines.		
Churches - - - - -	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 5,526 lines. Next highest score, 737 lines.		
Clothing - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 249,488 lines. Next highest score, 155,134 lines.		
Department Stores - - - - -	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 505,769 lines. Next highest score, 297,816 lines.		
Out of the Loop Stores - - - - -	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 46,879 lines. Next highest score, 16,495 lines.		
Foodstuffs - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 20,501 lines. Next highest score, 18,272 lines.		
Furniture - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 49,206 lines. Next highest score, 22,140 lines.		
Household Utilities - - - - -	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 7,185 lines. Next highest score, 5,251 lines.		
Jewelry - - - - -	THE DAILY NEWS	FIRST! 6 days against 7
The Daily News, 8,220 lines. Next highest score, 8,118 lines.		
Total Display Advertising - - - - -	THE DAILY NEWS	FIRST! 6 days against 6
The Daily News, 1,144,015 lines. Next highest score, 622,735 lines.		

IN NEARLY EVERY IMPORTANT CLASSIFICATION

THE DAILY NEWS

FIRST in Chicago

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers.)

Pennsylvania

Just put your advertising message into the daily newspapers and inspire your salesmen to stir up the distributors.

Pennsylvania daily newspapers permit co-operation with local dealers---a vitally important adjunct to any selling campaign and something unobtainable through other media.

Persistent newspaper advertising promotes and maintains supremacy. It is the constant drop of water that wears away the stone.

It is the constant flow of advertising that promotes and maintains Business Supremacy

Give your newspaper campaign a chance to "make good."
"Try advertising by the year" in these Pennsylvania daily newspapers. They get results.

	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.



Seymour B. Conger

of the

PUBLIC LEDGER

Conger joined the staff of the Public Ledger with the two highest endorsements that a man in his position could have. One was from Melville Stone, President of the Associated Press, whose correspondent in Germany he had been from 1910 to 1917. The other was that of Ambassador Gerard who had seen him at work in Berlin during the years before the United States entered the war. Mr. Gerard, writing of the difficult position of American correspondents in Germany at that time, said: "It is the splendid patriotism under fire of Ackerman and Conger that deserves special mention."

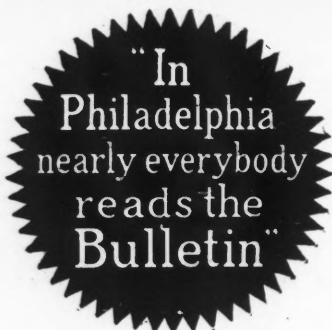
Conger's remarkable dispatches from Poland, Germany and Russia have become a feature of the Public Ledger Foreign News. Last summer he was the first newspaper man to reach Brest-Litovsk and get through to the Public Ledger the story of the battle between the Bolsheviks and the Poles.

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

PUBLIC LEDGER

PHILADELPHIA

City
Population
1,823,779



Separate
Dwellings
390,000

Metropolitan Population: 3,000,000

First

in the hearts and homes of

Philadelphia

In Philadelphia there are about 390,000 separate dwellings, and the name of The Bulletin is a household word in practically every one of them.

The metropolitan population of Philadelphia is approximately 3,000,000, of which 1,823,779 is within the city limits.

Dominate Philadelphia

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

The Bulletin

Net paid average circulation for the year 1920,

488,687 copies
a day

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

Vol. 53
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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.

Vol. 53

NEW YORK, SATURDAY, FEBRUARY 26, 1921

No. 39

NEWSPRINT COSTS DO NOT JUSTIFY \$110 PRICE

Records Show Ton Can Be Produced at Cost of \$70 in East and Far Less on Pacific Coast—Group-Buying Movement Grows Among Publishers to Check Manufacturers' Demands

WHAT does it cost to make a ton of newsprint paper? That question was asked by EDITOR & PUBLISHER on the editorial page of the issue of February 12 and it has been answered. Cost sheets of the mills whose product is sold through the Canadian Export Paper Company, are herewith presented—Exhibit A—for November, 1919, showing the comparative cost of their operations in the conversion of wood into a ton of mechanical pulp, which constitutes from 70 to 80 per cent of newsprint paper. The cost sheets are photostatic reproductions of the Canadian Export Paper Company's records and represent a period when the price of ground wood was climbing to the heights it reached last year.

Want Guarantee for Rest of Year

Exhibit B, which EDITOR & PUBLISHER presents gives in detail the cost of manufacturing a ton of ground-wood pulp at the Cape Madeleine mill of the St. Maurice Paper Company, a Canadian export firm, for the period March 15-31, 1920, when the ground-wood market price was near its highest point. The total cost at this mill at this time of making a ton of ground-wood pulp, including the cost of preparing the wood, was \$30.99.

Exhibit C is a transcript of a cost sheet of the Pacific Mills, Ltd., at Ocean Falls, B. C., showing that this company a year ago was making paper at a total cost, including depreciation, of \$40.83 per ton. Its ground wood cost \$17.91 per ton and its sulphite \$41.52 per ton.

Additional weight is lent to these figures by the announcement last week of prices for the second quarter by the International Paper Company and the Canadian Export Paper Company and especially the alternative offer of the International Paper Company to contract with its newsprint customers at \$110 a ton for the last nine months of 1921, ostensibly to permit its publisher customers to arrange their rates to meet the schedule of paper costs that will stand for the rest of the year.

While that is the reason stated by these companies, in addition to the International's expressed desire to assist in the downward movement of commodity prices, publishers interviewed by EDITOR & PUBLISHER are frankly stating that the International, in their opinion, is seeking to guarantee itself against loss by future declines in the price of newsprint by getting its customers tied to a price of \$110 a ton during the era when prices are certain to go below that.

In plain words, the International is "digging in." Its costs, according to frequent statements in the past by International Company officers, which are accepted at face value by competitors

of this company, are higher than are those of its Canadian contemporaries, due to its long hauls of raw wood, which in turn are due to its policy in past years of stripping the forest around its mills and making no provision for their restoration until a few years ago.

The peak of its costs, says Vice-President Lyman in announcing the new prices, has not yet been reached, as the mill is now using wood that was harvested when wages were at their height. Nevertheless, he says, the company is willing to cut \$20 a ton from the price which it set, and practically thereby fixed for the other important paper companies, of \$130 a ton for the first quarter of this year.

At \$110 a ton, the accompanying tables show manufacturing costs have very little relation indeed with the selling prices. These prices since the fall of 1919 have represented what the manufacturers believed the traffic will bear; the prices quoted so far for the second quarter are not based on manufacturing costs, but are lower than present rates because the paper manufacturers realize that publishers are expecting them to bear their share of present-day retrenchment, and they believe that they can "put over" their cut of \$20 a ton as a genuine effort along this line and prevent action by publishers which will force lower prices for paper than had been considered a few months ago.

What the North American paper manufacturers fear is increased development of the production of newsprint abroad, accompanied by improved quality in the paper and stronger guarantees of delivery on time. A poorer finish than the American product possesses, and conditions imposed by paper importers upon delivery in the United States have kept foreign paper from being more widely used during the past six months than it was (and it is credited by some publishers with having been a great factor in breaking the runaway spot market of 1920).

With these conditions corrected, and the paper-buying executive of a group of American newspapers told EDITOR & PUBLISHER that they are being corrected, the lower prices that the foreign exporters quote will appeal more strongly to American consumers, to the disadvantage of the firms which are maintaining prices at \$110 a ton. A tariff on newsprint is not likely, it is thought in Washington, despite manufacturers efforts to effect one.

Group Buying Is Feared

Fearing by the paper manufacturers almost as much as imported paper is co-operative purchases of paper by United States publishers. This idea made great progress during 1920. The Publishers' Buying Corporation, the National Newsprint Distribution Committee, the Inland Daily Press Association and the Southern Newspaper Publishers' Association demonstrated that it was possible to get newsprint when there wasn't any—if one believed what the paper manufacturers, brokers and propaganda trade papers stated and restated.

Further progress of the co-operative idea is indicated by the Publishers' Buying Corporation's declared intention to stay in the field as a service organization, to supply "formaldehyde" against the poisonous high-price propaganda that the mills and their organs have not ceased to circulate. Development is also shown by the organization of the Oregon Publishers' Syndicate a week or two ago, to gather data and supply the requirements of Oregon daily publishers, and to deal with paper manufacturers as a unit.

Still more ominous from the paper manufacturers' viewpoint is the call that EDITOR & PUBLISHER learns has been sounded for a meeting of 25 of the Pacific Coast daily newspapers in New York during the convention of the American Newspaper Publishers' Association to organize a group-buying organization. The Hearst and the Scripps newspapers on the Coast are said to be the sponsors of this meeting.

Group-buying of paper was endorsed by Iowa publishers at their annual meeting last week and an organization

CANADIAN EXPORT PAPER COMPANY LIMITED
COMPARATIVE STATEMENT OF MANUFACTURING COSTS
GROUND WOOD

	PRICE	SECO	LAURENTIDE	ST. MAURICE	BROMPTON
Month of November 1919.					
SLUSHING					
Labour (see followe)	2.49	2.20	1.28	1.64	2.41
Superintendents	.17		.18	.17	.11
Wood Handling	2.32		(1.94)	.20	.55
Grinders	.02			.42	.80
Screens				.16	.06
Inside Labour—Cleaners	.02			.23	.01
Oilers, etc.					.11
Outside Labour	.03				
Repairs	1.73	1.23	.38	.32	.99
Grindstones	.23	.25	.41	.21	.12
Power	1.49	1.02	2.36	3.41	.48
Steam	.03			.14	.20
Supplies	.01	.31	.07	.01	.06
Lubricants	.04	.03		.08	.01
Depreciation	1.00	1.06	.59	1.00	1.05
Mill Burden	.72	7.74	.26	6.06	1.07
					8.55
					.70
					0.16
LECKERING					
Labour	.20	.20	.07	.18	.11
Machine wires	.01	.02	.05	.01	
Repairs	.20	.32	.05	.05	
Towels	.41	Sluahng	.24	.17	.26
Supplies					.11
LAPPING					
Labour		2.90	2.27	1.09	2.33
Machine Clothing		1.26	1.13	.09	.93
Machine wires		.39	.19	.32	
Repairs		2.49	.19	.58	.75
Power		See Sluahng	.10	.05	.47
Supplies			6.70	.01	1.66
					.08
					4.56
PRESSING					
Labour		See Lapping	1.26	.85	
Repairs			.08	.47	
Power		See Sluahng		.08	
Supplies			.01	1.35	1.67
SHIPPING					
Labour	.67	.67	.64	.55	1.56
					.56
					.08
PIPING					
Labour		See Lapping		.12	.12
					.75
					.75
STATISTICAL					
(1) TONNAGE					
Sluahng	4891.3	4456.	6159	2856	1970
Leckering	4891.3	4211.	5344	2836	946
Lapping	-	245	815	318	1024
Pressing	-	-	656	318	-
Shipping	219.8	150	636	448	1024
Piling	-	-	-	143	1149
(2) % Total Screenings					
bear to Merchantable Stock		5.51	.02	4.3	9.0
(3) % Operating Hours to Total Hours		100%	95%	100%	83%

EXHIBIT A—Here we have a photostat of a page of the Canadian Export Paper Company's Records. This company, ostensibly the selling agent for the product of the five firms named on the sheet, is shown by this chart to be also a compiler and distributor of information on the costs of those companies, an activity which, with its fixed price proposition, would render it liable for prosecution in the United States under the Sherman law. G. F. Steele, manager of the Canadian Export Company, was prior to 1917 manager of the Newsprint Manufacturers' Association in the United States, which disbanded under threat of prosecution for violating the anti-trust statutes.

was perfected to handle its members' purchases as a unit.

The idea is growing and it has plenty of opportunity for growth under contract prices of \$110 and \$114 a ton. Customers of the International and Canadian Export Companies are likely to have to pay those prices during the second quarter of 1921; the Minnesota and Ontario customers, under the contract which they entered into covering a period of 10 years from January 1, 1921, will not get a reduction in price until July 1, according to advices from that company to Editor & Publisher this week.

These prices are lower than would have been possible had not publishers combined last year to bring in foreign paper and to end the suicidal competition and bidding-up of prices between publishers for domestic tonnage on the spot market, some of which, it has long been suspected, was tonnage diverted from contracts by delayed deliveries. They are, nevertheless, prices which are based on "all that the traffic would bear" and not upon cost of production plus a reasonable return on the manufacturer's investment.

Additional evidence on the cost of making a ton of newsprint was adduced at the recent hearings in Washington before the House Ways and Means Committee on the question of imposing a tariff on newsprint imports. S. E. Thomason, business manager of the Chicago Tribune, which makes its own paper at its mills at Thorold, Ont., and hauls its wood from limits near the Gulf of St. Lawrence, hundreds of miles away, was questioned and gave answers as follows:

Rep. Longworth—Mr. Thomason, can you tell us approximately what your cost of production is now.

Mr. Thomason—In our own mills?

Rep. Longworth—Yes; of your own newsprint.

Mr. Thomason—Around \$64.

Rep. Longworth—A little over 3 cents a pound.

Mr. Thomason—Yes, I will modify that. In the last three months the costs have been closer to \$70 in our particular case, because we have been using some of the very high-priced wood we bought in the high market last winter.

Rep. Copley—When you made the statement that your print paper was costing you \$70 a ton, did that include interest on your investment, or was that the mere cost of turning out the paper.

Mr. Thomason—That was our complete cost.

Rep. Copley—Including interest on your investment?

Mr. Thomason—Yes, sir.

William J. Pape, president of the Publishers' Buying Corporation, also testifying before the committee, declared that at "\$75 a ton, every manufacturer in the United States and Canada that was a regular newsprint manufacturer made more money during 1919 than he had ever made in any previous year. The effect of this high spot market, this unbalanced market, was to raise that contract price of \$75 a ton in 1919 to an average of something over \$100 a ton in 1920 and to \$130 a ton for the first quarter of 1921. * * * This subject has been very thoroughly investigated both in Canada and the United States at several periods since 1911, the latest by the Federal Trade Commission in 1917, and I think you will find there that in 1917, with war costs already here, paper was being made in efficient and some not very efficient mills in the United States at \$50 and \$60 a ton."

Mr. Pape, in a communication to Editor & Publisher last week, said that the New York World was making paper

during the present period for \$80 a ton in its own mills. The World's mills are in northern New York and in Connecticut and are far from the forests which supply them with pulpwood, making their cost of operation considerably higher than that of mills in Canada, Maine and on the Pacific Slope, which are close to their base of supply. Before the committee, Mr. Pape said that his information from the sales agents of manufacturers led him to believe that the average cost of his informants' mills was \$80 a ton.

Times have changed. Early in 1920 newspapers felt justified, whether they were or not on an economic basis, in paying exorbitant prices for paper upon which to print the advertising which was swamping their offices. There is no such flood today and, while there is more than there ever was before, there is not enough advertising at the present time to pay the highest wages ever known to mechanical employees and to pay wartime prices for paper. Wages of newspaper employees are not expected to rise from now on as they have risen in the past few years; in fact, they are more likely to drop slightly from present levels before 1922, with the prices of staple foods and living necessities. Paper prices must come down, too, and soon, if 1921 is not to surpass 1920 in newspaper mortality. Then, many papers found it impossible to meet expenses when revenue was increasing. Few, indeed, can meet higher expenses than those of 1920, when the curve of revenue is dropping, and unprofitable newspapers are poor assets to the community as well as undesirable customers for the seller of newsprint.

There is no shortage of paper now. There may be a shortage, or an image of one created by the manufacturers, later this year if business men the coun-

EXHIBIT "C"—PAPER COSTS AT OCEAN FALLS	
Cost of Making a Ton of Pulp Stock	
Wood	Ground Wood Pulp \$10.60
Sulphur
Lime
Total	\$10.60
Conversion	
Labor	\$3.50
Stones	.27
Felts	.14
Wires	.03
Belting	.08
Lubricants	.06
Repairs	.75
Fuel (sulphite digesters)
Power and Water	1.00
Miscellaneous	.52
Total	\$7.02
General Expense	
Taxes and Insurance	\$0.16
Administration
Total	\$0.86
Total per ton	\$17.91
Cost per Ton of Newsprint	
75% Ground Wood Pulp
25% Sulphite Pulp
Conversion
Total

EXHIBIT "B"—COST PER TON OF MAKING GRINDER WOOD AT CAPE MADELEINE MILL OF ST. MAURICE, MARCH 16-31, 1920

Front of Sheet				Back of Sheet			
Raw Slush	Quantity	Used Price	Amount per Ton	Repairs (Raw Slush)	Per Ton	Machine Clothing	Per Ton
Stock				Amount		Amount	
Wood, prepared cords	1,607.5	\$21.80	\$35,043.50	Millwrights	\$614.82	Wires, 2	\$64.75
				Machine shop labor	208.38	Felts, 4	295.96
				Material	612.26	Total	\$360.71
				Belting	27.01	Production	
				Grindstones	222.26	No. 1	3,777.625
				Total	\$1,684.73	No. 2
						Total	3,777.625
						Screenings	162,815
						Average daily production	269,831
						Per cord used	2,350
						Days mill ran, 14	251,842
						Grinder Hours	
						Time run	5,015
						Down for power	6
						Down repairs	24
						Too much stock	18
						Sundays, etc.	720
						Total	5,760
						Sundry Local Charges	
						Locomotive	\$42.63
						Boarding house	40.00
						Barn and cartage	43.32
						General expense	689.80
						Insurance	246.84
						Yard expense	169.43
						Repairs—sundry	8.39
						General fire protection	26.20
						Total	\$1,266.61
						Proceeds	
						Sales	1,030,656
						Less freight	\$35,841.85
						Used mill	2,709,473
						Total	3,740,129
						Increase in inventory	37,496
						Proceeds good	\$581.00
						Stock	3,777,625
						Screenings	168,154
						Decrease in inventory	\$2,312.12
						Preceds screenings	5,339
						Total	\$2,292.10
						Costs	\$92,904.41
						Profits	\$4,045.77
						Total	\$38,858.64

try over succeed in overcoming depression by use of newspaper space, now is the time to prepare for such contingency. Sectional groups of publishers, on the lines of those already existing and covering territory that not now covered, for the purpose of dealing with the paper situation as manufacturers deal with it—as a means will prevent a recurrence of the spot market of 1920 and will make manufacturers sell their paper at a price which will more closely approximate decent profit for the paper man and leave the publisher something over operating expenses for the purpose of making a better newspaper.

REFORESTATION IN ONTARIO

Lands and Forests Ministers Urged Government Control Policy

(Special to Editor & Publisher)

TORONTO.—In an address dealing with the work of his department, Hon. Beniah Bowman, Provincial Minister of Lands and Forests, told the members of the Toronto Board of Trade recently that he would introduce a bill at the present session of the Ontario Legislature to provide for reforestation. He urged the necessity of taking care of the existing timber and expressed his opinion that the exchange rate between Canada and the United States would be very much higher, but for the large exports of pulpwood from Canada across the border.

Asked if his department had been considering the patrol of the forests by aeroplane, as in Quebec, the minister replied that he expected the province would probably take it up. At present, however, only large private corporations were making use of this system. No land was allowed to be used for agricultural purposes unless fifty per cent thereof was already fit for tillage. It was uncertain how long trees would take to grow large enough for commercial use after reforestation. Even lumber experts differed on the question. Some trees planted 12 years ago were now 25 feet high and in from 10 to 20 years might be ready for cutting.

Contracts had been let for brush burning operations, he said, at 5 cents a tie in tie operations and \$4 for one 1,000 feet in lumber operations. He intimated that his department intended to put a stop to the waste which has been going on in the past on the provincial timber lands.

NEARING FINAL STAGE OF STANDARDS IN MERCHANDISING CO-OPERATION

Approval of Foster Committee's Recommendations by Inland Publishers and Chicago Representatives Puts Matter Up to the A. N. P. A.

ONE of the big questions bound to be brought up at the coming annual convention of the American Newspaper Publishers' Association in April and at the meeting of the A. N. P. A. Bureau of Advertising will be that of newspaper merchandising co-operation. For years ideas and practices of what co-operation a newspaper should render a national advertiser and what the latter ought to expect, were at wide variance. Lately, though, efforts to establish a standard of co-operation have been well under way and last week when the Inland Daily Press Association and the Chicago Newspaper Representatives Association added their endorsement to the standard of Practice worked out by the standing committee of the National Association of Newspaper Executives, which Marcellus E. Foster, publisher of the Houston (Tex.) Chronicle, is chairman, it was left only to the A. N. P. A. and its Bureau of Advertising and the Southern Newspaper Publishers Association to approve in order to have the standard finally adopted by the American Association of Advertising Agencies. The question naturally will come before the A. N. P. A. first, as its convention will be held in April, the S. N. P. A. annual convention not being scheduled before July. Approval by the Southern body is considered certain in view of the fact that Chairman Foster is its president. The standards have been printed several times in *Editor & Publisher*, the last publication having been on February 12, Page 13.

The attitude of the American Association of Advertising Agencies towards the proposition has been plainly indicated. The matter was submitted to the executive council of that association at its quarterly meeting a month ago, but it was felt that, as newspaper merchandising co-operation originated with the newspapers and was a part of their selling proposition, it was up to them to set up a standard of practice in the premises. So it may be safely assumed that when all newspaper organizations have adopted the Foster Committee resolution the A. A. A. will accept it. The Foster committee's report was presented to the Inland Association by K. Groom, national advertising manager of the Northern Illinois Group of Newspapers and chairman of the Inland committee on merchandising co-operation, who incidentally gave a talk on the subject that convinced the Inlanders of the necessity for getting together on the adoption of a standard of practices. Mr. Groom said in part:

"Direct rate cutting is a thing of the past and most publishers. Space buyers know that their effort for sometime has been to get the same result by indirect methods, which they call co-operation."
"By the way, don't let anybody kid you with the idea you can do something confidentially, for no one will ever know but the space buyer you happen to be dealing with and your neighbors. Those chaps have little 'lunch clubs' where they meet and swap experiences, so if you give a special concession to one of them in Chicago today, it will be known to practically all of them in every city in the land in a fortnight."
"All co-operation asked is along the line of well defined plans to get us to break rates directly, if we will not cut them by direct reduction. If our rates are too high we cannot afford to render a service which costs us money and does not yield us any benefit in proportion to that cost. We do render such service we are cutting rates by just that much."
"It is good business to perform a reasonable service along lines that we can consider at little or no cost, and which the patron cannot do for himself. Particularly if

such service will enable us to understand our own problems better and perform our functions as advertising purveyors more intelligently. Trade surveys fall under this head."
"Our purpose now is to see if we can fix a place at which to draw the line between proper and improper service, which is mis-named 'co-operation.'"
"Get this: There is no co-operation when only one party 'operates.' I can only mention a few of the many things this subject might include. The first is selling goods for prospective advertisers."
"I only know one chap who is more foolish than the publisher who goes out to sell goods and that is the manufacturer who asks him to do it. We are not specialty salesmen, and can kill more territory in a day than the advertiser can revive in a year."
"Yes, I know some get away with it after a fashion, but never to the entire satisfaction of the advertiser or dealer, and we ought not to be satisfied ourselves. It can be more easily done with druggists than with other lines, especially, if there is a wholesale druggist in town, for an extra 5 per cent off will be enough to get him to take a gross of anything. But it is not good business, because not a square deal for the advertiser."
"Selling is something the advertiser can do

for himself and he ought to; mostly it is asked for by weak firms who may not be able to carry out their advertising contract. Some, indeed, never intend to. Or by some sales manager or advertising agent who has spent the bulk of the appropriation in magazines without results, and turns to the newspapers to pull the 'chestnuts out of the fire' for him or for his magazine. They always bet on newspaper being 'easy marks' enough to fall for it."
"In any case a promised campaign, not carried out, or an inadequate campaign, leaves a bad taste in the mouth of the local dealer, and we better not be parties to such things, if we ever want to develop the home fields to its fullest extent. No publisher can afford to help to help fool any local dealer in his town."
"Next: They send us 'pep letters' telling of the amazing amount of additional business we can get by going out and inducing our local advertisers to tie-up with their national advertising. That seems to me to be an insult to the intelligence of newspaper men, regardless of the fact we do act like darn fools pretty often."
"If you are doing all you ought with your local field you have everybody tied-up for all they will spend in a year, and you don't care a rap what they put into their copy. So why spend any of your time or effort trying to get your local patrons to tie up with a foreign firm who never 'poured any water on your wheels' and does not expect to."
"I'll do what I can to get local advertisers to tie up with national advertisers who use our papers, but nix on the 'bird' who never spends a cent with us and has the nerve to brag about the great sums he spends with magazines."
"Windows: A window is worth money. We charge the local dealer for every inch of space he uses in our papers. It's like begging to ask him to donate a window so you can get a

bit of extra advertising. I send a list of dealers' names to the advertiser, and tell him to do his own begging. Of course, I do that as diplomatically as I can."
"Broad-sides: Print them and send them out, if the advertiser pays the cost of having the work done, and the postage; otherwise not."
"Letters: We have a postal card on which we notify dealers when a campaign starts. But we do not write suggested letters."
"You send out a letter today telling what a superior article 'I. X. L.' soap is, and how the dealer ought to push that in preference to others. Next week you send out another boasting 'A. B. C.' soap, and a couple of weeks later on 'E. Z.' soap. How long do you suppose you could keep that up before you would discredit yourself so you would have no influence with the dealer? It would not be long before your solicitor could not get any kind of a hearing in any store in town."
"Introducing Salesmen: The best salesmen don't want you around when they are working. If you have a sure enough contract, it's good service to write an introduction telling the dealer just how much advertising will be done, and even give the salesman a start by personally introducing him to a few of the fellows whom the advertising promised will be done, but when you go far enough with this service so it runs into money cost, you are cutting rates and that should be tabooed."
"Surveys: This is a service you can hardly go too far with. Where an advertiser or a prospective advertiser asks for it, I'll give the limit, but I try to get out of the fellow who wants to use it for some illegitimate purpose. Some fellows get data from a large number of papers and then offer it for sale to manufacturers."
"The better we know the trading conditions in our territory the better able we will be to land contracts, so they are worth to us all the cost to get, as well as performing a service for our patron or prospect. Having made a survey for one party, it will be o. k. for any number of inquiries. I have used a milk survey for no less than four applicants within the past thirty days."
"Routing Salesmen: Yes, do that. It's the easiest thing they ask, but is a real help to the stranger salesman. If there's a wholesaler in your town you do not even have to prepare it. The jobber will be glad to furnish you a copy he has prepared and a girl can in one hour make all the copies you will need in a year."
"Now I want to say (parenthetically, as it were), that the things I have said don't do, are things not done by The Chicago Tribune nor The Chicago Examiner in spite of their service. Neither of those papers goes farther in free service than any of us can in our smaller fields. What we cannot afford to do free, they charge for, but on account of the magnitude of their local market, it is an accommodation and an economy for their patrons to have the use of the service department and pay for it."
"Now, what about positions?"
"Why should The Chicago Daily News be able to do more in this competitive territory than any of us can do in ours? The News does not guarantee position. Why should we?"
"The extra price we get for position, considered as an insurance premium, does not cover the losses from claims for incorrect positions given. They why under the sun should we do it? Besides, there are a lot of papers carrying an extra price for position on rate cards and often fail to enforce it. Why carry the price at all?"
"Last June the management of The Northern Illinois Group made a rule to not guarantee position and removed the extra price therefrom from our rate cards. Our policy is to keep the make-up man reminded he is to give to the best of his ability, a fair share of the preferred positions to each and all of our advertisers."
"We have had very little trouble and I would like to have every man here get this idea and put it into operation when you get home. Position demand is one of the evils that has been with us for, lo, these many years. It's time it was knocked out. Now is the time to do it, when publishers all over the country are considering it."
"The Newspaper Departmental of the Associated Clubs will discuss it at the Atlanta meeting in June. The Inland has put over many a stunt by just going to it as individuals from mutual understanding rather than agreement. It can put this over and do it easily; let us do it and add another to the many good things to our credit."
"Borders around medicine ads are another rule we put in force with very little trouble. Most of the complaints you have about patent medicine advertising are from well people who thought they were reading news until they get well into the story and find it advertising. Put a border around all ads set in body type simulating reading matter and you will be surprised at how little you will hear in the way of complaint."

WE HAVE WITH US TODAY—



(Copyrighted, Underwood & Underwood)

QUITE frequently visitors to the House of Representatives are heard to inquire, "Who is that handsome man, over there?" Don't waste your time turning to look because it is a two-to-one bet that Herb Walker of the Washington bureau of the United Press has come into view. The photographer caught him in the act of taking some "good dope" away from Representative John J. Esch, of Wisconsin. "Which is Herb?" did we hear you ask. At the left, of course.

New Tonawanda Daily Gets Home
BUFFALO.—Stock of a new daily which is soon to be published in Tonawanda, N. Y., is said to have been practically subscribed. A tentative location has been decided upon in the old post-office building at Tonawanda, it is said.

Clarksburg Exponent Eight Columns
CLARKSBURG, W. Va.—The Exponent on Feb. 26, changed its make-up from seven columns to the page to eight columns of 12 ems.

JOINT AD CAMPAIGNS MINNESOTA PLAN

Editors Hear Hotaling Report on Co-operation Between Manufacturer, Sales Outlets and Publisher
—Liesch New President

(Special to EDITOR & PUBLISHER)

ST. PAUL, Minn.—The topline of the fifty-fifth annual convention of the Minnesota Editorial Association held here February 18 and 19 was an address by Mrs. Emma J. Harwood, owner and editor of the Roosevelt Reporter, telling how a cultured woman of energy and resource came from the East and made a success of an almost down-and-out newspaper in the then unsettled part of northern Minnesota. It was a gripping "human interest" story.

The editors were welcomed to the city by the mayor, Laurence C. Hodgson, better known as "Larry Ho," the poet-journalist, who later on, as a member and official historian of the association, treated his hearers to a blend of humor and sentiment.

Radical Press Scored

The president, J. R. Landy of the Olivia Times, in his address scored the radical newspapers, "whose practice, aims and purposes have been to breed class prejudices, hatred and discontent and to coin existing prejudices into gold." He lauded the work done for the State Association by H. C. Hotaling, field and executive secretary of the National Editorial Association. Mr. Hotaling, who is treasurer of the State Association, made his report as chairman of the joint advertising committee. He had addressed the Eighth District A. A. C. W. on "Co-operation Between Manufacturer, Jobber and Retailer."

A demonstration of transmission of news by wireless telephone was made under the direction of Dr. C. A. Prosser of the Dunwoody Institute, Minneapolis. News items were received from the Dunwoody station and University of Minnesota through an amplifier installed in the convention hall.

The members accepted an invitation from Rome G. Brown, president and executive manager of the Minneapolis Tribune, to be the guests of that paper when the association meets in Minneapolis next year.

A "scolding message" was read from John Talman, newspaper librarian of the Minnesota Historical Society, which applies to the relations between newspapers and the newspaper departments of historical societies and public libraries everywhere. Mr. Talman chided publishers who ignore oft-repeated requests for missing copies.

Necessity of Files

"Some of you," he wrote, "have often found yourselves in the Twin Cities, far from home, in urgent need to consult an issue of your paper for the last few days, weeks, months or years. This is bound to happen again. What if the very copy you want and 'must have' should be missing because of your own negligence? Wouldn't you kick yourself with all four feet?"

Lawsuits and disputed points in local history always have been and always will be settled and cleared up solely through the testimony of old newspaper files. "Henceforth," concluded the writer, "let us do better team work than ever. It will repay both yourselves and the historical society even more richly than we can realize now. Our interests are mutual."

Former Lieutenant-Governor Frank A. Day of the Fairmont Daily Sentinel reported on an examination of the possibilities of a State-fostered paper plant

and urged legislative action toward a survey to insure control by the State of power sites in northern Minnesota.

L. J. Boughner, classified advertising manager of the Chicago Daily News, talked on his specialty as applied to Minnesota newspapers. John Shadbolt, of Duluth, spoke on "A Real Business Builder;" L. E. Potter, president of the Minnesota Farm Bureau Federation, on "The Co-operative Movement," and Alexander Carr, of Fargo, N. D., on "Community Spirit."

Will Wilke of the Grey Eagle (Minn.) Gazette, president of the National Editorial Association, told of the work of that body and discussed the meeting scheduled for Florida next month.

Standardize Legal Printing.

It was decided that each member pledge himself to work for the proposed bill to standardize the measurement of legal notices. The bill provides for a standard form, using the point system as the base, and would on a standard piece of copy provide the same number of folios, the folio to be the base for payment. The publication of legal notices in any language but English is prohibited. The report of the legislative committee on the bill, which was accepted, was made by former Lieutenant-Governor Sam Y. Gordon of the Browns Valley Tribune, State printer.

Walter P. Confarr, of Minneapolis, speaking on "Price Lists for Printers," referred to "the vipers and other reptiles on two legs who have infested this country with venom against Americanism." He advised the use by all printers of the

Franklin price list and urged that no printer cut prices just because merchants in his town were conducting sales. "The printer makes only to order," said Mr. Confarr, "and cannot reduce his prices as the merchant does on standardized goods on which he makes a big profit."

The question of creating the office of State field secretary was left to the executive committee after the idea had been generally approved in discussion.

The resolutions express gratitude for the splendid service rendered by Mr. Hotaling to the newspaper publishers of Minnesota in securing newsprint at lower rates, etc., and protest against the proposed removal of the headquarters of the field and executive secretary from St. Paul to Chicago.

The new officers are: President, Philip Liesch, New Ulm Journal; first vice-president, W. E. Verity, Wadena Pioneer-Journal; second vice-president, J. P. Coughlin, Waseca Herald; third vice-president, Martin J. McGowan, Appleton Press. H. C. Hotaling, Mapleton Enterprise, and John E. Casey, Jordan Independent, were re-elected, respectively, treasurer and secretary.

Joint Advertising Report

There were the usual banquets and entertainments.

In its report the joint advertising committee, which consists of six members divided equally between the Minnesota and Northern Minnesota Editorial Associations, discusses the question from the standpoint of the newspaper publisher, the manufacturer, the jobber and

the retailer. Conferences have been held in St. Paul, Minneapolis, Duluth and other points. The committee is well satisfied with the progress made thus far and believes that negotiations now under way will yield further material progress.

"The proposition is a very simple one," says the report. "The manufacturer, wholesaler and jobber must have a certain volume of business, and this volume cannot be brought about if the goods get no further than the shelves of the retailers throughout the country. On the other hand, the local publisher has a medium which will assist to move these goods to the ultimate consumer but he is blocked to a certain degree through lack of co-operation of the retailer. The way to cut the knot is for the jobber, manufacturer and publisher to work together to assist the retailer and all three will profit in the end."

A clause in the resolutions in favor of state-owned pulp mills was rejected after a heated debate. It was opposed on the ground that it tended toward government ownership.

Said Howard Folsom of Taylors Falls: "If we pass this it will be a selfish measure, because we would be record as favoring any kind of government ownership only when it would be directly profitable to us and repudiating it where it might benefit others."

"Government ownership," said Jens J. Grondahl, editor and manager of the Red Wing Daily Republican, "as a majority of us hold, applies only to public utilities and not to natural resources."

The establishment of a state census ship board for motion pictures was urged.

Harold H. Barker of Elbow Lake, one of Minnesota's world war heroes, was elected a member of the executive committee.

NOW TOGETHER IN WORCESTER

T. T. Ellis Completes Final Details of His Evening Gazette Purchase

WORCESTER, Mass.—The Evening Gazette, recently purchased by Theodore T. Ellis, publisher of the Telegram, moves to-day from its quarters on Mechanic street to the Telegram building on Franklin street, where arrangements for taking care of the two papers have been completed. The Gazette building will be rented. Additional equipment has been installed in the mechanical department and the press room to take care of the two papers, the editors' rooms have been re-arranged and the Sunday department has been moved to the fourth floor to give additional space for the reportorial staff in the new room on the second floor.

No drastic changes have been made in the personnel of the papers. Daniel M. Pickering, who has been county editor of the Telegram for a number of years, transfers to the day side and becomes county editor of the Gazette. William J. Larkin of the Gazette staff has resigned and will join the staff of the Worcester Evening Post. Francis J. Murphy, assistant county editor of the Telegram, will have the night side of the county staff for the present.

Dubuque Daily News Suspended

DUBUQUE, Iowa.—The Daily News suspended publication Sunday. The Times-Journal has purchased its subscription list. The News was launched in August, 1919, entering the daily newspaper field in Dubuque in opposition to two old-established papers. J. H. Wallis, former alderman, is head of the News Publishing Company and served as editor and manager of the publication.

Newspaper Advertising Starts the Wheels

In November, business had a bluish cast. The financial waters were troubled.

Corn and wheat and cotton were tumbling—business was halting and hesitating.

Everywhere you heard the croakers say, "People are not buying."

Then the retailers took the cold plunge. They began to readjust prices and offer inducements.

And they advertised the fact—advertised it in the newspapers of their home cities. They kept at it—and kept at it.

After a bit, buying began to wake up—slowly at first, then in greater volume.

Progressive merchants who know newspaper advertising pulls progressively went at it harder.

Business grew better and better, and by the last part of December many merchants were reporting record-breaking sales, and, taking the country as a whole, business was good.

Newspaper advertising saved the day and made it possible for the merchants to clear their shelves and reorder from the manufacturer—thus loosening the clogged stream of commerce and setting the factory wheels in motion.

Newspaper advertising is the greatest single business force on this continent today.

IN an effort to stimulate business and promote newspaper advertising as the one means to that end the Bureau of Advertising of the American Newspaper Publishers Association has prepared and sent out a series of promotional advertisements. The use of them is optional with the newspapers. That great good will result from their use there can be no doubt. Above we reproduce the advertisement that is offered for release on February 28. Its publication in any newspaper before that date is forbidden.

EDISON COMPANY DEVELOPED \$3,500,000 NEWSPAPER ADVERTISING

Remarkable Results Are Shown in Report on Local Dealer-National Advertiser "Hook-Up" Experiment of One Year —Applicable to Other Businesses

By FRANK LeROY BLANCHARD

A SINGLE manufacturing concern last year developed among its dealers a total of \$3,500,000 worth of local newspaper advertising, a record, it is believed, that has never been equalled in the history of business. This accomplishment is so unusual that manufacturers and newspaper publishers everywhere will be interested to know how it was done. It was the outcome of a carefully prepared plan adopted for securing the co-operation of dealers that went into effect February 1, 1920.

William Maxwell, vice-president and general manager of Thomas A. Edison, Inc., West Orange, N. J. manufacturers of the New Edison Phonograph, in 1919 became much disappointed with the result of efforts that had been made to secure the co-operation of dealers in exploiting its products. The company, which is one of the three largest phonograph manufacturers in the United States, distributes its instruments through thirty-six jobbing houses which are so located that they cover the entire country. Although Mr. Maxwell had tried very hard to get the jobbers' salesmen, not only to sell Edison phonographs to the dealers but to show the latter how they could build up their business through advertising, but somehow the salesmen didn't enthruse. They told him that they were salesmen and not advertising men, and therefore it was not their province to do the missionary promoting work he had in mind.

Jobbers' Salesmen Held Key

Mr. Maxwell finally concluded that if he was ever to get hold of the dealers he would first have to win over the jobbers' salesmen. He knew perfectly well that they couldn't be expected to take up the study of advertising in order to be in a position to talk intelligently about it to the 4,200 Edison dealers upon whom they called at regular intervals during the year.

If, however, he could show them how they could, without much effort, interest the dealers in the national advertising the company was doing and encourage them to take advantage of it, and thus largely increase the numbers of phonographs they could sell the dealers, then, perhaps they might be willing, and even anxious to encourage the dealers advertise locally.

After studying the problem for some time Mr. Maxwell evolved the plan described below. The company was then investing \$500,000 a year in exploiting its phonograph in the national magazines that had a distinctively home circulation, but was investing no money in the newspapers. This year's schedule calls for an expenditure of over \$900,000.

A series of illustrated advertisements large and small that were to be used in the national campaign was prepared and copies of same together with a list of the periodicals in which they must appear were in a handsome leather portfolio and presented to all of the jobbers' salesmen who call upon Edison dealers or prospects. Enclosed also in the portfolio was a description of fifteen advertising propositions from which the salesmen could select one or more that would be likely to appeal to the dealer. Jobbers' salesmen had told Mr. Maxwell

that many of the Edison dealers would advertise locally if some one would write the copy for them. Often the dealers would appeal to the salesmen for assistance in this direction which they could not give because they had had no training in the preparation of advertising matter.

To meet this situation Mr. Maxwell re-organized and enlarged his advertising department, placing at its head, J. B. Gregg, who had been connected with the company in another capacity for several years, but who had an expert knowledge of printing and a fine capacity for organization.

Mr. Maxwell notified all Edison dealers through the jobbers that under certain conditions the company's advertising department would prepare for them advertisements of any size they might desire; it would also write, print and mail to their customers or prospects circulars that would bring people to their stores; and would supply them with such other advertising matter as they could use to advantage in their local campaigns.

Mr. Maxwell himself then wrote a pamphlet containing the details fifteen advertising and service propositions that the company asked the jobbers' salesmen to submit to the dealers of prospective dealers. Those that are of special interest to the publishers of newspapers are the following:

Interlocking Advertising. Dealers were asked to pledge themselves to use 2,000 inches of advertising in a complete

and scientific campaign to be run in one or more local newspapers for twelve months. The Edison Company agreed to furnish the newspapers direct mats or stereotypes of the advertisements that are to appear during the month, space being left to insert the name and address of the dealer. Each newspaper would furnish a proof of each ad to the dealer for his O. K. before publication in order that he may approve or disapprove of the way the address has been inserted.

The copy furnished will be timely, will often possess a news interest and will be prepared by writers who understand how to make it attractive and productive of business. The estimated cost of this copy service to the company is \$60 a year but is furnished the dealer free.

Company Handles All Details

The Edison Company makes all the arrangements with the newspapers for the appearance of the advertisements, checks them up as they are printed to see if they are in proper position, and appear on the days designated in the contract. If insertions are omitted or the ads are out of position the matter is taken up with the publishers and an adjustment is secured.

In other words the company renders the same service to the advertiser that an advertising agency would render, except that it has nothing to do with the payment of bills for space and receives from the publishers no rebates or commissions.

Last year 2,000 Edison dealers signed contracts for the 2,000-inch newspaper advertising campaigns, or a total of 4,000,000 inches for the year, representing a total investment of \$3,448,500. These figures show that Mr. Maxwell's proposition regarding newspaper advertising appealed to nearly half the total number of dealers during the first year it was in force. The dealers liked it because it relieved them of all other incidental to the writing and placing of

the advertising and gave them first class advertisements. Moreover the plan gives the smallest dealer a service that he could not afford to buy and places him on the same footing as the big dealer who employs an advertising agent.

Newspaper publishers regard the Edison dealer advertising plan with favor because it often develops advertising contracts where none existed before. Moreover, any business or advertising manager of a newspaper located in a city where Edison dealers are not advertising, with the information contained in this article in hand, can make a canvass of such dealers that will be hard for them to resist.

In order to get the views of Edison phonograph dealers on newspaper advertising, Mr. Gregg, the advertising manager of the company, recently sent out a questionnaire, which brought out some interesting facts.

One of these questions was: "Do you believe in the law of replenishment in connection with newspaper advertising?" In explanation of the question it was shown that just as a farmer must fertilize his fields from year to year if he expects to harvest abundant crops, so the advertiser must fertilize his market with advertising if he would build up a large patronage.

The replies received showed that out of 359 dealers 352 answered "yes." In reply to other questions, 339 out of 370 dealers declared their belief that advertising should be a constant, regular, systematic investment, planned a year ahead like the rent of a store; 196 favored one comparatively large ad per week while 133 preferred the same amount in two smaller ones.

Against Eccentric Display

That the laws of optics rather than eccentric display that disregards those laws should govern the display of advertisements was the opinion of 274 dealers while 26 took the opposite view. Concerning the use of coupons which readers can fill out and send to them for catalogues and other printed matter, 224 dealers favored them and 130 did not.

"Do you agree that the effectiveness of your advertising can be greatly increased by circularizing and canvassing, and that a larger share of its effect ought to be obtained in this way?" was another question asked.

The almost unanimous answer was "yes," 348 voting that way, and only 11 disagreeing.

In order to ascertain what elements the dealers believed should be incorporated in Edison newspaper advertising, Mr. Gregg set down a list of eleven and requested them to indicate their preferences. From the replies it appeared that the following were most favored in the order named: "Realism of the New Edison," "New Recreations," "Sentimental Home Circle Appeal," "General Benefits of Music," "Entertainments," and "Fact that Prices Have Been Reduced."

The Edison Company does not limit its service to dealers to furnishing newspaper advertisements. It prepares and sends to lists of customers and prospects supplied by their letters, folders and circulars designed to supplement the national and local advertising at no expense to the dealer except payment of postage. It prepares a new window display each month which carries out the theme of the newspaper and magazine advertising for that month. For these several displays a charge of \$2.50 each is made.

Another advertising feature that has helped sales wonderfully is the tone

THE 1921 NEWSPRINT SITUATION

THE January statistics on production and shipments of newsprint by 44 U. S. and Canadian mills reporting to the News Print Service Bureau show clearly how the "bottom" has dropped out of the newsprint market. Every item listed with the exception of stocks on hand, shows a falling off as compared with January, 1920. Stocks during January, 1921, increased 5,942 tons at United

States mill points and 4,001 tons at Canadian points. Total stocks at all reporting mills amounted to 9,943 tons more on January 31 than on December 31. The total of 38,589 tons on hand January 31 amounted to about 6 days' production. Last year at this time there were only 22,735 tons reported on hand.

A study of the figures are well worth while from the newspaper standpoint.

UNITED STATES MILLS

Days in Mo.	Companies Reporting	Production		Actual in Tons Per Mo.	Per Cent of Maximum	Shipments During Month	Total Stocks on Hand at all Points
		Maximum Per Mo.	Per Day				
26	28	109,538	4,347	104,781	4,030	95.5	98,806
27	28	112,806	4,178	109,887	4,086	97.4	108,556
Canadian Mills							
25	16	74,125	2,965	71,518	2,861	96.5	67,360
26	16	72,232	2,782	72,909	2,807	100.7	71,652
United States and Canadian Mills							
44		183,663	7,312	176,291	6,891	96.2	166,166
44		185,138	6,960	182,796	6,893	98.7	180,208

Note: Maximum figures 1921 represent average production best three months of 1920.
Note: Maximum figures 1920 represent average production best three months of 1919.

In connection with the above figures, the efforts of paper manufacturers to find markets enough to keep their mills running is illustrated by the new bids just made to the United States Government.

Forty of the largest paper manufacturing concerns in the United States submitted proposals today to the joint Committee on Printing for furnishing paper to the Government Printing Office for a period of either three or six months, beginning March 1. The prices quoted show a decided drop from those

submitted January 31 last, at which time the joint committee rejected all bids. For instance, the price on about 4,000,000 pounds of writing paper shows a decrease since January 31 of from 3 to 4 cents a pound, book paper is down 1 cent, while newsprint paper which was quoted at 6.28 cents delivered on January 31, is quoted at 5.48 cents delivered.

It is estimated that if the committee awards the contracts on the basis of the figures submitted, it will have saved the government \$300,000 as a result of its rejection of all bids three weeks ago.

concerts given by dealers to arouse interest in the New Edison phonographs and records. Over 5,000 of these concerts, with a total attendance of upwards of 5,000,000, have been held in three years. The newspaper advertising employed to exploit these concerts amounted to 565,296 inches. This is in addition to the regular advertising. Besides these concerts are the more pretentious concerts given in public halls and auditoriums at which high class artists appear, one-half of the expense being borne by the company and one-half by the dealer. In twelve months 624,593 inches of newspaper advertisements were used to exploit them.

For dealers handling the Diamond Amberola a special co-operative newspaper campaign was arranged last year. There were 21 advertisements, totaling 602 inches of space in the series which began to appear September 1 and will be continued to March 1, 1921. The arrangement made with the dealer provided that an allowance of 6% on all instruments purchased was made by jobbers up to two-thirds the cost of the advertising.

Mr. Maxwell estimates that Thomas Edison, Inc., is responsible for more than 5,000,000 inches of newspaper advertising which will appear during 1921.

An advertising feature furnished by the company that is attracting attention among the dealers is a twelve-page magazine printed on a fine quality of paper and illustrated with plenty of half-tone pictures of singers and actresses who appear in the big musical productions and of artists whose songs are reproduced in Edison records. These are mailed to customers and prospects at a cost of two cents each.

From the above outline of the activities of the advertising department of Thomas Edison, Inc., it is quite evident that Mr. Gregg's staff has plenty to do. Five million pieces of printed matter are handled each month. At present 135 persons are engaged in the department.

INTENSIFY ADVERTISING

Jesse Neal Tells Chicagoans Some Things for Deep Thought

CHICAGO.—In his address last week before the Advertising Council of the Chicago Association of Commerce, Jesse H. Neal, of New York, executive secretary of the Associated Business Papers, aroused much interest among the members by an appeal for intensified advertising. Mr. Neal said 94 per cent. of all corporate business in trade and industry was done by 232,000 concerns with gross annual business amounting to about eighty billions, tremendous buying power thus being centered in the hands of a fraction of one per cent. of the population.

"Are you shooting at the one hundred and five million, or at your particular game?" he asked. "Are you sinking dry holes all over the land or are you putting down a line that you know will pierce the center of rich soil bearing sands? Some one has said this conspicuous waste reaches its zenith when a pretty woman kisses a small boy, but how about the spectacle of beautiful advertising going where there can be no responsive thrill on either side?"

George Creel, chairman of the Committee on Public Information during the war, was the guest of the advertising council at luncheon Monday. He addressed the members, telling them something of the government's advertising experiences and dwelling upon the uses of the moving picture.

STORES COURT RUIN BY CUTTING AD SPACE

St. Paul Advertising Manager Tells Retailers That Copy in Newspapers Is Vital to Prosperity of Their Business

(Special to EDITOR & PUBLISHER)

ST. PAUL, Minn.—"It is of paramount importance that newspapers throughout the country and retail interests of the various cities shall work to preserve the cordiality which has characterized their relations for the past generation—the period of time in which retail stores, also newspapers, have grown to their greatest prestige and prosperity," said A. J. McFaul, advertising director of the St. Paul Dispatch-Pioneer Press, in addressing the retail department of the Associated Advertising Clubs of Minnesota at the recent convention here.

Mr. McFaul called the attention of the gathering to the reports of the ad-

dress made by W. H. Mann, wholesale manager of Marshall Field & Co., at the recent convention in New York of the National Retail Dry Goods Association. Mr. Mann was reported to have said that retail stores had been extremely wasteful of advertising space and that now they should make every effort in combination with each other to reduce their advertising expenditures.

"What logic," asked Mr. McFaul, "dictates such suggested action in view of the fact that it would tend to cripple the very force of publicity which has in large part explained the phenomenal growth of the department store and general retail business in this country as compared with other countries?"

"The newspapers of the country as an effective publicity and advertising media cannot be injured without corresponding damage being inflicted upon the retailers who have been employing space in the newspapers and building up a reader-habit which has grown slowly, but surely and tremendously, over an entire life-

time, and it will take another generation to change this habit. Meantime what will happen to the retail interests?"

"What happens to an army when its artillery is destroyed—and the newspapers, let me emphasize, have been the artillery of the retail army."

"However, newspapers take a long viewpoint of this subject and are glad to encourage a more skillful use of advertising space—a use which will prevent waste, as it is to the interests of newspapers, as well as retailers, that advertisers shall be efficient so that they may obtain maximum results and therefore remain permanent advertisers."

"It is conservative to suggest to retail interests that they continue to depend between 1 per cent and 5 per cent of their net income in newspaper advertising—the 1 per cent for stores of large volume, and as high as 5 per cent for smaller institutions, which must make the more intensive efforts to attract the public to their less elaborately equipped and less prominently located establishments."

"Even in stores of great size—the 1 per cent of advertising expenditure is sufficient for many departments. For instance, yard goods sections often can make increases in business without expending even 1 per cent for advertising on the basis of a year's business."

"The women's ready-to-wear, even in the largest stores, requires advertising proportion to the extent of 2½ to 3½ per cent and the proper merchandising of men's ready-to-wear department sometimes necessitates an appropriation of 1 per cent for advertising. Even bankers have been trained to regard the latter figure as fairly conservative."

Portland Press Moves Upstairs

PORTLAND, Me.—The Portland Press, a morning paper, was forced to move up one story to the third floor of the Press Building because of the expansion of the plant of its afternoon competitor, the Evening Express-Advertiser. The publishers of the latter order to give additional floor space, but a two-story addition which unfortunately extended to the wall of the Press Building, shutting out the light from the composing room and necessitating a change to the story above.

Kennebec Journal a Text Book

AUGUSTA, Me.—The distinction of being a text book for use in the public schools has been accorded the Kennebec Journal. Several Maine towns have subscribed for the Journal for three months so that the pupils may keep track of what the Legislature is doing during its biennial session and thus study the elements of civil government. Extensive full reports are given by the Journal which is the State's official paper.

No New Printers' Scale in Hartford

HARTFORD, Conn.—The recent announcement of the negotiation of a new I. T. U. scale with Hartford was stated by EDITOR & PUBLISHER, is now being corrected by Clayton P. Chamberlain, vice-president of the Times. "We have been unable thus far to come to an agreement," says Mr. Chamberlain, "the matter is to come to arbitration within the next 30 days."

Phone from Key West and Havana

HAVANA, Cuba.—Tests of the recently completed telegraph and telephone cable between Havana and Key West have proved entirely satisfactory. It is declared by officials of the Cuban Telephone and Telegraph Company. Inauguration of the new service is expected in about three weeks.

RULES OF SALESMANSHIP APPLY TO ADVERTISING SOLICITATION

"SALESMANSHIP as Applied to Advertising" was the subject of an interesting address delivered before the 23rd Street Y. M. C. A. class in advertising on Wednesday evening, by M. D. Hunton, of Cone, Hunton & Woodman, special newspaper representatives. Mr. Hunton, who has had a long and extensive experience in selling newspaper advertising, illustrated his points by many good stories.

The chief principles of salesmanship, he declared, are four in number—a good address, a thorough knowledge of your own and competitor's goods, combined with general business information, versatility, and a knowledge of human nature. There are two kinds of salesmen of advertising—those who make people want to advertise—who in a sense create it, and as the general advertising agents, and the A. N. P. A. Bureau; and the men who go after it when it has been created—the solicitor for various publications.

After showing how important it is for a salesman to be well groomed, courteous, and have a pleasing address Mr. Hunton went on to say:

"You must visualize your proposition to the buyer. It is necessary to show the aim and character of your medium in order to show the kind of people it reaches. If you can demonstrate an almost undemonstrable proposition by comparing results obtained by one advertiser, with probable results to be obtained by another advertiser, with somewhat similar goods, you have your prospect interested.

"If you can further show that the people who read or see your medium not only want the prospect's goods, but have the money to buy them, you have the prospect half landed. In solicitation comparison is almost inevitable and it has to be dexterously done not to be offensive.

"If you abuse, run down, or underestimate your competitor's proposition, you almost invariably arouse sympathy for it. It is a trait of human nature to run to the help of some one who is being attacked. What is called 'knocking' is poor solicitation. In making comparisons don't make 'odororous' ones as Mrs. Malaprop says.

"The value of general information is always apparent. It is important to know the financial conditions in the different parts of the country, the jobbing

houses, freight facilities and particular wants of the people. Last summer an electric fan manufacturer was advertising merrily in San Francisco where it is always cool enough in summer to wear a light overcoat and where strong winds blow, and not using a line of advertising in Sacramento or Los Angeles in which sections there is a lot of hot weather.

"Versatility is valuable in solicitation. To show an advertiser that your medium is good for the sale of steam engines, and 5 minutes later show another advertiser that it is well adapted to sell women's veils, requires a quick-change-brain artist. There is no reason why a medium may not be good for both, but it takes the versatile man to show it.

"I have seen Uneeda Biscuit advertised in the New York Commercial, a financial and commercial paper, and men's suspenders and razors in Vogue, an ultra feminine publication. A solicitor has to call on many kinds of people and versatility is an asset. Since women in large numbers have come in to ornament and elaborate business it is obvious that the solicitor's line of business conversation, or, at least, his manner, must change somewhat in addressing the fair advertising manager, from what it is in pushing facts at some bluff and burly space buyer of the opposite sex who isn't impressed if you don't hammer your fist on the table.

"In no business is a knowledge of human nature more important than in soliciting advertising. It is evident that in soliciting some crusty, busy and nervous bank president it is not wise to dally with jokes or take excursions away from the main subject. On the other hand there is the chap who enjoys the amenities and a short conversation before getting down to the business in hand. One fellow is affected by statistics; another is influenced by generalities.

"So it is well to size up the man and classify him according to your experience with men. One thing the solicitor may be sure of is that the appeal to the pocket book is a sound argument with any prospect. Every argument should be used to show the advertiser how his interest would be served by taking your medium. A good solicitor never asks for an order as a favor."

N. Y. AD CLUB BALL
SPLENDID SUCCESS

Over 700 Guests Spend Evening of
Pleasure at Hotel Astor in N. Y.
—American Pulls a "Stunt"—
Made an Annual Affair

The Advertising Club of New York entertained at the most brilliant social function in its history on Feb. 21, at the Hotel Astor, with about seven hundred guests present. It was the first affair of its kind the club has ever given, and so successful did it prove that before the close of the evening, Charles C. Green, chairman of the entertainment committee, announced that it would be an annual event henceforth, on the eve of George Washington's Birthday. The grand ball room of the Astor was transformed into a veritable fairyland for the occasion, and decorated with a wealth of ferns, palms, banners of rich colors and softly shaded lights, making an effective setting for the entertainment which was called "A Night in the Orient."

The evening's program began with songs, skits and dances by a number of professional entertainers, including Handford and Pee Wee Myers, Jack Hanly, Edith Baker, Julius Tannen, Harriet Hector and Miller and Steiner. This was followed by a musical whimsy "A Night in the Orient," in which the cast was composed of the club members as follows:

- Kut-All-Gab, Most Wonderful Quince, Frank E. Fehlmann
- Hiz Buz, Guards of the "Hooch," Royal P. Smith, A. H. Van Duzer
- Hi Ram Abiff, Royal Secretary, Louis W. Bleser
- Fateema, One of the Many, Charles C. Green
- Baz, Oriental Magician, H. Rea Fitch
- The Jap Jubelum, Royal Executioner, Albert J. Gibney
- President Advertising Club of New York, George W. Hopkins
- Outer Guard, W. J. McIndoe
- Aram Cheese, Bandit Chief, George W. Stearns
- Beshebara, Poor Jazararaz Slave Girl, Manning Wakefield

PROLOGUE
(Before curtain) "Le Conteur," C. P. McDonald.
Scene—Room in Palace of Kut-All-Gab, Cairo, Egypt.

MUSICAL NUMBERS—LIFSKY ORCHESTRA.

- verture, "A Night in the Orient," (Medley), Thomas J. Hughes
- ong, "Fateema," Hi Ram Abiff
- ong, "Japanese Sailor," The Jap Jubelum
- ong, "Beshebara," Hi Ram Abiff
- ong, "The Royal Executioner," Jubelum
- Dance, "Beshebara," Beshebara

The libretto was written by Charles C. Green, the lyrics by C. P. McDonald and the music by Thomas J. Hughes, and the little playlet was given a warm ovation. The programs were most artistic, and will be treasured as souvenirs by the guests. At the place of each guest also, was a special edition of the Advertising Club News. It was a most entertaining little sheet, containing cartoons, and "puns" on the members.

Before the last course of the dinner had been served, a special Advertising Club edition of the New York American arrived at the Astor Hotel, containing not only a complete story of the dinner, and the names of all those present, but a picture of the guests, and club members participating in the show.

A delicious course dinner was served, after which dancing was enjoyed until the wee small hours, two orchestras furnishing music continuously. Sixty "Goats" from the Poor Richard Club of Philadelphia, came over in a private car for the occasion, and a number of men from Boston, Buffalo, and other nearby cities were present. All sorts and kinds of souvenirs were given away, from rubber tires to boxes of tapioca, and those who did not draw a lucky number were consoled by having a

special bag, filled with souvenirs presented to them with their coats, at the close of the evening.

The entertainment committee headed by Charles C. Green, chairman, and composed of C. P. McDonald, John Adams Thayer, Albert J. Gibney, Herman G. Halsted, Arthur Doornbos, H. K. Stroud, George Nowland, H. Rea Fitch, Thomas J. Hughes, Cal J. McCarthy, D. Morris-Jones, Paul Meyer, Louis W. Bleser, Manning Wakefield, Walter S. Donaldson and Sidney R. Clarke were untiring in their efforts and their enthusiasm was responsible for the great success of the affair.

Mr. Green lived for a number of years in Philadelphia, and the clever novelties interspersed by the Poor Richard Club were largely due to his work.

During the evening, Miss Anna Vix dressed in a Turkish costume as "Lady Nicotine," passed around cigars and cigarettes as souvenirs

AD WOMEN MAKE MEN
LOOK TO LAURELS

Fourth Annual Banquet in Philadelphia
Demonstrates that Male Sex No
Longer Monopolizes Pennsylvania Advertising Field

By E. A. Muschamp

PHILADELPHIA—Up to the evening of Washington's Birthday about ninety-nine out of every hundred people in Philadelphia imagined that every big and successful dinner and entertainment given by the members of the organized advertising profession who constitute the members of the celebrated Poor Richard Club. Readers of EDITOR & PUBLISHER know only too well that the Poor Richardites are famous as promoters of dinners and entertainments.

AIMING TO GIVE NEW YORK BEST AD
CLUB PUBLICATION

THE Advertising Club of New York, having established a reputation as a doer of big things in American advertising clubdom, has decided that it is going to add still another distinction to its many well won laurels—the best publication issued by any organization of its kind. As the first step toward the goal of perfection, the affairs of the Advertising Club News have been placed in the hands of an entirely new editorial and business policy adopted, which so far has developed a new typographical dress, an enlargement of page size from four to five columns, the narrowing of columns from 13 to 12½ ems, more use of illustrations and real club news and constructive discussions on matters of most vital interest to members.

The editorial board, which has come into power, is composed of C. P. McDonald, editor-in-chief; D. Morris-Jones, managing editor; John Clyde Oswald, associate editor; and Edward Kramer, advertising director — all advertising and publishing men of exceptional ability and attainments.

Mr. McDonald has been for eight years a vice-president of the Frank Presbrey Company. He started life in St. Louis, January 28, 1877, his business ability it is related, asserting itself at an early age. At any rate, at nine years he was selling newspapers. Shortly afterwards he moved to Omaha, where he was secretary to Edward Rosewater, publisher of the Omaha Bee during the Trans-Mississippi Exposition and later became a railroad stenographer. He studied law in Chicago and for several years was a court reporter. For ten years before coming to New York, Mr. McDonald was on the editorial staff of and was a feature writer on the Chicago Tribune.

D. Morris-Jones, managing editor, since 1914 has been with the Hanff-

Metzger Advertising Agency, New York, but on February 14 will join the organization of Sackheim & Scherman as director of copy and plans. He first took up advertising with the Ireland Advertising Agency, in Philadelphia, and liked it so well that he has stuck ever since and is now one of the most active members of the New York Advertising Club.

Robert R. Updegraff, until this week an associate editor was assistant editor of Advertising & Selling during the first year of its existence and was later in charge of the advertising department of the Mel-lin's Food Company of Boston. He was advertising manager for four years for Daniel Low & Co., mail order jewelers, and was for three years with the Erickson Company of New York as copy chief and later as account executive. Last September he acquired an interest in the Displays Company, of New York, creators and producers of display materials for national advertisers. In addition to his regular work Mr. Updegraff has been a constant editorial contributor to magazines and trade publications and is the author of "Obvious Adams," "The Sixth Prune," "Old Specification," "Rip Van Winkle Lands an Order," "Wheels in the Air" and the Addison B. Winchester stories.

John Clyde Oswald, publisher of The American Printer, is also an associate editor. He gained his first knowledge of the printing when he conducted a newspaper in his home town of Fort Recovery, Ohio. From there he went to Chicago, where he gained practical experience and then came to New York as representative of The Inland Printer, afterwards becoming editor of The American Bookmaker. In 1897, he purchased that periodical and named it the American Printer and Bookmaker, and in 1900, shortened the name to The American Printer. His

But what is not generally known is that there is another advertising organization in Philadelphia that is running the Poor Richard Club a close second in this respect. This organization is the Philadelphia Club of Advertising Women, and on Tuesday evening, Washington's Birthday, these advertising women of Philadelphia and their friends, to the number of about five hundred, had their fourth annual dinner-dance in the Rose Garden of the Bellevue-Stratford. And these keen, enterprising advertising women certainly demonstrated beyond any question that they are worthy sisters of the advertising profession.

The dinner was as bright and entertaining an affair as has been held in Philadelphia in a long time. There were noted speakers—two of them being women who are nationally known for their achievements; and there were entertaining, interesting and fun-making features. Miss Mary A. O'Donnell, the president of the club, acted as toastmaster and introduced the speakers, who included Miss Alice M. Robertson, Congresswoman-elect from Oklahoma; Mrs. Maude Wood Park, of Boston, chairman of the National League of Women Voters, and Rowe Stewart, president of the Associated Advertising Clubs of the World.

Ittest naturally centered about Miss Robertson, who had never spoken in Philadelphia before, and of whom very little is known in the East, other than the information that came in the election news sent out of Oklahoma last November. She also has the distinction of being the only woman who will sit as a member of the new Congress, which will assemble shortly after President-elect Harding's inauguration, and is the second woman to be elected to the House of Representatives. Miss Robertson speaks in a very quiet manner, but is quite emphatic in expressing her views. She said in part:

"When I first took up politics I discovered that I knew almost nothing about it, and that ninety-nine out of every hundred women knew very little about the subject. But I also learned very quickly that very few men knew anything about politics, either!

"I won my campaign without making any promises to anyone, without binding myself to support any group or faction."

The new Congresswoman also expressed some very frank opinions with respect to women who spend a large part of their time playing bridge. Said she:

"A little bridge once in a while is a very good thing probably and there certainly can be no harm in it or in any other game. But when women play cards for money or prizes six and even seven times a week I cannot see that they are any better than little boys who are reprimanded or punished for shooting crap."

Mrs. Park paid a tribute to the women of the country and particularly to those who had been opposed to suffrage, for the splendid manner in which they accepted and responded to their new duties as citizens. She said also that she had observed that the Congressmen were busier than ever now that they had the opportunity to send seeds to women voters as well as to meet voters.

Mr. Stewart in addition to complimenting the women on the general success of the dinner told something about the convention of the Associated Advertising Clubs of the World which will be held in Atlanta next June, and urged the Philadelphia advertising women to send a large delegation of representatives.



C. P. McDONALD



ROBERT R. UPDEGRAFF



JOHN C. OSWALD



HARRY VARLEY

(Continued on page 22)

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., representing the schools of journalism.

THE DOG-WATCH POET

By PAUL D. AUGSBURG

AT one o'clock in the morning, when the rest of the town is sleeping and the rats and mice begin to dart about the local room. Guy F. Lee begins his daily work. He is the man who keeps the "dog-watch" on the Chicago Tribune and—this is incidental—writes verses which thousands of readers chuckle over daily.

After the city edition has been put to bed and the presses down below begin their long, rumbling grind, the editorial room becomes slowly depopulated. One by one the executives depart, and soon Guy is left alone with the rodents and the office boy.

Then it is that he slips a piece of copy paper in the battered old typewriter and begins to compose a bit of philosophic verse.

The phone rings. Over the wire comes the voice of a sleepy police reporter with the story of a west side bomb explosion. Three men have been killed, and another is in the county hospital, dying.

Immediately Guy debarks from Pe-

Most all the time of darkness they their faithful vigil keep. But *this* I know: I'm losing weight in garnering the news.

Our cop reporters, every one, my supper hour choose; I'd need an octopus' arms in order to succeed in grabbing off the items and enveloping the feed. For as I vainly try to cram a bite of vittles down Some five or six O. Henrys phone me epics of the town!

It is not always the police reporter who breaks into Guy's iambs, however. Sometimes a belated cable will creep over the ocean bed to tell of armies advancing on a Polish front. Or perhaps it is an Associated Press flash from the eastern seaboard to announce the death of a great American statesman. If the president were to die at 4 o'clock tomorrow morning the busy little bee would have nothing on Guy for industry. Such an event would necessitate ripping the stuffing out of Page 1 to insert the new screamer and give position to the lengthy obituary which is always waiting ready on the stone.

The laureate of the Tribune is 42

typewriter while the rats rustled across the paper-littered floor of the local room and the phone clamored intermittently at his elbow. Now his readers number a hundred thousand and more, and Guy has proved that Kansas did not exhaust its poet crop when it raised Walt Mason.

EASY TALK

By Philip R. Dillon

The Anonymous Editorial Superstition

—Now that the PARADOX is in fashion, and the times are such that it is no longer improper to talk about the Queen of Spain's anatomy, shall we take up the anonymous editorial (leader) which is paradoxical? or fraudulent?

Consider the Public that reads the newspaper and, for this investigation, take one of them—a man (or woman), a type. He reads an editorial and tells his neighbor—"The World-Gazette-Herald says thus and so." He is like to use the word "says" in a literal sense, as if expressing a near-physical fact. Abstract and symbolical things are outside his ken, yet may come inside when he relates them intimately to the experience of his senses. To be sure, the World-Gazette-Herald cannot say anything, except miraculously. But this man of the Public makes a miracle in order to help his own scheme of logic. If the World-Gazette-Herald be a great daily, he must vision it as a living, prodigiously intelligent being. Following a normal instinct, he sees it saying things, as a man multiplied many times in size and intelligence would say them. The anonymous editorial, particularly the scholastic editorial, is to him the message from a Gargantua, or the more learned Pantagruel (though he does not know the names of these descendants of Goliath).

He knows that a Gargantua and a Pantagruel may reason in the human way, even though they be giants. He admits that they may lightsomely, at times, comment on human phenomena. He knows that these giants have settled convictions, which they are in the habit of calling "our policy." This is all well enough, and, in the muddle of human thinking, does no harm, so far as I know, as long as the newspaper giant says giantlike things, which, of course, must be mystical.

But, when the editorial seriously affirms "our policy" in some concrete issue, where the average man of the Public has the daily experience of his own senses and *knows infallibly* from such experience, he is liable to rise up against the newspaper that tells him something which is contrary to his every-day sensual experience, and denounce the newspaper giant as a fraud, a pygmy dressed up to fool people. One can pretty well lay out the future state of mind of this new-made agnostic.

I have in mind, at this moment, a recent editorial in a great metropolitan daily, discussing the rumor that women of good society are to smoke pipes. The editorial counseled women against the pipe, pointing out that the cigar and cigarette are superior in every way to

(Continued on page 36)

NEW HEAD OF REUTERS IN UNITED STATES

THE appointment of F. Douglas Williams as general manager of the United States of Reuters, Limited



has brought New York British journalist as well known to American correspondents here and abroad as his former colleagues in London and Paris. He succeeded Levy Lamm, doyen of foreign press correspondents stationed in America who has retired after more than 20 years of active service for Reuters. As a member of Reuters special conference, Mr. Williams came into intimate contact with most of the American writers assigned to report on great historical event.

With an increased staff in New York and Washington, Reuters service of American news to the United Kingdom, Europe and the Orient has been greatly extended since the outbreak of the war, and its general offices have been moved from 20 Broad Street to new and larger quarters at 280 Broadway, New York.

While Mr. Williams is probably the youngest member of the group of foreign press representatives in the United States—he is not yet 30 years of age—his journalistic experience covers a remarkable range. In many of his colleagues he resigns from Reuters news staff early in war to go into active military service, subsequently obtaining a commission with the British Artillery. In 1914 he was seriously wounded fighting with the British forces in France and upon his recovery, however, he rejoined the British forces and was sent to North Russia as captain of the Artillery. Because of his knowledge of German he was appointed liaison officer with the Polish Legation (attached at that time to the British Army); subsequently he was made adjutant at Brigade Headquarters Kem and finally attached to the headquarters staff of General Marsh as staff captain. He received for war services the Military Cross, the 1915 Star, the British War Medal and the Allied War Medal, and upon return to England was welcomed back to Reuters staff.

For a time he was Reuters correspondent in Paris. As a member of Reuters' Peace Conference under the direct supervision of Roderick Jones, the managing director, it was Mr. Williams' privilege to telephone from Versailles for distribution by Reuters that peace had been signed.

Inaugurate Annual Dinner

EAST LIVERPOOL, Ohio.—The Reuters Tribune's staff held their first annual "family" dinner at the Y. M. C. A. on the evening of February 19.



FROM the frown on the face of Guy F. Lee—here registered—we would be willing to bet that he is listening to the sad story of a district man who is explaining why he was scooped, or the tale is one of a good murder that flivvered.

gasus. He sends the boy to the composing room with the order: "Stand by for a replat." Then, ripping the unfinished poem from the machine, he dashes off the story, writes a head for it, and skips up the winding steel stairs to supervise its insertion in the steel forms.

Back once more, pausing only to call the hospital and find if the dying man has completed his demise, Guy climbs aboard Pegasus to continue his ride. Even before the presses have resumed their rumbling with the news of the explosion, he is galloping up Parnassus. One night he wrote about this phase of his daily stint:

The Squawk of the Late Watch Man

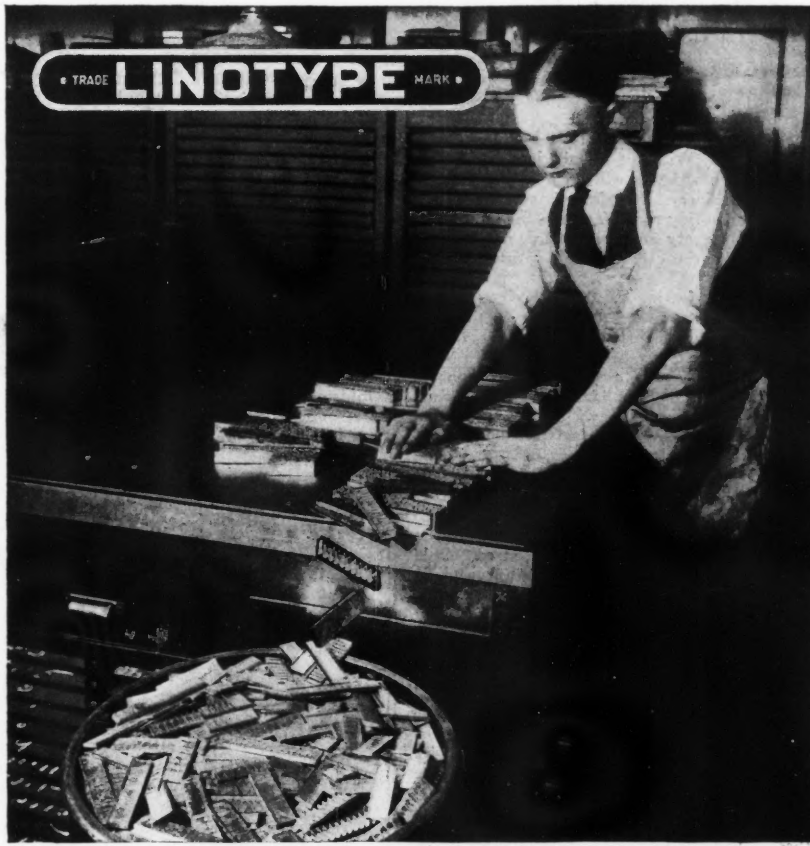
A reader writes to ascertain what moment of the night It is that robbers reign supreme; when crime is at its height. Of that I cannot specify. They work while others sleep;

years old. Twenty of these have been spent in newspaper work in towns from Abilene, Kas., to N'Yawk, N. Y. Before journalism, he was successively a sign painter, patent medicine peddler, carnival showman, newsboy and restaurant proprietor—the last vocation being plied for a total of five days. Once he ran for probate judge of Barton county, Kan. His opponent won in a walk.

By this time, however, Guy is an institution on the Tribune. He has been with the paper for thirteen years, earning an extra stipend during the past quarter decade with his verses. Guy's first rhythmical efforts were—well, awful. Some of the brotherhood used to smirk at his cerebral progeny as they beheld 'em in print.

"If he's a poet, Pope Benedict's an atheist," they would say.

But Guy kept at it, hammering at his



THE SIGNIFICANCE OF THE SLUG-IV

THE SLUG IS A
PERMANENTLY LIVE ASSET

Following its saving in composition, revision, make-up, lock-up, and pressroom, the LINOtype slug produces its great final saving when the job is off the press. Three minutes' work removes the furniture of a form, and in another two minutes the cuts are removed and the type tossed into the hell-box—a total of five minutes to clean up a job.

.....
MERCENTHALER LINOtype
COMPANY

MUNSEY FINDS UPTOWN SITE FOR TELEGRAM

Old Herald Home to Be Abandoned for Building at 16th Street and 7th Avenue on Expiration of Lease

Frank A. Munsey has leased the six-story building at the southeast corner of 16th street and 7th avenue as a new home for the Evening Telegram. The structure is substantially built and when the necessary alterations are made it will make a model structure for a newspaper plant. The property has a frontage of 75 feet on 7th avenue and 150 feet on 16th street.

Newspaper men, especially in New York City, have been wondering what was going to become of the Evening Telegram when the lease of the Herald site at Broadway and 35th street expires on April 30.

Soon after Mr. Munsey purchased the New York Herald and the Evening Telegram in January, 1920, he moved the Herald downtown to his building at Chambers street and Broadway, where the morning and evening editions of the Sun were being published, but allowed the Telegram to remain in its old quarters. Since then that newspaper has been the only occupant of the Herald building erected by James Gordon Bennett in the early nineties.

At the time when he purchased the Bennett newspapers, Mr. Munsey was given an opportunity to buy the land upon which the Herald building stands, which is owned by the Manice estate, for \$3,500,000. Mr. Munsey regarded the price as excessive and declined to buy. In speaking to a representative of the Editor & Publisher at the time Mr. Munsey said:

"The plot is so small that a building thirty-five stories high would have to be erected to make the investment a profitable one. On a 5 per cent basis the ground rent alone would be \$175,000 a year. As I did not regard the property as worth anywhere near the price asked for it I decided not to take it over and to move the two newspapers to other quarters when the lease expires."

With the expiration of the thirty year lease of the Herald Building site on April 30, the property reverts to the Manice estate. Should that owner of the reality then or later elect to dismantle the present building for the purpose of erecting one of a type more likely to be economically profitable, the bronze owls, the bronze Minerva, the clock, "Gog and Magog," the several bronze tablets of a commemorative character affixed on the structure's exterior

and interior and all other fixtures distinctly associated with the personality of the New York Herald and the Evening Telegram remain in the ownership of Mr. Munsey, the present proprietor of those newspapers, who will see that they receive proper sanctuary.

During the past year Mr. Munsey has been looking about for a new home for the Telegram and has finally leased the property adjoining the Street & Smith publishing plant at the corner of 16th street and 7th avenue. The property which is owned by James L. Van Alen of Newport and London, has been occupied by the British-American Tobacco Company as a cigarette factory.

Two new presses for the Evening Telegram's modern equipment already have been completed. A third—a gigantic octuple machine—is now being built. With the installation of these in the new home will go new stereotyping machinery, re-inforced and improved composing room facilities and equipment and every modern device requisite to make the establishment a model of its kind.

The leasing of the 7th avenue property puts an end to the rumors that had been current for several weeks to the effect that Mr. Munsey intended to bring the Telegram downtown to Chambers street and consolidate it with the Sun. Several months ago Mr. Munsey told the writer that he had no intention of scrapping the Telegram because it had established a constituency of its own and was a paying property. Neither did he intend to move the paper downtown because the mechanical plant at Broadway and Chambers street could not handle it. The Telegram was an uptown institution and would remain in that section of the city.

In its new location the Telegram will be far enough uptown to quickly reach the news distributing centers, and far enough downtown to deliver its several editions promptly in that part of the town. An express station on the Broadway Subway is located at 14th street and 7th avenue. The 6th avenue Elevated railroad station is only three blocks away, and cross town and other surface line cars are near at hand.

When Mr. Munsey took over the Herald and Telegram he had all kinds of trouble in securing enough newsprint to run off the several editions of his group of papers. On one occasion the last roll on hand had been used and the pressmen were in a quandary as to what they were going to do to get out the next edition of the Sun when, just in the nick of time, two truck loads of paper which had been loaned by a New York publisher, arrived.

Circulations had to be cut to the bone. Very late and very early editions were

done away with. Small quantities of paper were picked up whenever they could be found in order to help out the situation. On one occasion Mr. Munsey made a contract with a broker for the delivery of 2,000 tons of imported paper on a certain date and to whom he gave an unlimited letter of credit. The paper did not arrive when promised.

A month or more later another broker to whom the first broker had transferred the contract sought to make delivery but when it was discovered that the shipment was not consigned to Mr. Munsey but to another New York publisher, and was neither the paper ordered nor of the specified quality, Mr. Munsey refused to accept it and the bank declined to pay for it. The broker has recently brought suit against the bank for the value of the paper and the case is now before the courts.

Mr. Munsey says he will buy no more foreign newsprint unless the paper has already arrived in this country and has been subjected to the proper test. At present the Munsey papers have an adequate supply of newsprint purchased at a reasonable figure. In fact more paper is being offered than can be used for many months to come.

Mr. Munsey is much pleased with the progress that is being made by both the Herald and Sun. Both circulations and advertising have been materially increased and the outlook for the future is bright.

"I cannot see any probability of an immediate revival of business," said Mr. Munsey to Editor & Publisher. "Indeed, it would be a great misfortune to have such a revival before the process of liquidation is completed. That we have not yet reached that point is apparent to any one. The prices of commodities are not by any means tending to normal. Lumber, leather, building materials, rents and household supplies are still high.

"How, then, is it going to be possible for business to start up again and run at full speed until inflated values are eliminated and business men are content with a reasonable profit on their investment? I cannot see much chance for improvement before next fall.

"I look for a 33 1/2 per cent decrease in the volume of all kinds of advertising—bill boards, magazines, newspapers and street cars—this year. Last year there was a perfect orgy of advertising and from that we are bound to have a reaction this year. After awhile we are going to get back on a sound basis when we do we will be in position to build up a strong business structure."

Boyle in Special Field

Eugene G. Boyle has joined the New York staff of Cone, Lorenzen & Woodman. He has been engaged in advertising and newspaper work for 18 years and during the war was a lieutenant pilot in the Royal Flying Corps.



Our Best Prospects

CONCERNS with strong local selling representation are our best prospects, Brother Newspaper Men, if we are to cash in on the idea of each of us developing at least three new national or semi-national newspaper advertisers from our own or contiguous territory.

Here is H. B. Cook, of Baltimore, doing splendid selling for Krumm's Macaroni, Spaghetti and Noodles, Sheffield Milk, Brer Rabbit Molasses, Ritter's Catsup and Beans, Normanna Sardines, Remmo Soap and Magic Blue. We found Ritter's Beans in 83% of the Baltimore stores, but reported the best seller in only 14. We found Krumm's products in more stores than similar lines, but the percentage of distribution was only 38% at that.

We're going to try and we believe we can show the Krumm and Ritter concerns, both located in nearby Philadelphia, the wisdom of backing up their products with advertising. With such effective merchandising as Mr. Cook has brought to bear we believe their percentage of distribution and sales can be tremendously increased in this territory on a reasonable appropriation, invested in NEWS and AMERICAN space, enjoying more than 185,000 circulation, daily and Sunday, very largely in city and suburbs, but covering the state of Maryland and working portions of adjoining states as well.

Can't we, each of us, pick out the Krumms and the Ritters in nearby cities, concerns who need advertising and are in a splendid position to CASH IN on it, and build them into the great newspaper advertisers they should be?

The Baltimore News

EVENING, DAILY AND SUNDAY

The Baltimore American

MORNING, DAILY AND SUNDAY

DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Frank A. Webb
Advertising Manager

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

Super Calendered Newsprint
33 1/2 66 1/2 70" Rolls

Standard Newsprint
33 1/2 49 1/2 66 1/2 67" Rolls

On Spot New York

Prices on Application

THE AGROS CORPORATION

Importers Finnish Paper

27 WILLIAM STREET

NEW YORK

—newspapers cut the h. c. of l.

When John Wanamaker cut his retail prices 20 per cent on all his merchandise in Philadelphia and New York, Newspapers flashed the news across the continent.

Instantly in practically every city retail prices tumbled.

Through the Newspapers Henry Ford announced price reductions in the modest "flivver"—and crash fell the prices of most other cars.

The actions of Wanamaker and Ford, even though potent in themselves, would have been futile possibly, delayed certainly and weakened immeasurably without the daily Newspapers. Through Newspapers the forceful messages were flashed throughout the entire nation, *and the effect was instantaneous!*

Daily Newspapers released the healthful flood of retail liquidation.

What other medium could have accomplished this, or even approached such a result?

Daily Newspapers, equal to any emergency, can actually *sell more merchandise* than any other medium.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

Number 54 of a Series.

Publishers are you trimming your business sales to take advantage of current winds? The average advertiser must sell goods. He needs sales.

Newspapers are the most active of all sales forces.

*E. Katz Special Advertising Agency
15 East 26th Street, New York City*

RATES PROBLEM EXISTS EVERYWHERE

President Miller of National Association of Newspaper Executives Declares Matter Must Be Brought to Head at Once

Charlie Miller, business manager of the Atlanta Georgian and American, and president of the National Association of Newspaper Executives, spent part of the week in New York. In his swing around the country, Mr. Miller told EDITOR & PUBLISHER, he was more and more impressed with the fact that the most vital problem confronting the publishers today is what newspapers are going to do about their advertising rates when the price of paper comes down.

"Advertising rates cannot go down," said Mr. Miller. "Why, not a rate made in the last year has been high enough to absorb even half of the increased cost of white paper alone. The publisher of every daily newspaper in the country should give this matter serious thought and consideration. In several cities, among them New Haven, Minneapolis, Paterson, Peoria, Grand Rapids and Seattle, the merchants have banded together and agreed to stay out of newspapers until the rates come down." The merchants claim that as the price of paper drops advertising rates should also go down. But the drop in paper has not been sufficient and will never be sufficient, for the price of newspaper advertising to decrease.

"At the convention of American Newspaper Publishers' Association, to be held in New York, in April, the publishers will, as usual, discuss the cost of paper, the cost of labor and press service, but the price of advertising rates has never been a subject to which the A. N. P. A. has paid much attention. The time for this discussion will come at the meeting in Atlanta, Ga., in June, of the National Association of Newspaper Executives. Last year in Indianapolis we had 650 representatives present and this year, in Atlanta, we expect 1,000. Every publisher should see that his newspaper is properly represented.

"I think the answer to the cry of decreasing rates is for the newspaper to give better service. Another reason why advertising rates cannot go down is because of the fact that, while the wages of other classes of labor are going down, newspaper labor costs are going up. At the directors' meeting of the National Association of Newspaper Executives, to be held in Louisville, Ky., March 13 or 20, the exact date not yet having been decided upon, the program will be mapped out and such men as Arthur Brisbane and Frank Munsey will speak to the publishers."

Mr. Miller left New York yesterday for Pittsburgh and other points before returning to Atlanta.

Biggest Year for Intertype

The Intertype Corporation's board of directors reports that for 1920 profits exceeded those of any other previous year. After deducting allowances for depreciation of machinery and equipment and for other contingencies, profits are shown to have been \$572,282.52, subject to reserve for taxes of \$170,000, leaving net profits of \$402,282.57. The three directors, whose terms expired, Wellington E. Bull, George F. Morrison and John W. Herbert, have been re-elected for a further term of three years.

Lyons Editor Receives Degree

WASHINGTON, D. C. — Charles H. Betts, editor of the Lyons (N. Y.) Republican, was awarded the degree of

Doctor of Human Letters at the celebration of the 100th anniversary of George Washington University here on February 22. Mr. Betts, who is a member of the New York Assembly, attended the celebration as a representative of Adrian College of Michigan, and was awarded the degree for "conspicuous public service" through his newspaper and other writing.

Betts Bill Hearing March 9

ALBANY, N. Y.—The hearing on the bill to repeal the statute requiring the printing in newspapers of the laws passed by the legislature, scheduled for February 23, was put off until March 9. Assemblyman Charles H. Betts, editor and publisher of the Lyons (N. Y.) Republican, introduced the bill.

Brant Made Editor-in-Chief

IOWA CITY, Ia. — Irving N. Brant, formerly editor of the Iowa City Republican, has signed a ten-year contract as editor-in-chief of the St. Louis Star. His wife, formerly Miss Hazeldean Toof of Red Oak, is book review editor of the Star.

RECEIVER FOR LESLIE-JUDGE CO.

Famous Old Publishing House Alleged to Be Insolvent

The Leslie-Judge Company, of New York, one of the best-known publishing houses in America, was placed in the hands of a receiver February 23. The receiver, Thomas B. Felder, 14 Wall street, announced that the business would be conducted for thirty days, at the end of which time the order for the receivership would be extended, if it could be shown that the business was profitable. There will be no suspension for the present in the publication of Leslie's Weekly, Judge and Film Fun, a monthly periodical.

The liabilities of the company are estimated by the petitioning creditors at \$2,210,000 and its assets at \$420,000. The appointment of the receiver was made by Federal Judge Martin T. Manton on a petition in involuntary bankruptcy filed by Saul S. Myers, attorney for the petitioners.

The difficulties of the Leslie-Judge Company are attributed in the petition to its loss of the services of John A. Sleicher, formerly president, due to ill

health, as well as to the high cost of labor, print-paper and materials. Sleicher at the time of the reorganization of the business in 1909 was in charge of the affairs of the Leslie-Judge Company.

"In 1919," the petition says, "the company lost upwards of \$150,000; in 1920 it lost upwards of \$300,000, and in the month of January, 1921, it lost upwards of \$16,000, and the company will not make any money at all for the year 1921, and will probably lose if allowed to continue, a sum approximating the losses of 1920."

Ad Women Hear of China

An address was given by Edgar Hall, who represented the Y. M. C. in China for seven years, before the New York League of Advertising Women at their weekly luncheon. Mr. Hall stated that the famines which are ravaging China today are due to a succession of droughts which they have dating back as far as 1916 and in which they have been unable to recover. The League's annual dinner will be held at the Hotel Pennsylvania, March 10.

The Evening Tribune now has 50% more paid circulation in Des Moines than the second evening paper.

Food Manufacturers

are invited to participate in The Des Moines Register and Tribune's Fourth Annual Cooking School---six days starting March 28th.

Not a pure food show---not a money making scheme---but just one of the ways we have of increasing the effectiveness of food advertising appearing in the columns of The Register and Tribune.

Wednesday evening, March 30th, we will entertain the retail and wholesale grocers of Des Moines

Write for Details

DES MOINES REGISTER AND TRIBUNE

MORNING—EVENING—SUNDAY

REPRESENTATIVES

New York
I. A. Klein
Metropolitan Tower

Chicago
John Glass
Peoples Gas Bldg.

San Francisco
Los Angeles & Seattle
W. R. Baranger Co.

New York City Morning Newspapers' Advertising Record, 1920

Agate Lines

*The New York Times	23,447,395
The World	18,152,009
**The Herald	13,019,976
New York American	10,870,294
New York Tribune	10,197,262

**Millions of lines of advertisements were omitted by The New York Times in 1920 because of lack of space and because of the rigid rules of The Times regarding the character of advertising accepted.*

***Including both The Sun and New York Herald for January, 1920, and New York Herald, February to December, 1920.*

IOWANS TO BUY PAPER CO-OPERATIVELY

Organization Approves Plan at Press Association Convention—Ask Lifting of Ban on Tobacco Copy—Gillespie Named President

(By Telegraph to Editor & Publisher)

DES MOINES, Feb. 20.—The sixth annual convention of the Iowa Press Association, held here February 17, 18 and 19, was the most successful and interesting of any yet held, with a larger attendance. Approximately 400 newspaper men and women attended during the three days and the enthusiasm kept up to the end. Thursday was daily newspaper day.

L. J. Boughner, of the Chicago Daily News, president of the Association of Classified Advertising Managers, conducted a program on classified advertising that was of immense value. Thursday evening the daily paper conference continued and again on Friday the daily men met to plan a home legislative program that will permit advertising of cigarettes and tobacco in Iowa.

Judges of newspaper contests reported Saturday morning, giving the Des Moines Register-Tribune silver cup for the best front page make-up to the Carroll Herald. The Ames Tribune silver cup for the best farm news handling was awarded to the Denison Review, and the Sigma Delta Chi cup, for the most noteworthy community service, to the Oakland Acorn.

A comprehensive survey of two newspapers' fields was presented in a remarkable way by C. A. Baumgart of Successful Farming, showing the relation of newspapers to their readers, how the latter look upon advertising, the reading material, stories, features, etc.

Nothing like this was ever given in a press convention in the State.

Officers were elected as follows: James C. Gillespie, Lemars Sentinel, president; Senator Ed M. Smith, Winterset Madisonian, vice-president; O. E. Hull, recording secretary; George C. Tucker, treasurer, and E. P. Harrison and T. W. Purcell for directors; G. L. Caswell was later re-elected field secretary by the executive committee on the same terms as last year.

Saturday afternoon the officers were installed and a lively program followed. Curator Edgar R. Harlan, of the State Historical Department, gave another decade of history of early Iowa publishers, and O. J. Benjamin of the Nevada Journal told how to increase foreign advertising. He dwelt strongly on reader confidence, and pointed out that such confidence is essential if advertising is to bring good results.

A meeting of stockholders of the Iowa Press Co-operative Association, Inc., was held at noon Saturday, with over 75 voting. This meeting decided that all print paper for its members should be purchased by the secretary-treasurer and authorized him to make permanent all contracts for them when advisable to do so. President Will Wilke of the N. E. A. was a visitor at this convention.

IOWA DAILIES WANT 48 HOURS

Say Shorter Printers' Week Would Make Costs Prohibitive

(By Telegraph to Editor & Publisher)

DES MOINES, Feb. 21.—Opposition to a reduction of hours of employment in the mechanical department was expressed in a resolution adopted by the Iowa Associated Dailies here Friday afternoon. The resolution reads that

the "Iowa Associated Daily Newspapers are irrevocably opposed to reducing the hours of employment in the mechanical departments below the present practice of 48 eights a week. To make the reduction to 44 hours would be to increase wages and reduce production at a time when the burdens of publication are already too heavy to be borne."

A session devoted to the development of classified advertising was held Thursday afternoon. Officers of the association are: President, B. M. Conroy, Mason City Globe-Gazette; and secretary, Lee P. Loomis, Muscatine Journal. The Iowa Associated Dailies met as the Daily Section of the State Press Association in annual convention at Des Moines, Thursday, Friday and Saturday.

CITY NEWS STAFF DINES

Second Annual Function of Society Attended by Men and Families

Reporters of the New York City News Association ceased gathering news Feb. 19, long enough to congregate with their wives and lady friends around the festive board at the second annual dinner of the Nycna Society. While they supped and were entertained by former City News reporters now employed on newspapers covered their districts and handled their inside jobs.

William G. Henderson, treasurer of the association, on behalf of the society handed Joseph A. Larkin, assistant night city editor and its president, a gold fountain pen. In his presentation remarks Mr. Henderson characterized President Larkin as a good boss, a good all-round, dependable newspaperman, and everybody's friend. Mr. Larkin presided. There were no speeches with the exception of a few remarks by J. E. Hardenbergh, the "big boss." H. C.

Reynolds, city editor of the Evening Mail, was a guest of the society.

Hanson Ends Alabama Coal Strike

BIRMINGHAM, Ala., Feb. 22.—Victor H. Hanson, publisher of the Birmingham News, has brought to a successful conclusion his intercession in the Alabama coal strike. Mr. Hanson, at the request of a committee of Birmingham citizens undertook to represent the people of the state in the controversy and delivered to the governor signed agreements from operators and union officials that they would abide by any decisions arrived at on a basis of settlement determined by the governor.

Merger in Twin Falls

TWIN FALLS, Ida.—The morning Chronicle and Evening Times have consolidated and hereafter will publish a morning and afternoon edition.

WHY Kadel & Herbert Photo News Service

Is the Best

Subjects carefully selected
Quality not Quantity
Speed when necessary
Good copy
45 leading newspapers now subscribe to our service

Write for details

KADEL & HERBERT
153 East 42d Street
New York

INTERTYPE

"THE BETTER MACHINE"

Put us to the Test

If you must have line casting composing machine equipment—why not get the Best

We started out to manufacture the best line casting composing machine that brains could devise.

Have we succeeded—Over 4,000 Intertypes are in daily use and each giving absolute satisfaction in quality of product and production.

Mr. Publisher and Mr. Printer, it will be to your advantage to study Intertype Standardization. Insist on a working demonstration, model for model—Get the best by all means.

WRITE FOR DESCRIPTIVE LITERATURE

INTERTYPE CORPORATION

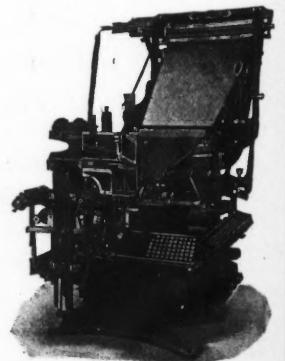
BUILDERS OF "THE BETTER MACHINE"

General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

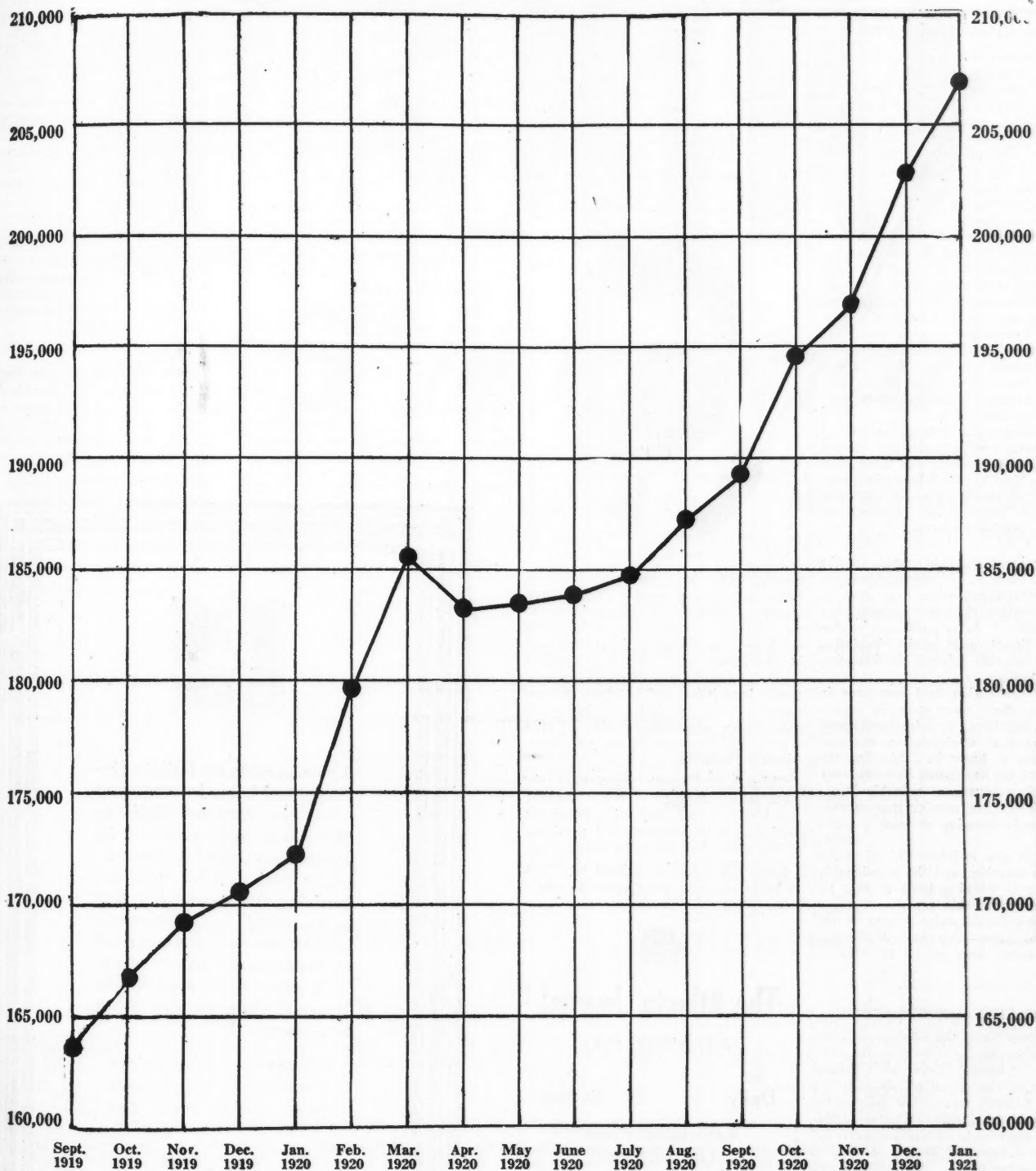
Middle Western Branch
Rand-McNally Building, Chicago, Ill.

Southern Branch
160 Madison Ave., Memphis, Tenn.

Pacific Coast Branch
86 Third Street, San Francisco, Cal.



Growth in Average Net Paid Daily Circulation of The Baltimore Sun (Morning and Evening) In Eighteen Months — September, 1919, to January, 1921



Everything in Baltimore Revolves Around THE SUN

JOHN B. WOODWARD
Times Bldg.,
New York.

Morning

Evening

Sunday

GUY S. OSBORN
Tribune Bldg.,
Chicago

Baltimoreans Don't Say "Newspaper"—They Say "Sunpaper"

FOR THE CIRCULATION MANAGER

This department is a regular feature of EDITOR & PUBLISHER. Suggestions or contributions should be sent to Fenton Dowling, Editor & Publisher, 1116 World Building, New York.

I. C. M. A. CHANGE OF DATES

THE International Circulation Managers Association, which usually meets in June each year, has decided to change the dates from June 7-9 to May 10-12. The convention is to be held in Columbus, Ga., and it was deemed advisable by the officers, directors and members of the advisory committee to meet in May on account of the weather conditions existing in the South during the month of June.

The I. C. M. A. now has a membership of over 500, and the most prominent newspapers of the United States and Canada are represented. W. E. Page, chairman of the entertainment committee, who worked so hard at the St. Louis convention to have the members meet in Columbus, has promised some agreeable surprises in the entertainment line for the members, after they are through with the regular business of the convention.

It is expected that a large number of the members, coming from the eastern section of the country, will leave in a body from New York. A boat trip is suggested of which the members will hear more later, through the chairman of the transportation committee, A. E. MacKinnon.

A prominent publisher said of the I. C. M. A.: "This organization actually accomplishes more real work at their convention than any association I ever attended." Most publishers realize this and insist upon their circulation managers not only joining, but attending the conventions.

At the convention held last June in St. Louis, there were over 50 papers read by members, covering practically everything that a circulation manager might want to know in conducting the business of the newspaper he represents. With such a source of valuable information, it is little wonder that the organization is growing at such a rapid rate.

Over 150 new members joined at the St. Louis meeting, and the membership committee is working hard to beat all previous records this year.

Members should make a note of the change of dates—Tuesday, Wednesday and Thursday, May 10, 11, 12; Columbus, Ga.

CHARLIE LEVY—CIRCULATOR

IN a recent issue, the Chicago Tribune pays a handsome tribute to the abilities of "Charlie" Levy of Chicago. Speaking of the extent of his daily order, the Tribune says: "His daily order averages about 75,000 Tribunes, delivered in truckloads at various parts of the loop between 2:20 and 4:00 a.m. to his loading crews. The crews make up the orders and off they go—by surface and L cars and by truck."

Charlie Levy is a distributor who takes care of the supplies of carriers who cover territory north, west and south of Chicago, and one can easily imagine the extent of his organization and effectiveness of a system that is planned to take care of a suburban field running north 45 miles and south and west almost a corresponding distance.

Charlie grew up in the Chicago newspaper delivery atmosphere, and from his earliest working days he exhibited a tendency to organize along lines of

fighting time and distance in the delivery of newspapers. Scarcely an individual in the country today commands a better control of a vast output of papers and the facilities for quick and accurate dispatch.

NEWS AND NOTES

JOE K. HUGHES, for a number of years circulation manager of the Pensacola Journal and the Pensacola News, and at one time state circulation



JOSEPH K. HUGHES

manager of the Charleston (S. C.) American, is now circulation manager of the Tuscaloosa (Alabama) News. Mr. Hughes secured his training in his home city of Pensacola, Fla., and in Charleston, S. C. He is a member of the International Circulation Managers' Association and has made a close study of the circulation problems of small town newspapers. During the World War he was with the 19th Anti-Aircraft Battalion.

Richard S. Barrett, director of the New York World's Catskill Bureau, and known to all circulation managers in the East, has been elected president of the Catskill Chamber of Commerce.

SIoux CITY, Ia.—Prominent men who 30 years ago sold newspapers as news-

boys in Sioux City, sold papers on the streets last week to assist in raising money to provide quarters for the Newsboys' Club. Among those who called out "extra" again on one of the busy corners was W. N. McMaster, now governor of South Dakota.

Carl Julian, formerly circulation manager on the Peoria (Ill.) Journal, now serving in the same capacity on the Indiana Daily Times, has been visiting old friends in Peoria. J. H. Ledder, general manager of the Times, accompanied Mr. Julian.

BUFFALO.—A ball given by the Buffalo Newsboys' Benevolent Association gained \$2,600. Of the profits \$1,900 were used to pay off the balance due on a mortgage on the newsboys' home.

Harry J. Hargrave, formerly of the circulation department of the Topeka Capital, and now with the San Francisco Chronicle, circulation department, spent several weeks visiting old friends in Topeka, Kan., recently.

HARRISBURG, Pa.—Arrangements for the annual meeting of the Inter-State Circulation Managers' Association are being made by J. H. Miller, Jr., and a committee of Pittsburgh circulation men, who promise a merry and profitable time for the members at the Fort Pitt Hotel in that city on March 22. Speakers scheduled for the convention are T. R. Williams, business manager

of the Pittsburgh Press, and of the American Newspaper Association; and E. R. Stoll, of the Pittsburgh Publishers' Association. The Inter-State Association includes newspapers in Pennsylvania, Maryland, West Virginia and District of Columbia is officered as President, A. R. Michener, Herald-Telegraph; vice-president, C. C. Philadelphia Record; and treasurer, H. C. Carpenter, Lancaster Intelligencer and News-Journal.

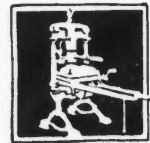
ST. PAUL.—The Sunday Pioneer is giving the ambitious youngsters a write for the children's page to shine as bardlings. The latest test is to determine which can elect the best poem in honor of President Harding.

New Home for Kuryer Polak

MILWAUKEE.—The Kuryer Polak purchased a site for a new building on Wisconsin street, to cost about \$25,000. The purchase price of the real estate is said to be about \$60,000.

New Plant for Carlisle Herald

CARLISLE, Pa.—The Herald is about to move into its new newspaper printing plant, in which, it is estimated, is worth of new machinery \$100,000 worth of new machinery been installed.



So inseparable are building interests and home interests that when the National Building Show was held recently in Minneapolis, the builders naturally preferred for their advertising the newspaper that is preferred in Minneapolis homes. Here is the record of their preference, amounting to 84% more space used in The Journal than in any other newspaper:

Journal - - 20,930 lines
Tribune - - 11,326 lines
News - - 7,406 lines

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

1st IN OHIO

5th in America

Newspaper advertising figures for 1920 compiled and published by the Statistical Department of the New York Evening Post and the Chicago Advertising Age and Mail Order Journal show that The Columbus Dispatch for the entire year stood FIFTH in America and FIRST in Ohio in volume of paid advertising published by the leading evening and Sunday morning newspapers. There were only eight newspapers in the world (evening or morning) that exceeded this newspaper in advertising carried.

Here are the five papers (evening and morning) having the greatest record:

Detroit News	28,121,438 Lines
Pittsburg Press	24,776,570 Lines
Washington Star	21,052,990 Lines
Chicago Daily News	20,396,781 Lines
COLUMBUS DISPATCH	19,292,310 Lines

In its own field (Central Ohio) The Columbus Dispatch in 1920 published 1,472,690 lines more paid advertising than was carried by all the other Columbus papers combined

166 display advertisers doing business in Columbus use but this one evening newspaper

The Columbus Dispatch.

Ohio's Greatest Home Daily

FOR THE CIRCULATION MANAGER

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JOE K. HUGHES, for a number of years circulation manager of the Pensacola Journal and the Pensacola News, and at one time state circulation



JOSEPH K. HUGHES

manager of the Charleston (S. C.) American, is now circulation manager of the Tuscaloosa (Alabama) News. Mr. Hughes secured his training in his home city of Pensacola, Fla., and in Charleston, S. C. He is a member of the International Circulation Managers' Association and has made a close study of the circulation problems of small town newspapers. During the World War he was with the 19th Anti-Aircraft Battalion.

Richard S. Barrett, director of the New York World's Catskill Bureau, and known to all circulation managers in the East, has been elected president of the Catskill Chamber of Commerce.

ST. LOUIS, Mo.—Prominent men who 30 years ago sold newspapers as news-

boys in Sioux City, sold papers on the streets last week to assist in raising money to provide quarters for the Newsboys' Club. Among those who called out "extra" again on one of the busy corners was W. N. McMaster, now governor of South Dakota.

Carl Julian, formerly circulation manager on the Peoria (Ill.) Journal, now serving in the same capacity on the Indiana Daily Times, has been visiting old friends in Peoria. J. H. Ledder, general manager of the Times, accompanied Mr. Julian.

BUFFALO.—A ball given by the Buffalo Newsboys' Benevolent Association gained \$2,600. Of the profits \$1,900 were used to pay off the balance due on a mortgage on the newsboys' home.

Harry J. Hargrave, formerly of the circulation department of the Topeka Capital, and now with the San Francisco Chronicle, circulation department, spent several weeks visiting old friends in Topeka, Kan., recently.

HARRISBURG, Pa.—Arrangements for the annual meeting of the Inter-State Circulation Managers' Association are being made by J. H. Miller, Jr., and a committee of Pittsburgh circulation men, who promise a merry and profitable time for the members at the Fort Pitt Hotel in that city on March 22. Speakers scheduled for the convention are T. R. Williams, business manager

of the Pittsburgh Press, and president of the American Newspaper Publishers' Association; and E. R. Stoll, secretary of the Pittsburgh Publishers' Association. The Inter-State Association, which includes newspapers in Pennsylvania, Maryland, West Virginia and the District of Columbia is officered as follows: President, A. R. Michener, Harrisburg Telegraph; vice-president, C. C. Bauer, Philadelphia Record; and secretary, treasurer, H. C. Carpenter, Lancaster Intelligencer and News-Journal.

ST. PAUL.—The Sunday Pioneer Press is giving the ambitious youngsters who write for the children's page a chance to shine as hardlings. The latest contest is to determine which can write the best poem in honor of President-elect Harding.

New Home for Kuryer Polski

MILWAUKEE.—The Kuryer Polski has purchased a site for a new building on Wisconsin street, to cost about \$185,000. The purchase price of the real estate is said to be about \$60,000.

New Plant for Carlisle Herald

CARLISLE, Pa.—The Herald is about to move into its new newspaper and job printing plant, in which, it is said, \$100,000 worth of new machinery has been installed.



So inseparable are building interests and home interests that when the National Building Show was held recently in Minneapolis, the builders naturally preferred for their advertising the newspaper that is preferred in Minneapolis homes. Here is the record of their preference, amounting to 84% more space used in The Journal than in any other newspaper:

Journal - - 20,930 lines
Tribune - - 11,326 lines
News - - 7,406 lines

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

1st IN OHIO

5th in America

Newspaper advertising figures for 1920 compiled and published by the Statistical Department of the New York Evening Post and the Chicago Advertising Age and Mail Order Journal show that The Columbus Dispatch for the entire year stood FIFTH in America and FIRST in Ohio in volume of paid advertising published by the leading evening and Sunday morning newspapers. There were only eight newspapers in the world (evening or morning) that exceeded this newspaper in advertising carried.

Here are the five papers (evening and morning) having the greatest record:

Detroit News	28,121,438 Lines
Pittsburg Press	24,776,570 Lines
Washington Star	21,052,990 Lines
Chicago Daily News	20,396,781 Lines
COLUMBUS DISPATCH	19,292,310 Lines

In its own field (Central Ohio) The Columbus Dispatch in 1920 published 1,472,690 lines more paid advertising than was carried by all the other Columbus papers combined

166 display advertisers doing business in Columbus use but this one evening newspaper

The Columbus Dispatch.

Ohio's Greatest Home Daily

DECLARES PRESS CAN'T BE CONTROLLED

J. E. Atkinson, of Toronto Star, Replies to Recent Efforts of Politicians in Canada to Buy Editorial Opinion Through Advertising

(Special to EDITOR & PUBLISHER)

TORONTO, Ont.—In an address before the members of the Kiwanis Club, on February 11, Joseph E. Atkinson, chief executive of the Toronto Daily Star, spoke on "The Influence of the Press." He told of the part played in contemporary life by the modern newspaper, not solely as a business enterprise, but as an agent which discharged a public trust. For himself, he believed in suiting the public taste, but so far as principle was concerned, in giving that which was dictated by one's own conscience.

Democracy, he asserted, was an impossibility without some means of news distribution such as the press. The State depended more and more on the newspaper in the mobilization of public opinion and in the stimulation of public courage. Where press news was involved, its presentation did not mean a demonstration of partisanship as some publishers seemed to think.

Subservience to party, Mr. Atkinson continued, was fortunately on the wane, and newspapers were less disposed than ever to be tied to the interests of any politician. Lately he had heard of an attempt to control the freedom of the press in the discussion of politics, and he felt it to be nothing short of destructive. Those who favored putting the lid on the newspapers were taking a leaf out of Lenin's book. Left to themselves the newspaper publishers, has concluded, should prove of the greatest value in restoring and maintaining public confidence in constitutional government.

THE AGENCY FIELD

St. Elmo Massengale, head of the Atlanta advertising agency of his name, celebrated his birthday, Feb. 16, and besides receiving the congratulations of his friends, had the pleasure of reading a half-column biography of himself on the editorial page of the Atlanta Georgian of that date.

H. W. Doremus, for many years partner in the Doremus & Morse Financial Advertising Agency, has resigned from the Seaman's Church Institute of New

York. Unable to go abroad during the war, Mr. Doremus was its executive secretary of the Ways and Means Committee, to secure funds for co-operation in welfare work for and with the seamen in the Port of New York. Mr. Doremus has not made definite plans, but expects to again become associated in the advertising agency field.

The Franklin Advertising Service has moved from the Bulletin Building, Philadelphia, to the De Long Building, at 13th and Chestnut streets.

Emil M. Scholz, formerly publisher of the New York Evening Post, and now president of the World Wide Advertising Corporation, of New York, recently visited New Orleans to open an office for the latter firm. He has appointed Loring Scott, formerly with the Burroughs Adding Machine Company, as New Orleans manager.

H. R. Van Pelt has been appointed Cleveland manager for Hoyt's Service, Inc., advertising agency, succeeding Gail Murphy, who has been appointed sales supervisor for the Middle West of the United Electric Company of Canton. Mr. Van Pelt has been with the Hoyt Agency for a year and prior to that was Detroit manager of the J. Walter Thompson Company.

Technical Advertising Service, of 214 West 34th street, New York, is moving into the Printing Crafts Building.

James Dunnigan, formerly advertising man on the Illinois State Register, Springfield, Ill., has established an advertising agency in Springfield in partnership with Everett Swain.

William J. Healy has severed connections with the Joseph Richards Company, Inc., to accept a position with the advertising department of the Financial World. Mr. Healy was head of the Richards checking department.

R. L. Casey, for many years advertising manager for the Whitehouse Dry Goods Company, has resigned and will establish the Casey Advertising Agency in Beaumont, Tex.

H. B. LeQuatte, business manager of Sheet & Finney, New York, addressed the first annual convention and advertising conference of the Third District Associated Advertising Clubs of the World at Baltimore, February 14.

Sunday Edition in Little Rock

LITTLE ROCK, Ark.—The Sunday Arkansas Democrat will make its first appearance Feb. 27, as an edition of the Evening Democrat. It will sell at 5 cents.

N. Y. AD CLUB AFTER NEW LAURELS

(Continued from page 11)

hobby is the life and works of Benjamin Franklin, having written a book, "Benjamin Franklin, Printer."

The list of publications to which Harry Varley is a constant contributor, makes his friends wonder that he has the time to be even an associate editor. Mr. Varley, who is an Englishman by birth, came to the United States in 1908 and took a position with the Goodrich Rubber Company. From there he went to the Toledo Scale Company of Toledo, Ohio, and finally came to New York with the George Batten Company. Mr. Varley has written many articles on "Advertising" and for numerous magazines and newspapers.

Edward Kramer, advertising director of the News, started out in life as a salesman for an engraving house and speedily built up a big following on his theory of "personality" and "friendship in business."

When the Associated Engravers was formed in New York he was made sales manager, and at the last board meeting he was made president of the company.

Edward Kramer

EDWARD KRAMER

Another Harrington Book
"Writing for Print" is the title of a new book on journalistic composition written by Prof. H. F. Harrington, director of courses in journalism at the University of Illinois, to be published by D. C. Heath & Co., New York. The volume, equipped with numerous exercises and assignments, attempts to utilize school publications and local town newspapers as a basis of practical instruction in writing in the high school.

DAILY STORY FOR THE CHILDREN

BY **Howard R. Garis** FEATURING THE FAMOUS



Uncle Wiggily

A STEADY FAVORITE
THE McCLURE NEWSPAPER SYNDICATE
373 Fourth Ave., New York City

21 MONEY CROPS in the Agricultural South

That shows the versatility and the economic independence of the 13 states covered by the S. N. P. A.

The South raises those crops to sell. They are big crops, too,—big enough to be sold throughout the country. They keep the Southerner well equipped with real money.

These crops differ from the crops in other sections in this way: The South is raising its crops from January to January. There are always more crops "coming in" while others are being sold. This means a steady prosperity, with no "off season."

Crops alone would make the South rich. (The wealth in Southern manufactures and Southern minerals is still another thing—a very important thing.)

Cotton	\$1,646,828,000	Irish Potatoes	89,186,000
Corn	1,283,806,000	Sorghum	220,000,000
Oats	171,100,000	Rice	95,000,000
Wheat	280,000,000	Peanuts	80,000,000
Barley	2,792,000	Fruits and Nuts	146,000,000
Rye	6,796,000	Beans and Peas	52,000,000
Hay (Tame and Wild)	374,976,000	Vegetables	319,000,000
Tobacco	480,000,000	Broom Corn	7,340,000
Sweet Potatoes	\$118,750,000		

If you have something to sell, cultivate the Southerner—the buyer who has money and needs the year round. The Promotion Department of the Newspapers in the S. N. P. A. can show you the way to result advertising.



Southern Newspaper Publishers' Association
Chattanooga, Tenn.

To Newspaper Publishers:

Am offered twenty tons a day practically any sizes of print paper at five cents per pound f. o. b. mill, New York State.

If interested I will put any newspaper in direct touch with mill's representative.

JASON ROGERS
Publisher
NEW YORK GLOBE

New York
February 23, 1921

In 1920

The Providence Journal

AND

The Evening Bulletin

PRINTED

OVER NINETEEN MILLION LINES

(19,018,145)

OF ADVERTISING

*More Than Six Million Lines Ahead Of
Any Other Newspaper in New England*

THE REASON FOR THIS SPLENDID SHOWING
IS TO BE FOUND IN THE ONE WORD

 **RESULTS** 

These Papers are Printed and Circulated in the Most Densely Populated
and Most Prosperous Territory in the United States

Represented by
Charles H. Eddy Co.

BOSTON

— NEW YORK —

CHICAGO

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.

Sell The "Classified" Idea

DURING the last year or so in selling classified advertising there has been a desirable tendency to get away from the habit of selling merely so much space. The more modern idea is to sell advertisers and prospects on the value of classified as a service. As one classified manager has aptly said, "If people can be sold on the classified idea, they will buy space without any sales effort on our part."

In considering as a whole the past efforts to develop classified, one is forced to admit that the great majority of the effort has been devoted to selling so much lineage to possible space users.

Promotion copy has said, "If you have a house to sell, use a want-ad."

Salesmen have gone forth and begged advertising prospects by saying, "The way to sell this automobile is go take so many lines in my paper."

Telephone solicitors have called the home and said to the housewife, "Buy an advertisement in the want-ad section of this paper and you will get a maid."

Now the idea which seems to be gaining ground is that the sales promotion or salesperson should define classified advertising to the prospect and explain its service and function. When this is properly done, the assumption is that the prospect without being asked will then say, "I had never realized that classified was such an economic service and so valuable to all of us. Right now I can use it to sell my house. Will you take an advertisement for me?"

Classified advertising can be used profitably several times a year by every person, yet few use it and those that do have not accepted want-ads as the easy natural way to get in touch with persons who can fill their unsatisfied wants. This is more nearly true in the case of employment where many seeking labor now unconsciously use the classified columns to fill vacancies. These very employers however fail to realize the power of the newspapers' classified advertising sections, because they do not use it as they might for other purposes than that of securing workers.

The Wichita Daily Eagle, of which W. C. Pruitt is classified advertising manager, is using promotion matter in an effort to sell the broader aspect of classified. This promotion is in the form of circulars. The following sentences are quoted from two of the recent ones:

"The classifying of small advertisements into the various fields of needs arising with all the people, is the chief value of a classified medium. The readers are its backbone and through education and the use of Eagle classified columns they instinctively become accustomed to consulting the columns whenever a need or desire arises. The small advertisements, commonly known as want-ads, are divided into groups depending upon whether they are wants, sales, trades, rents, services or notices. A well balanced classified medium is in reality a full page or two-page advertisement, made up with hundreds of ads, thus representing such as a big department store with the ar-

range of its goods into groupings by departments in order to make it convenient for the customers.

"Like the big department store with many departments under one roof, the departmentized classified pages make a big and attractive showing to its readers.

"The classification headings serve the same purpose as do big department signs hung out in the large stores to guide the patronizing public. These assist the readers to go at once to the advertisements in which they are interested.

"The indexing of advertisements is for the purpose of grouping together all advertisements offering things or services of a similar kind. This indexing alphabetically is a serving of patrons in the same way as do counter and shelf signs in the big stores. They tell you about the varieties offered, without a moment's lost time, etc., etc."

In these circulars Mr. Pruitt takes up two other vital points in classified-proper classification of advertisements and better copy. These points were developed as follows in one of the circulars:

Good Copy is One of the Most Essential Things in Advertising

Points of Importance to cover in Real Estate Advertising:

- 1—Location of property offered.
- 2—Business or industrial.
- 3—Residence or apartment.
- 4—Lots or sub-divisions.
- 5—Farms or lands.
- 6—IF BUILDING PROPERTY:
 - (a) Size.
 - (b) Condition.
 - (c) Fixtures.
 - (d) Trade conditions.
 - (e) General description.
- 7—IF RESIDENCE OR APARTMENT:
 - (a) Street, then number.
 - (b) Size of lot.
 - (c) Number of rooms.
 - (d) Outbuildings.
 - (e) Walks and improvements.
 - (f) Shade and lawn.
 - (g) General description.
 - (h) Price and terms.
- 8—IF FARM OR LAND:
 - (a) Number of acres.
 - (b) Kind of soil.
 - (c) Amount in cultivation.
 - (d) Products raised.
 - (e) Market advantages.
 - (f) Description of buildings.
 - (g) Price and terms.

Why It Pays to Advertise Every Day in the Week

Your office is open 6 days a week, your telephone bill covers every day in the month—why not use it?

FOR SALE

All or part—20 tons of standard newsprint, size 28 x 40. Basis 24 x 36, No. 32.

INQUIRIES SOLICITED

INVINCIBLE PAPER AND PULP CORP.

135 Broadway - New York City

Phone, Rector 9957-8-9

Other expenses go on every day in the week—rent, especially.

Every day advertising reaches a new audience each day.

Another example: Take a potato and cut it in six pieces; properly plant in separate hills and see if it won't produce greater returns than planting one whole one.

Again—One ad will not sell a piece of property any more than one grain of wheat demonstrates a farm.

In the second circular the subjects of good copy and increased insertions are promoted, as follows:

OBSERVING THESE SIMPLE RULES WILL INCREASE THE VALUE OF YOUR CLASSIFIED ADVERTISING MANY TIMES

First—Correctly classify your ad.

Second—Consider the reader's time and index your ad properly for convenience.

EXAMPLES TO USE

MAID—Wanted: competent, white preferred, must be neat and energetic; no washing or ironing.

LAWRENCE AVE., S., 712—Sleeping room and sitting room, connected; suitable for two or four men or working girls. Or one large sleeping room.

COLLEGE HILL—Large eight room house, all oak floors, breakfast room, tiled bath, shower, hot water heat, cistern, soft water throughout, vacuum cleaner, extra large basement, garage and sixty feet, located on College Hill, \$1,600.

M. 2573

O. A. WHITE

704 Schweiter Bldg.

EXAMPLES NOT TO BE USED

WANTED—A competent white maid, must be neat and energetic, no laundry work.

Sleeping room and sitting room, connected; suitable for two or four men or working girls. Or one large sleeping room. 712 S. Lawrence Ave.

Large eight room house, all oak floors, breakfast room, tiled bath, shower, hot water heat, cistern, soft water throughout, vacuum cleaner, extra large basement, garage and sixty feet, located on College Hill, \$1,600.

M. 2573

O. A. WHITE

704 Schweiter Bldg.

Third—Describe what you have to offer or want fully and make your ad clear to the reader.

Fourth—Word your ad in the most simple form possible. Do not cause too much mental strain on the reader—the simple worded ads generally receive greater returns.

Fifth—If your need or desire is very urgent or of considerable value, use sufficient words to tell your story truthfully and explanatorily; also use sufficient space to make your ad more noticeable, for instance using larger type or white space.

Sixth—Talk to the reader of your ad as you would if he was present; in fact, make your ad read like the spoken word.

Seventh—Persistence eventually wins; each additional day the ad is run the results will increase because of the cumulative power of advertising.

CLASSIFIED MISCELLANY

A. P. Slentz of the Indianapolis Star has become a classified advertising manager of the St. Louis Times.

William A. Mayborn, for a number of years classified advertising manager of the Cleveland Press, has become advertising manager of the Cincinnati Post. Mr. Mayborn's successor on the Press is Dwight Israel of the Press cir-

ulation department. Mr. Israel has been connected with the advertising departments of the Cincinnati Post and the Des Moines News.

The Providence Journal Company has opened a new "want ad" advertisement department with a frontage on Westminster street and entrance from the street. The want ad counter is less than 10 steps from the sidewalk of the principal business thoroughfare.



Bureau of Canadian Information

THE Canadian Pacific Railway, through its Bureau of Canadian Infor-

mation, will furnish you with the latest reliable information on every phase of industrial and agricultural development in Canada. In the Reference Libraries maintained at Chicago, New York and Montreal are complete data on natural resources, climate, labor transportation, business openings, etc., in Canada. Additional data is constantly being added.

No charge or obligation attaches to this service. Business organizations are invited to make use of it.

Canadian Pacific Railway Department of Colonization and Development

165 E. Ontario St.
Chicago

335 Windsor Station
Montreal

1270 Broadway
New York



The Newsbox introduces the Tampa Times to tourists.

Are you still selling your paper As Ben Franklin sold his in 1731?

BEN FRANKLIN sold his paper entirely through personal solicitation. He could multiply his sales only as he secured honest, capable assistants. Many desirable points had to go uncovered. But you can put the Newsbox at every important carstop and cover your territory 24 hours a day if desired.

You have progressed in every other department. Are you still depending solely upon Franklin's methods of distribution?

The Newsbox fits into your distribution system without upsetting any part. It serves every reader a clean, dry paper regardless of the weather and always collects in advance.

The Newsbox keeps the name of your paper in full view of the public throughout the day. This stimulates circulation and classified advertising. And it impresses upon the local display advertiser the thoroughness of your distribution.

Accept our 30-day Trial Offer explained at the right. Install five machines. Test them thoroughly on locations of your own choosing. Prove for yourself that the Newsbox is a circulation builder and a money-making investment. You are to be the sole judge, and we will accept your verdict.

Try the Newsbox 30 Days On Your Paper at Our Risk

To make it possible for any circulation manager to know the Newsbox and to put it to a practical test in his own field we make this introductory 30-Day Trial Offer:

The Price of the Newsbox is \$40 per unit, complete (no lettering), Orange, N. J. Simply send us your check to cover five machines. We will ship at once. If at the end of 30 days from the receipt of the Newsboxes you are not thoroughly satisfied, write us for shipping instructions and we will refund your money.

You may purchase one Newsbox or a hundred, but the 30-Day Trial Offer applies only to your first order for a battery of five machines. If interested, write for our partial payment plan.

Newsbox Sales Corporation, Candler Bldg., New York City

**Stays on Duty
Until Sold Out**



**Serves a Dry Paper
On a Wet Day**

EDITORIAL

NEWSPRINT CONTRACTS

AN unusual danger in the publishing business has developed in England as the result of the signing of longtime contracts for newsprint, according to a statement of Lord Beaverbrook, proprietor of the London Daily Express, and it is one that should be given serious thought in the United States.

Last fall many British newspapers were stampeded into signing long-term contracts for newsprint at prices scaling upward, believing, as did American publishers, that the world shortage of print paper that prevailed while trade channels were being switched would continue for many years. While the readjustment of world trade conditions proved that belief a fallacy, those contracts, which at the time were generally looked upon as a business advantage, have turned out to be a boomerang.

Newspapers of England that signed long-term contracts at the high prices of last fall now find themselves at a business disadvantage with their competitors that stayed in the open market, which may in some cases result in their financial ruin. At present spot market prices, the contract papers are now finding it more difficult each day to meet the unusual margin of difference between the cost of their raw product and that of their uncontracted competitors.

The passing of the London Globe is attributed to this factor in publishing costs and it is rumored that several other forced consolidations are being considered. On good authority it is stated that three London metropolitan newspapers are now on the market at prices that would have been considered astonishing bargains less than one year ago.

"Few outside the inner circle of newspaperdom realize how serious the position is," says the London Mirror. "It has even been described by the Daily Express as 'desperate,' and those who know most are the least inclined to quarrel with the description.

"The plain truth is that the majority of newspapers are being published at a loss, and in many cases the loss is so heavy that the proprietors affected cannot long postpone a decision as to the future of their publications. Even those newspapers with incomes that enable them to meet their obligations promptly are looking ahead with grave concern.

"It is no longer Fleet street; it is Queer street," is how a director of one important London daily summed up the situation."

Long-term contracts are a factor in the newsprint situation that has not been discussed to any great extent in the United States, but it is one that will undoubtedly come to the fore eventually. A new question will enter into it here, namely, the legal right to "contract to contract," as some have construed contracts calling for the fixing of prices on future definite dates. Developments in the British newspaper world during the next few months will be watched with interest by American publishers.

POSTAL MATTER IN STORAGE

NO better evidence of the need of a general reorganization of our postal service could be than the letter from Thomas F. Murphy, assistant postmaster of New York City, that was printed in EDITOR & PUBLISHER last week. He said that no consideration was given to the rapid distribution of such newspapers as EDITOR & PUBLISHER although their existence is dependent upon the quick dissemination of vital information.

"Forwarded in storage cars," to quote Mr. Murphy, is a fair size-up of the entire postal service as it is operated today. It is not improbable many long over-due and important business letters have been in those same storage cars.

A new administration is preparing to take over the operation of the business affairs of the government and it is not too early to make a demand that the Postal Service be rescued from the blight of Hitchcock and Bursell and operated in the interest of the American people instead of politics.

Efficient operation of the Postal Service is necessary to the success and prosperity of every branch of American business and it is one department from which excuses for failure to function should never be accepted.



We pray, O Creator of men, that sweeping crime, swaying greed and selfish zeal may not sour or stultify our spirits.

Forewarn us against starving our souls in the pursuit of gold or in the pace of seeking pleasure or amidst the pressure of insuring success.

Increase our purpose to safeguard and sustain our inner spiritual selves. So shall we serve and stand as sons of God. For the world's uplift—Amen.

CHRISTIAN F. REISNER.

LESLIE-JUDGE CO'S. EMBARRASSMENT

THE announcement of the appointment of a receiver for the Leslie-Judge Company, publisher of Leslie's Weekly, Judge, and Film Fun was received with regret by all who have known John A. Sleicher, for years its chief owner, who was compelled two years ago to retire from its management by ill health.

Mr. Sleicher obtained control of the property in 1902 and succeeded in the intervening years in building up a large and prosperous business. The war gave Leslie's its first serious setback. The high cost of labor, paper and other materials together with decreased revenues from advertising and circulation crippled its finances.

Then, just as the long war came to an end, Mr. Sleicher was stricken with an illness that compelled him to give up all participation in the management of the Leslie-Judge Company's affairs. Although he had built up a strong organization it was his brain that directed it. He was its mainspring, and when he retired the loss to the company was irreparable. Others tried to fill his place but without success.

It is the hope of Mr. Sleicher's many friends that he may in the near future so far recover his strength that he will be able once more to direct the affairs of the publications with which he has long been identified.

DR. FRANK CRANE makes a happy suggestion that every newspaper become a pulpit of sanity. The need of the day could not have been put better. Presenting the news in a spirit that inspires trust and promotes public welfare measures up to this requirement. Contempt for individuals and institutions has gone far enough. It is time for sanity and the newspapers must lead the way.

February 26, 1921 Volume 53, No. 39
 EDITOR & PUBLISHER
 Published Weekly by
 THE EDITOR & PUBLISHER CO.
 1117 World Building, 63 Park Row, New York.

James W. Brown, editor; John F. Redmond, managing editor; Ben Mellon, features; A. T. Robb, Jr., news; Frank Le Roy Blanchard, Rosalie Armistead Higgins, J. W. Ferguson, General Manager; J. B. Keeney, advertising; Fenton Dowling, circulation.

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

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

Washington: Robert T. Barry, Pennsylvania Avenue and 14th Street.

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

London Distributor: The Rolls House Publishing Co., Ltd., Rolls House, Breems Buildings, London, E. C. 4.

Paris: F. B. Grundy, 13 Place de la Bourse.

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

"BILLY" GOODE, FIRST-CLASS CITY EDITOR

ONE of the highest tributes that can be paid to any profession is to have a member of it make good in carrying a great and difficult work outside of his everyday labors, to a successful conclusion. It is the highest possible compliment that can be paid to a man's past training. For this reason every newspaper man should find something to make him proud of the work being done by Sir William Athelstane Meredith Goode, K.B.E., the uncrowned King of Austria.

He's a Newfoundlander by birth but the United States has first claim for credit for his achievements in that part of Middle Europe where he wields a power that is almost as great as was that of the Hapsburgs themselves, for he is an American-trained newspaper man.

"Billy" Goode, with never a thought for titles or power and right to rule, was a first-class reporter in the United States.

Many newspaper men in this country remember him well as a man of enterprise and daring who knew news and how to get it. The career of "Billy" Goode is one of the unusual stories of the World War. He left his berth as purser in the British mercantile marine to become a trooper in the 4th United States Cavalry; later he became a reporter in San Francisco, finally drifting to New York. In 1896 he joined the Associated Press and when the Spanish-American War started he was assigned to Admiral Sampson's flagship. In 1904 he went to London where his work as a reporter attracted attention and won him the news editorship of the Standard. In 1911 he went to the Daily Mail to fill a similar position.

In 1895 New York reporters responded to the summons of "Billy" Goode, city editor of the Mercury, as marquises, grandes, counts, politicians and even the Prime Minister answer to his call today.

They call him His Excellency, Sir William, but his "Billy" Goode, American-trained newspaper man who, as head of the Austrian Section of the International Reparations Commission and chief representative of the British Treasury in Austria, is being counted upon to bring back a nation in decay.

In Europe they are betting he will make good—what higher compliment could be paid to the efficiency and unlimited resourcefulness of American journalism?

SOME HOPEFUL BUSINESS SIGNS

IT is a source of satisfaction to learn from publishers' representatives that no more cancellations are being received from national advertisers. Some campaigns that were held up in November and December last have been released and others, it is reported, will soon follow.

These facts indicate that a revival of activity in the world of advertising is not far away. Advertising is the barometer of business. When the volume is large good business follows. The rise always precedes a heavy demand by the general public for merchandise.

While the bottom has not been reached in the general liquidation of business that has been going on for six months, great progress in that direction has been made. It is not at all probable that the prices of many articles of merchandise will ever be back where they were before the war. Marketing conditions have changed, merchants do not place as large orders as formerly and manufacturers are inclined to be more conservative in their production.

It is not to be expected that everything is going to be straightened out to everybody's satisfaction right away, but the fact that business men are beginning to feel more confidence in the situation is a hopeful sign.

The winter is practically over and with it the inactivity that characterizes many lines of business during this season of the year. With the advent of spring will come the quickening of industrial life, an increased demand for all kinds of merchandise, and a freer use of money.

There can be no revival of business without a revival of advertising, and while 1921 may not produce as many lines of publicity as 1919 and 1920 the total will not be far behind the record.

PERSONAL

WILLIAM P. BAKER, editor of the Syracuse Post-Standard, was elected a member of the State Board of Regents last week to succeed the late William Nottingham, of Syracuse, at the joint session of the Legislature. Mr. Baker is a graduate of Cornell University and is an instructor in Syracuse University. He has devoted the greater part of his life to newspaper work and has been an editorial writer on the Post-Standard since 1909.

William F. Rogers, advertising manager of the Boston Transcript, is enjoying a week's snowshoe trip in the White Mountains.

R. L. Richardson, former editor of the Winnipeg (Man.) Tribune and member of the House of Commons for Springfield, Man., is seriously ill at his home with heart trouble.

T. J. Brereton, president and an editor of the Chambersburg (Pa.) Valley Spirit, has retired from that paper. His interest has been taken over by William Alexander, who becomes president, and his son, King Alexander, who moves into the secretary-treasurer's office.

Marcy B. Darnall has resigned as postmaster at Key West, Fla., to become president and general manager of the Key West Citizen Publishing Company, of which he has been a stockholder for several years. Mr. Darnall recently made a trip from New York to San Francisco as a lieutenant, naval reserve, on an Eagle boat, and is a veteran of both the army and navy, serving in the Spanish-American and World Wars.

Gardner Cowles, publisher of the Des Moines Register and Tribune, has just left to spend a month in California.

John R. Morris, who has been connected in an editorial capacity with several Missouri newspapers, and who has lately been acting as private secretary to Walter Williams, president of the Press Congress of the World, has been appointed executive secretary of that organization.

H. P. Moore, editor and publisher of The Acton (Ont.) Free Press, formed one of a delegation last week to interview the Provincial Minister of Highways at Toronto, as to the route for the Toronto-Sarnia highway.

William T. Robinson has been busy the past week acknowledging congratulations on the 35th anniversary of his ownership of the Southbridge (Mass.) Herald.

Victor Murdock of the Federal Trade Commission and former editor of the Wichita (Kan.) Eagle, has written a new book "Folks," which is to be issued by the Macmillan Company. It is a series of articles written for the Eagle and sketches of Wichita business men, whom Mr. Murdock knew well during his long editorship of the paper.

A. G. Penny, editor-in-chief of the Quebec (Que.) Chronicle has been awarded the cross of Knight of the Order of David I, by King Nicholas of Montenegro, for services rendered to the Montenegrin cause when Mr. Penny defended Dr. Burnham, head of the Canadian mission in Montenegro.

P. H. Schwabach, president of the board of directors of the Wolf News Bureau of Berlin is in New York on private banking business. He is a guest at the Hotel Plaza.

IN THE EDITORIAL ROOMS

Harry S. Milliken, instructor in charge of the printing department of the Worcester (Mass.) Boy's Trade School received word this week that his son,

Kenneth V. Milliken, a student at the University of Arizona, was killed in a fall from a mountain peak while he was climbing near Oatman, Ariz.

George G. Witham, has resigned from the staff of the Worcester Evening Gazette.

Samuel J. T. Coe, who had been city hall reporter on the Argus for 28 years until its discontinuance, has joined the staff of the Knickerbocker Press.

L. R. Swayze, a member of the news staff of the Portland Oregon Journal, and Miss Ethel Walton of Tualatin, Ore., were married recently in Portland.

Miss Jean Easton has become society editor on the Springfield, Illinois, State Register. She was previously engaged in newspaper work in Gillespie, Ill. She succeeds Miss Grace Comstock, who is now writing features for the Peoria Journal.

Kenneth L. Roberts, formerly of the Lowell Courier-Citizen left the copy desk of the Worcester (Mass.) Telegram this week to join the copy desk force of the Utica (N. Y.) Telegram.

Ralph J. Corcoran, formerly Spencer correspondent for the Worcester (Mass.) Telegram, has rejoined the staff succeeding John Fearin, who has resigned. Mr. Corcoran is also secretary of the Spencer Chamber of Commerce.

John R. Colton has joined the writing staff of the Thompson Feature Service, New York.

D. I. McLeod, formerly engaged in newspaper work in London, Ottawa, and Toronto, lately as financial editor of the Toronto News, has joined a new firm of bond brokers in Toronto, known as McLeod, Young, Weir & Co.

A. R. Carman, for the past three years connected with the editorial staff of the Philadelphia Public Ledger, is returning to the Montreal Daily Star. Mr. Carman's vigorous denunciation of politicians who, "played politics on the brink of hell," at the time of the entry of United States into the war attracted wide attention.

Miss Florence Rice, society editor of the Chicago Evening Post, is on her vacation. Her place is being filled by Miss Bernadine Zold.

Leo O. Streeter, formerly with the Milwaukee Wisconsin News, has joined the copy desk force of the Chicago Journal.

Richard Spillane, editor of the Business and Financial Section of the Philadelphia Public Ledger, last Thursday addressed The Poor Richard Club's weekly Co-Club luncheon on "The Evolution and Future of the American Newspaper."

Joseph K. Costello, former Philadelphia newspaper man and until recently chief of the Claims Bureau in the City Solicitor's office, has been appointed secretary of the Joint Bridge Commission which will have charge of the construction of the proposed bridge connecting Philadelphia with Camden. Charles R. Bacon, for many years New Jersey editor of the Philadelphia Record, has been selected as assistant secretary. Mr. Bacon will continue his work with The Record.

E. S. Glavis, who has been in charge of the American Legion page on the Philadelphia Record, is leaving that paper March 1st, to take a position in the Philadelphia Municipal Government.

Sidney Coleman, managing editor of the Wichita (Kan.) Beacon, addressed the Advertising Club last week on the advantage to Wichita of a bureau of the Associated Press.

Kenneth MacGowan, formerly a Philadelphia newspaper man and now dramatic critic on one of the New York evening papers, was a recent speaker on

FOLKS WORTH KNOWING

WALTER I. ROBINSON, until January 1 an editorial writer for the Cleveland Plain Dealer, has been elected executive secretary of the City Plan Commission, an official municipal organization composed of Mayor W. S. Fitzgerald, directors of the city departments, and five private citizens. Mr. Robinson will have charge of directing extensive plans for beautifying the city.



WALTER I. ROBINSON

He has been engaged in newspaper work for 19 years, having served with the Springfield (Mass.) Republican, Philadelphia Record, Philadelphia Evening Public Ledger, before coming to Cleveland about two years ago. During the last Ohio campaign he toured Ohio with former Mayor Harry L. Davis, elected governor by a big Republican majority. Since coming to Cleveland, Mr. Robinson has made a study of financial problems and has been an advocate of legislation which will make cities pay as they go.

For several years he has written "The Friendly Path," an editorial feature appearing in many newspapers through the Wheeler syndicate.

He will continue this work.

the drama before the members of the Contemporary Club of Philadelphia.

Joe H. Myers, former owner of the Bliss (Okla.) News and recently editor of the Norman Transcript, has become city editor of the Ponca City (Okla.) Daily News. He was at another time connected with the Enid Daily Eagle.

John R. Morris of Columbia, Mo., formerly secretary to Dean Walter Williams of the University of Missouri School of Journalism, and later associated with several Missouri newspapers, has been made executive secretary of the Press Congress of the World.

Terrance F. Cox, for many years connected with the Hutchinson (Kan.) Gazette and a veteran of the Spanish American and Indian wars, has been

made a justice of the peace in Hutchinson. During many Indian campaigns newspaperwoman and correspondent for New York newspapers.

Mrs. Ruth Parsons, a Topeka (Kan.) newspaperwoman and correspondent for a number of mid-West newspapers, has coined the word "legislady" for the feminine members of the Kansas lower house.

Clyde Sid Jones, editor of the Polo (Mo.) News-Herald, is back at work after nine weeks' absence due to an operation.

P. A. Kinsley of the Philadelphia Record staff has resumed his old position as book reviewer. For more than a year the Record has been giving very little space to book news.

Hubert M. Harrison, who has been secretary of the Wichita Falls (Tex.) Chamber of Commerce for some time, has been promoted to general manager of that body. He was formerly prominent in Texas newspaper circles.

Joseph Ruffner, Jr., has been appointed managing editor of the Walla Walla (Wash.) Bulletin, succeeding J. H. Gibbons. Mr. Ruffner has recently been with the Seattle Post-Intelligencer. Previously he was on Louisville, Cincinnati, New York and Charlestown (W. Va.) newspapers.

George W. Dixon, who has been publicity director for the Houston (Tex.) Chamber of Commerce and prior to that was a member of the editorial staff of the Houston Post, has resigned. Mr. Dixon will engage in the practice of law in Houston.

First Lieut. Harlan W. Holden, formerly a reporter on the Worcester (Mass.) Telegram staff will be transferred on March 1, from Cristobal, Panama Canal Zone, to Langley Field, Va.

T. N. Pratt, assistant managing editor of the Illinois State Register, Springfield, Ill., has been confined to his home by illness for several days.

William Graham, Associated Press mail editor at Springfield, Ill., has been sent to North Dakota and is succeeded temporarily by Charles Hurd from the Chicago office.

THE BUSINESS OFFICE

Joel Chandler Harris, Jr., manager of the Atlanta office of S. C. Beckwith Special Agency, is in New York for several days on business.

W. E. McClelland, advertising direc-

(Continued on page 38)

Advertisement for The Haskin Letter featuring a map of the United States and the text: 'The Haskin Letter has more regular readers than any other newspaper feature in the United States.'

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.

AN ARTICLE THAT SHOULD BE ANSWERED BY EVERY NEWSPAPER

By H. S. BAKER

A RECENT article which appeared in the Dry Goods Economist, the mercantile trade publication, implying that there was a close working arrangement between editorial and business offices in newspapers over the country should be publicly challenged. The matter is so vital that I believe that every newspaper man in the country should see that this story which is bound to create considerable impression on the minds of the merchants of the country is corrected.

The tenor of the article appeared to me to be that the editorial policy of endeavoring to force price declines had been assumed by newspapers over the country for business office reasons.

The newspaper functions through two distinct departments, the editorial department and the business office. To be wholly efficient both of these departments must of course function in harmony in so far as they actually touch each other, but the interference of either one with the working of the other would, and has, hundreds of times, resulted in disaster.

Primarily, a newspaper's purpose is to disseminate news, and to voice and mould opinion. The advertising is secondary and is effective only in so far as the news of the paper is uncolored by the policies of the business office.

I do not believe any newspaper in the country, maliciously, through the business office, works to the detriment of the merchant or the manufacturer. The editorial policy of many newspapers conformed to and expressed public opinion. Had the newspapers of the country exhibited an attitude of indifference to commodity prices and to conditions they would not have been truly reflecting the state of the public mind and they would patently have been agents of the merchant and the manufacturer in attempting to divert the mind of the public from conditions and in the building of false impressions as to prices and costs.

In doing this the newspaper would have lost its effectiveness as a medium, for after all the thing we purchase from a newspaper is reader confidence, in the paper and in the news, both topical and mercantile which the paper carries.

Such articles as the one referred to have a tendency to narrow the viewpoint of the merchants and manufacturers who read them and to blind them to the fundamental fact that for them, newspaper efficiency lies in the free and untrammelled functioning of the editorial department.

I have talked to a great many business and advertising managers of newspapers and I know that they as business men, deplore some of the things newspapers have said and done in the past year.

But when a medium is dominated by a class or an interest, as a great many of our mediums are, especially in the class field, it loses effectiveness with

MR. BAKER, the advertising director of the Chamberlin-Johnson-DuBose Company of Atlanta, Ga., is a strong advocate of newspaper advertising. This is the second excellent article by Mr. Baker which has appeared on this page. It is suggested that newspaper men have reprints made of this article and mailed to the retail merchants in their respective cities.

the reader because the reader knows that such a medium cannot but publish the news from the standpoint of the interest which controls it.

Just at this time when the merchants of the country need every possible medium for increasing the volume of their business, in order to overcome the losses of the deflation period just passed, the writer does not believe that the best interests of the merchant lies in bucking his best medium for transferring the potential energy of advertising into power.

The newspapers face a hard enough year as it is. With the cost of white paper rising and the cost of labor and maintenance already greater than last year, the newspaper, if it is to produce for the merchant as it should produce, must be encouraged rather than discouraged.

While the newspaper is an integral part of the retail merchant's business, and should be an integral part of the manufacturer's business, neither the merchant nor the manufacturer has ever taken the trouble to look into the newspaper situation. Opinions as to the cost of newspaper space are based entirely on the merchant's own views of the matter, and, since the merchant faces a falling market he cannot "see"

HOLDING THE DANGER SIGNAL ON TOO MUCH CO-OPERATION

IN the fight for business this year there is a noticeable tendency on the part of some newspapers to loosen up on the co-operation they are giving national advertisers.

The functions of a broker and, in a few isolated cases, the actual functions of the jobbers are being assumed by newspapers. It is maintained by those who have been making a very careful analysis of the requests for service that come to newspapers from advertisers, and the results from informative work, that there are certain limits beyond which a newspaper should not go with an advertiser in the way of co-operation.

a rising market for any commodity he purchases.

Such articles as the one published are detrimental not alone to the newspaper, but to the merchant as well. They build up in the merchant a spirit of resentment, a spirit of resistance to conditions which exist and which must be dealt with as they exist. Since the newspaper is an integral part of the merchant's business, he can no more derive complete efficiency through the use of the newspaper while in that frame of mind than he could if he were to feel the same way about certain departments in his store.

I have set out above the same information and arguments which I presented to the Dry Goods Economist in a protest against their article. They answered me in a very fair way and it is interesting to note a part of their reply:

"The editors and reporters seem to have figured about like this: 'this matter of price cuts is one of general interest to our subscribers and the more attention we give it and the more we talk about it, the greater will be the public's reaction towards our paper.' The papers seem to have handled matters which are of profound economic significance the same as they would any other development which they thought would be of interest to their readers, and, in our opinion, this method tended to create a wrong impression.

"At the same time, as above suggested, we do not feel that the newspapers were actuated by any wrong motives. They were simply careless or thoughtless, or they took a wrong view of their responsibilities to the public generally. A very serious example of the wrong view sometimes taken by a newspaper editor was brought to our attention recently in the case of a newspaper in California, which reproduced on its front page a flashlight photograph showing three men who had just been lynched, their ghastly bodies hanging with ropes around their necks.

"We certainly do not favor a newspaper's coloring the news or refusing to print facts which are worthy of dissemination, but we do think that very often the newspapers are misleading because of the prominence they give to facts and to the reiteration of them."

The newspaper has certain functions. It, first of all, is to be a newspaper. Then it has advertising space to sell. When in an over-anxious desire to force business, it gets clear out of bounds of the publishing business, it is bound not only to offend the people with whom it automatically comes in contact, but it loses cast with those whose favor it is seeking.

These things were very carefully considered by the committee that formulated the Standard of Merchandising Practice. The committee is made up of practical fighting newspaper men. Their judgment is that of practical men. Follow them and you'll be better off.

EXTENDING STORE SERVICE TO THE STORE'S ADVERTISING

ST. PAUL.—C. C. Peterson, of Rapid, Minn., a director of the Minnesota Dry Goods Association, believes in the extension of store service to the advertising columns of local newspapers. Speaking at a session of the merchants' short course in the University of Minnesota, Mr. Peterson said:

"The merchant thinks nothing of giving real and vital service to his customers with free telephones, a rest room, writing room, etc., but ignores the fact that he should also furnish an equal service to his customers in his advertising. Every advertisement should have an editorial on some phase of merchandising. It should tell market conditions, cost of handling goods, why one brand of silk is better than another—anything and everything that would be of value to the people who buy their goods from him.

"The same language should be used in advertising as the merchant speaks over the counter. Inject the personality into the ad. The price should be the smallest part of the ad. Tell what the merchandise is and the price will take care of itself. The retail merchant in small towns cannot be a profiteer, for his people have mail order catalogs, the papers from the larger towns and automobiles in which they can go shopping for a radius of fifty miles or more. Meet mail order competition as you would meet any other kind of competition. Keep mail order catalogs on your counter, consult them when making up your price lists, order some of the merchandise and display it alongside your own goods; and, mind your never criticism."

PLUMB GOES TO SYRACUSE

JOHN A. PLUMB, formerly advertising manager of the Worcester (Mass.) Telegram and afterwards representative of the Worcester Evening Post, has been appointed advertising manager of the Syracuse (N. Y.) Post-Standard. Mr. Plumb was president of the National Association of Newspaper Executives for Massachusetts.

Because of this change Mr. Plumb has sent his resignation in to President Miller, although he continues his individual membership in the organization. Mr. Miller has not yet appointed Mr. Plumb's successor as vice-president for Massachusetts.

PLANS FOR EXHIBITS

PLANS for the newspaper exhibits at the Atlanta Convention of the A. A. C. W. are now being formulated by Charlie Miller, president of the newspaper division, in co-operation with Charles H. Mackintosh of Chicago, chairman of the exhibit committee for the convention.

"We expect to make our exhibit even greater than last year, says Charlie Miller. "The one advantage we see that it gives us an opportunity to get the newspapers to the advertising agency men and manufacturers as the most logical national advertising medium."



Norman Hapgood

New Washington
Correspondent of
Universal Service

*Distinguished Magazine Editor
Now at the Capital Front*

THE eyes of America and the world focus on Washington.

EVENTS now happening and those to come with the new Administration will form the BIG NEWS of 1921.

TO tell the truth about them, fearlessly and accurately, and to interpret them from an absolutely independent and unbiased viewpoint, Universal searched for a political writer of international reputation.

THERE was a man equally well-known to newspaper and magazine readers on both sides of the Atlantic—an eminent publicist and penetrating analyst, whose forceful commentary on national and international politics, diplomacy, and finance, challenged the attention of all Americans, Democrats and Republicans alike.

THAT man was Norman Hapgood, former editor of *Colliers' Weekly* and *Harper's Weekly* and at one time U. S. Minister to Denmark, who enjoys the friendship and confidence of statesmen and diplomats because of his fairness to both sides in any controversy.

AND so Universal Service takes pleasure in announcing his appointment and the beginning of his daily articles on the *Biggest News* in Washington.

*Hapgood Articles are supplied as part of Universal Leased Wires.
For morning and afternoon papers.*

UNIVERSAL SERVICE :: World Building, New York

"OHIO FIRST"

Ohio daily newspapers give both quantity of circulation and quality of circulation --a winning combination.

"Ohio First" newspapers have a local dealer influence and a greater local advertising potentiality than any other advertising medium.

These Ohio daily newspapers go into the homes every day. They tell the home news--political news--church news--and business news.

They tell the people where to spend money and where to save money while spending it.

The list of Ohio daily newspapers here presented can help you a whole lot--they can give you local market knowledge and can do great work for the national advertiser.

		Circulation	2,500 Lines	10,000 Lines
Akron Beacon-Journal	(E)	34,678	.085	.085
Akron Times	(E)	23,566	.06	.06
Athens Messenger	(E)	8,608	.03	.03
Bellaire Daily Leader	(E)	3,642	.02	.015
Bellefontaine Examiner	(E)	3,796	.014	.014
*Cambridge Daily Jeffersonian	(E)	6,983	.03	.03
Cincinnati Enquirer, Sc.	(M-S)	66,442	.17-.35	.17-.35
Cleveland Plain Dealer	(M)	183,187	.32	.32
Cleveland Plain Dealer	(S)	214,328	.37	.37
Columbus Dispatch	(E)	79,468	.15	.14
Columbus Dispatch	(S)	79,949	.15	.14
Columbus (O.) State Journal	(M)	55,672	.12	.11
Columbus (O.) State Journal	(S)	28,603	.12	.11
Dayton News	(E)	38,145	.10	.10
Dayton News	(S)	31,221	.085	.085
†Dover Daily Reporter	(E)	3,950	.017	.017

		Circulation	2,500 Lines	10,000 Lines
Ironton Irontonian	(M)	3,150	.014	.014
*Lima News and Times-Democrat	(E&S)	13,930	.06	.05
*Lima Republican-Gazette	(M&S)	8,598	.035	.035
Middletown Journal	(E)	4,466	.0143	.0143
Newark American-Tribune	(E)	6,300	.025	.025
New Philadelphia Daily Times	(E)	4,462	.0175	.0175
Piqua Call and Press-Dispatch	(M&S)	6,109	.025	.025
Portsmouth Times	(E)	12,144	.04	.04
Portsmouth Times	(S)	8,979	.04	.04
*Springfield News	(E)	15,763	.04	.04
*Springfield News	(S)	13,381	.04	.04
Toledo Blade	(E)	88,490	.22	.20
Warren Daily Chronicle	(E)	5,537	.025	.025
Youngstown Telegram	(E)	22,418	.07	.07
Youngstown Vindicator	(E)	23,750	.07	.07
Youngstown Vindicator	(S)	23,648	.07	.07

Government Statements, October 1st, 1920. †Publisher's Statement.

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

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OUR LETTER BOX

WE have letters and requests for information at the offices of EDITOR & PUBLISHER for the following persons and firms, they will be forwarded upon request:

- Hubert Kotterman (formerly of the Associated Press, New York City).
- The Fashion Camera Studio.
- Syndicate handling "Keeping Up With the Joneses."
- Syndicate handling "Briggs."
- Syndicate handling "Petey Dink."
- Syndicate handling "Us Boys."
- George Tyrone (formerly of the Referee, Sydney, Australia).

WHAT OUR READERS SAY

(Continued from page 30)

Vigilance Committee wrote me January 27, roasting advertisers. They wrote Altona paper January 18 quoting government bulletin and criticising advertiser. Weeks before even that attempt to investigate they had been peddling quotations from government bulletin criticising severely. JACK HARDING.

Business in Great Britain

CHICAGO, Ill., February 21, 1921.
TO EDITOR & PUBLISHER: In a letter from Charles F. Higham of London he sends us the following good news which I think your readers might be interested in.
"During the last 30 days we have had more new accounts than we have had in 16 months. Business is getting quite good and there is nothing to complain of. Of course, when we make money we have to give the bulk of it back to the Government, but we don't mind that—the main thing is to get the Government out of debt."

This, I think, is contrary to the belief in this country regarding business in Great Britain and for that reason I think it would be a good idea to give the news to your readers, because every boost like this helps. If they have good business in Great Britain we are going to share in it, because as you know when business was not good in Great Britain we received our share of poor business also.

What we all must know is that the world must all be successful in order for each individual nation to be successful and we cannot feel that we can paddle our own canoe unless the other nations go. We are a part now of a world-wide commerce and in order to make our own business successful we must take an interest and see that every other nation's business is successful too.

WILLIAM H. RANKIN,
President, William H. Rankin Company.

Educating the Public in Advertising

SPOKANE, Wash., February 19, 1921.
TO EDITOR & PUBLISHER: It is gratifying to note that such papers as the New York American and other Hearst publications are taking a definite interest in educating the public to the advantages to be gained by faithfully reading the advertisements appearing in the newspapers.

The Spokesman-Review has devoted considerable attention to this subject, but has thought it more consistent to use display space than to use its editorial columns for the purpose.

For nearly a year past a full page has appeared in every Sunday issue of the paper with a generous amount of smaller advertisements on week days. Our theory is that we could not consistently sell advertising space unless we ourselves believe in its merits, and if we do so believe, then it seems only logical that we should use the same kind of space under the same general conditions as is used by those who buy from us.

In other words, we are so thoroughly sold to the value of our own space that we believe we can successfully use it to sell the idea of the value to the public of constantly reading advertising.

Our local merchants tell us the pulling power of advertisements in The Spokesman-Review has increased very materially since we inaugurated the campaign, and the increased volume of space they are using would seem to indicate their belief in the statement.

Our local Advertising Club thought the matter of sufficient interest to devote nearly a full page to its publicity. We are enclosing copy of one of the Ad Club's bulletins showing a reproduction of one of these pages with comments on the same.

A full page illustration has been used in practically every case, and we believe this method of handling the subject has been very effective.

We do not wish to be understood, however, as disapproving the method used by the Hearst publications, and trust it is only a beginning of what will develop into a wide spread movement along this line.

Knowing your interest in everything pertaining to the building up of the newspaper business, we thought you might be interested in the foregoing.

THE SPOKESMAN-REVIEW,
A. O. Loomis, Adv. Mgr.

Pocatello Tribune is Idaho Paper

POCATELLO, Idaho, Jan. 31, 1921.
TO EDITOR & PUBLISHER: We beg to call your attention to a couple of errors occurring

in your issue of January 22. In your list of executives of newspaper, on page 16, you omit mention of the Pocatello Tribune, in the Idaho division, but on the other hand print the Pocatello News, which passed out a month or more ago.

On the opposite page, however, you have, under the Illinois division, the Pocatello Tribune, our own paper, and corrections should be made in the executive staff to conform to our schedule, and the whole placed under the Idaho column, where it belongs.

Please make these corrections, as well as revise the staff of the Tribune, as follows: "Pocatello; Tribune; Tribune Co., Ltd.; Charles G. Sumner, editor; G. N. Ifft, city editor; William Wallin, general manager; Bert Stoker, business manager; F. J. McGrath, advertising manager; E. E. Ivory, circulation manager.

F. J. McGRATH,
Advertising Manager.

Lived Up to Promises

SOUTH BEND, Ind., Feb. 3, 1921.
TO EDITOR & PUBLISHER: Permit me to extend to you and your staff my most sincere congratulations on the January 22 issue of EDITOR & PUBLISHER. Your advance announcement that it would contain a large amount of matter of interest and value to publishers, advertisers and agencies was certainly lived up to the exact letter. The idea of an international year book is an excellent one in that it brings to reader, advertiser and agency much they desire to know and keep on file. You and your staff have given a service which should meet with universal appreciation.

F. A. MILLER,
Editor South Bend Tribune.

Enormous Reference Value

MILWAUKEE, Feb. 2, 1921.
TO EDITOR & PUBLISHER: Please accept my congratulations on your International number. I regard it as superior to anything that you have ever done. It seems to me that every one who receives it will want to file it permanently. It has enormous value for reference purposes. W. L. HALSTEAD.

Wishes It Was the Other Fellow

DELAND, Fla., Jan. 31, 1921.
TO EDITOR & PUBLISHER: In looking over your list of executives of the newspapers of the United States, I find that our publication has been left out. In amassing this quantity of information for this excellent issue, mistakes are impossible to keep out, only I wish it had been the other fellow.

CLAYTON C. CODRINGTON,
Assistant Manager, DeLand News.

EDITORIAL NOTE: The News is published by the News Publishing Company, Inc., and its personnel is given as Business Manager, Chris O. Codrington; Assistant Manager, Clayton C. Codrington. Correction should be made in subscribers' lists accordingly.

Why There Was a Paper Shortage

PROVIDENCE, R. I., Feb. 14, 1921.
TO EDITOR & PUBLISHER: WOW! Now we know where the paper goes to.

JOHN R. RATHOM,
Editor and Gen. Manager, Providence Journal and Bulletin.

EDITORIAL NOTE: By the stroke of a pen EDITOR & PUBLISHER succeeded in disposing of 55,000,000 tons of paper, and roused the risibilities of the Providence Journal's genial editor. The deed was done in the Washington dispatch in the February 12 issue stating that the Joint Committee on Printing had rejected bids on paper to be used in the Government printing office during the coming year. Of course, the amount should have been stated as 55,000,000 pounds, but then there would have been no joke.

Chisholm Press Gallery Head

(By Telegraph to EDITOR & PUBLISHER)
OTTAWA, Ont., Feb. 21.—At the annual meeting of the Parliamentary Press Gallery the following officers were elected: President, H. E. M. Chisholm, Manitoba Free Press and Toronto Star; vice-president, Thomas H. Blacklock, Montreal Gazette; secretary, W. J. Jeffers, Toronto Globe; executive, Ernest Bilodeau, retiring president, and M. G. O'Leary, Ottawa Journal; Claude Melanson, Lapresse, Montreal; Omer Langlois, Le Soleil, Quebec; Charles Bishop, Ottawa; M. J. Shea, Canadian Press, Ltd.

Georgia Dailies Name "Specials"

Frost, Landis & Kohn, special representatives, have been named to represent in the national advertising field the Moultrie (Ga.) Observer, Tifton (Ga.) Gazette, Valdosta (Ga.) Times and Waycross (Ga.) Journal-Herald.

IOWA

EXPLAINING THE
400,000
AUTOMOBILES

Iowa is gaining in wealth faster than in population. That is why its 2,404,021 people have over 400,000 automobiles or nearly as many as there are families.

During 1919 Iowans spent \$30,000,000 for gasoline for their machines alone and \$11,792,000 for gasoline for tractors and farm utility gas engines.

It is a pretty good thought to give the weight of your advertising to the territory that can buy the best, and where newspapers are read at home for the advertising as well as the telegraphic news.

	Circulation	Rate for 5,000 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.

WOMEN WRITERS HONOR WASHINGTON

PHILADELPHIA.—Members of the Women Writers' Club of Philadelphia, and guests to the number of about one hundred, celebrated Washington's Birthday with a banquet and unique entertainment Tuesday evening at the Arcadia Cafe. The big feature of the fun-making that followed the dinner was a skit given by some of the members entitled "A Scene From the Life of Washington—which has never been published." Just what this scene was the women writers refused to divulge and as "no reporters" were permitted to be present the details referred to must remain a dark secret. However, some light may be thrown on the "mystery" by the list of characters in the skit.

The part of "George Washington himself" was taken by Miss Mary Diehl; Miss Agnes Repplier 2nd, appeared as "Martha Washington," "the heretofore unpublished" Washington twins, "Aphrodite" and "Ananias" (is it possible that the latter refers in any way to the well-known Cherry Tree incident?) were portrayed by Mrs. William Reed McGill and Miss Julia Blankenburg, respectively; Mrs. Clyde Hambricht appeared as the "Sentry" and "Washington's Standing Army" consisted of Miss Margaret Lukes, Miss Clara Zillessen and Miss Rebekah Elliot. The scene pictured by the skit was supposed to have taken place at Valley Forge and the whole stunt contributed no end of fun to the affair. Another feature of the entertainment given by the members of the club was a "Pa-

thetic" dance which rumor has it introduced a decided new and novel note in the art of dancing! There were also a number of tableaux of scenes from several of the well-known professional shows which have appeared in Philadelphia this season.

In addition to the program given by the members of the club, the entertainment included musical numbers by Miss Elizabeth Hood Latta, Miss Mary Barrett, Miss Agnes Clune Quinlen, Miss Ruth Barber, Mrs. Guy Stewart McCabe and Miss Robert Geddes.

The Women Writers' Club was organized seven years ago, has about sixty members, and is composed of women who write for the Philadelphia newspapers, the general magazines and others who are engaged in advertising work. Mrs. William Reed McGill who presided at Tuesday night's dinner, is president. Mrs. Henry Skerrett and Miss Myra Hedges are the vice-presidents, Mrs. George D. Myers is the treasurer and Miss Rebekah Elliot is secretary. The board of managers is composed of Miss Agnes Repplier, 2nd, Miss Mary Diehl, Mrs. William Kreighoff, Miss Mary Scholl, Miss Julia Blankenburg and Miss Clara Zillessen.

Mrs. McGill received the members and guests and was assisted by the following members of the entertainment and dinner committee: Miss Mary Scholl, Mrs. Clyde Hambricht, Mrs. Julia Blankenburg, Miss Mary Diehl, Miss Clara Zillessen, and Miss Agnes Repplier, 2nd.

Sphinx Will Replace Oscar's Cup

Oscar of the Waldorf—does any American newspaper man confess to having never heard of him?—has been robbed of a possession highly prized by him. The cup given to him several years ago by members of the Sphinx Club in appreciation of his services over a score of years, was carried off by thieves and Oscar was desolate. Four hundred names of his friends, members of the Sphinx, were engraved on the silver mug and it could never be replaced! But it will be. The Sphinx Club, lacking a few of the four hundred whose names decorated the original remembrance, but still all friends of the Waldorf wizard, has arranged to secure a new loving cup, which will be properly engraved and presented to Oscar on the twenty-fifth anniversary night of the club, Mar. 8, when the silver jubilee will be celebrated with the assistance of Chicago's leading advertising men.

New N. E. A. Chicago Manager

CHICAGO.—Burton Rascoe, a Chicago newspaper man recently with the Tribune, has been made Chicago representative of the Newspaper Enterprise Association with headquarters in the Evening Post Building. Mr. Rascoe succeeds Russ Simonton, who has gone to Seattle.

Meeting of A. B. C. Directors

CHICAGO.—Stanley Clague, managing director of the Audit Bureau of Circulation, has returned from New York where on February 18 he presided over the monthly meeting of the A. B. C. directors. Mr. Clague said the meeting was devoted to regular business and nothing of general interest was taken up.

Another Peterborough Casualty

PETERBOROUGH, Ont. — Another newspaper casualty was recorded here this

week in the passing of the Weekly Chronicle after a short and uneventful career. The paper was first established a little over a year ago under the direction of T. Tooms, a carpenter and labor member for West Peterborough in the Ontario Legislature. A couple of weeks ago Mr. Tooms withdrew and the paper was continued under the management of a couple of job printers. It is about nine months since the Daily Review ceased publication after an existence extending over 40 years in the weekly and daily field. The Peterborough Daily and Weekly Examiner is now the sole survivor of the local newspaper field.

News-Scimitar Sale Denied

(By Telegraph to EDITOR & PUBLISHER.)
MEMPHIS, Tenn.—Rumors to the effect that negotiations for the sale of the News-Scimitar are under way, with the name of William R. Hearst mentioned as one of the principals, are declared to be without foundation by the News-Scimitar's management. "There is no truth to the Hearst rumor. The News-Scimitar is not for sale," was the statement given EDITOR & PUBLISHER'S representative.

Painters, Not Printers

GADSDEN, Ala.—An error whereby the word "painters" was rendered "printers" was responsible for press dispatches under date of February 10, that Gadsden union printers had voluntarily reduced their wages from 75 cents an hour to 65 cents.

Building in Plymouth

PLYMOUTH, Ill.—Samuel E. Boys, publisher of the Republican, is about to begin construction of a new home to cost between \$20,000 and \$30,000. It will be two stories high on a site 44 by 78 feet.

INDIANA

products, including automobiles, agricultural implements, machinery of all kinds, kitchen cabinets, furniture, pianos, phonographs, steel, iron and food products, are all merchandised throughout the entire globe. Never have the manufacturers of this state been so energetic in thus reaching out for foreign trade than since the armistice was signed.

All this means that the people of Indiana are assured of steady work, high wages and profitable business for everyone.

Indiana people are intensely interested in Indiana, Indiana products, Indiana business and Indiana newspapers.

National advertisers may obtain profitable results by cooperating with Indiana merchants in Indiana daily newspapers in reaching Indiana people.

	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	.05
South Bend News-Times	(E) 6,630	.05
South Bend Tribune	(E) 16,261	.05

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

TIPS FOR AD MANAGERS

Frank Seaman, 470 4th avenue, New York. Making yearly contracts for Studelaker Corporation.

Martin V. Kelley, 327 South LaSalle street, Chicago. Making 1,000-line yearly contracts with newspapers for Chicago, Rock Island & Pacific Railroad.

Massengale Ad Agency, Candler Bldg., Atlanta. Making 500-line yearly contracts for Re-Cu-Ma Medicine Company.

Scott & Bowne, Inc., Bloomfield, N. J., renewing contracts direct.

Procter & Collier Company, Commercial Tribune Bldg., Cincinnati. Making 1,256-line yearly contracts for the Procter & Gamble Company.

Dunlop-Ward Ad Company, Union Natl. Bank Bldg., Cleveland. Making 1,000-line yearly contracts for the Grant Motor Car Company.

George W. Ford Company, Austell Bldg., Atlanta. Making yearly contracts for William C. Geraty Company.

Matos Advertising Company, Bulletin Bldg., Philadelphia. Making contracts for Bumstead's Worm Syrup.

Capehart-Carey Corporation, Times Bldg., New York. Making contracts for Vecenolak.

Freeman Advertising Agency, Mutual Bldg., Richmond, Va. Using Southern and Southwestern farm papers for Carolina Metal Products Company's advertising. Planning spring campaign in Southern farm papers, to run six months, for Virginia Can Company's home canning outfits. Planning three months' spring campaign in Southern and Western farm publications for F. S. Royster Guano Company (Royster Fertilizer).

Collin Armstrong, 1457 Broadway, New York. Placing orders with co-operation of local agent for New York Life Insurance Company, 346 Broadway, New York.

J. D. Bates Advertising Agency, 292 Main street, Springfield, Mass. Again placing orders for Hende Manufacturing Company. "Indian Motor Cycle," Springfield, Mass.

George Batten Company, Fourth Avenue Bldg., New York. Again placing orders for Norris Candy Company, Atlanta, Ga. Reported to be asking newspapers for information on grocers. It is believed to be for Merrill-Soule Company, "Klim Brand Powder Milk," Syracuse, N. Y.

Benson, Gamble & Slaten, Corn Exchange Bank Bldg., Chicago. Placing orders for Portland Cement Association, Chicago.

Betting-Thompson-Madden Company, Globe Bldg., St. Paul. Will start a campaign for Home Comfort Company, bread, St. Paul. Placing orders with Wisconsin and Minnesota newspapers for LaCrosse Clothing Company, "Bear Brand Overalls," LaCrosse, Wis.

Bromfield & Co., 45 West 34th street, New York. Placing orders for W. Atlee Burpee & Co., seeds, 475 North 5th street, Philadelphia.

Calkins & Holden, 250 5th avenue, New York. Reported to be placing copy with newspapers on contracts for H. J. Heinz Company, "Baked Beans," Pittsburgh.

Campbell, Blood & Trump Agency, Penobscot Bldg., Detroit. Placing orders for International Corn Products Company, "Tip Top Popcorn," Detroit.

Wendell P. Colton Company, 165 Broadway, New York. Reported to place orders with newspapers in cities with population of 20,000 or over for Durham Duplex Razor Company, Jersey City, N. J.

Doremus & Co., 44 Broad street, New York. Reported to be making up list for Endicott Johnson Company, shoes, Endicott, N.Y.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Placing orders with newspa-

pers for Berger Manufacturing Company, "Berloy" filing cabinets, Canton, Ohio.

Federal Advertising Agency, 6 East 39th street, New York. Again placing orders for Weingarten Bros., "W. B." corsets, 1328 Broadway, New York.

Hanff-Metzger, 95 Madison avenue, New York. Again placing orders for Famous Players-Lasky Corporation, "Paramount Pictures," 485 5th avenue, New York.

Hoyt's Service, 116 West 32d street, New York. Again placing orders with New England and New York newspapers for Philips & Clark Stove Company, Geneva, N. Y.

Thomas F. Logan, Inc., 680 5th avenue, New York. Placing orders for Electric Vacuum Cleaner Company, Premier Electric Vacuum Cleaner, Cleveland, O.

Lord & Thomas, Mallery Building, Chicago. Again placing orders for California Associated Raisin Company, Fresno, Cal.

MacMartin Advertising Agency, Security Bldg., Minneapolis. Reported to next month start a newspaper campaign in the Northwest for B. E. Nelson Manufacturing Company, roofing, Minneapolis.

Frank Presbrey Company, 456 4th avenue, New York. Reported to be placing orders for Equitable Life Assurance Society of United States, 120 Broadway, New York.

William H. Rankin Company, 104 South Michigan avenue, Chicago. Handling the advertising for J. Hungerford Smith Company, grape juice, 420 North Goodman street, Rochester, N. Y.

R. H. Sayre Advertising Agency, 208 6th street, Pittsburgh. Placing orders with Southern newspapers for Hein Candy Company, Pittsburgh.

Spafford Company, 25 Arch street, Boston. Placing orders with newspapers in cities where they have stores for Emerson Shoe Company, Rockland, Mass.

Louis V. Urmy, 41 Park Row, New York. Placing orders for Ed Pinard Parfumerie, 84 5th avenue, New York.

Williams & Cunyngnam, 111 5th avenue, New York. Sending out second instructions to newspapers for American Tobacco Company, "Lucky Strike Cigarettes," 111 5th avenue, New York.

NEWS OF THE CLUBS AND ASSOCIATIONS

ST. PAUL, Minn.—The Finch Merchants' Advertising Club, with a membership of nearly 500 country merchants of the Northwest, has just held its first annual convention here. C. E. Laurence, advertising manager of Finch, Van Slyck & McConville, St. Paul wholesale dry goods house, and former secretary of the Town Criers' Club, is president. Views on advertising in connection with the selling of merchandise in rural communities were exchanged and every-day problems encountered by the merchant discussed. Among the speakers were Dean George W. Dowrie of the School of Commerce, University of

Minnesota; Fred Mann of Devils Lake, N. D.; C. C. Peterson of Grand Rapids, Minn., well-known for his forceful advertising and selling methods; and Ed. Barr, editor of the Farmer.

BUFFALO.—The Retail Merchants' Association of Buffalo, has asked the Buffalo Chamber of Commerce to take steps to suppress the publication of "untruthful, misleading or deceptive advertising." It is probable the request will be the subject of action by the chamber's board of directors.

WICHITA, Kan.—Three rooms in a downtown office building have been secured by the Press Club for headquarters. Two of the rooms will be used for recreation, including billiard tables, while the third will be used for a reading room. A library will be built up gradually, it being the intention of the club to set aside a portion of its funds every year to purchase books. Two hundred newspaper men and women, mostly active in newspaper work, are members of the club.

The Lafayette (Ind.) Journal-Courier has been elected to active membership in the American Newspaper Publishers' Association.

CHICAGO.—The Press Club held its annual inaugural ball Saturday evening at the Hotel Morrison with a large attendance and a dazzling display of fancy costumes. One of the features of the affair was the appearance of the entire company of "Satires of 1921," playing at the Olympic Theatre, to participate in the ball and entertain the merrymakers. The dancers celebrated the election last month of President Clyde A. Morrison and other officers.

PROVIDENCE, R. I.—Walter B. Nor-

ton was elected president of the Rhode Island Press Club at the thirty-fifth annual meeting February 22. He succeeds J. B. S. Brazeau. The other officers elected are: Vice-presidents, George M. Danielson, Roy L. Swann, E. O. Hustedt; corresponding secretary, E. F. Sibley; recording secretary, A. Noyes; treasurer, T. S. Hammond; auditor, F. A. Chapman. Walter B. Frost and Edwin A. Noyes were appointed delegates to the annual convention of the National Editorial Association to be held at St. Augustine, Fla. in March.

Houston Bars Bunting Ads

HOUSTON, Tex.—Mayor A. E. Amerman of Houston has put the ban on advertising bunting suspended across the business streets, and declares that hereafter all permits for such advertising displays will be refused. The reason assigned by Mayor Amerman for his stand is that Houston is no longer a village but has grown to be a city, and hence must put aside village ways and stand on the airs of a city.

The Family Income Over \$3,000.00

In Buffalo the percentage of families with incomes over \$3,000.00 is Six Times Greater than the average for United States.
Buffalo Evening News reaches 95 per cent of the families with \$3,000.00 income or over. It reaches 80 per cent of the English reading families in the Buffalo market.

KELLY SMITH CO.

Foreign Representatives
Marbridge Bldg., New York City
Lytton Bldg., Chicago, Ill.

Business is good in WAYCROSS, GA.

the metropolis of South Georgia, and the gateway to Florida.
A live, progressive and growing city, with a number of diversified industries. It is the trading center for a rich farming and live-stock territory.
The JOURNAL HERALD, with a circulation of over 3,100, covers this prosperous section thoroughly.

Represented by
Frost, Landis & Kohn
CHICAGO NEW YORK ATLANTA



During 1920 THE SUNDAY NEWS published 1,838,936 agate lines of advertising, leading its only Sunday competitor by 97,000 agate lines.

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

"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

The
Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION
IN PITTSBURG
MEMBER A. B. C.

Foreign Advertising Representatives
Metropolitan Tower, People's Gas Bldg.
I. A. KLEIN JOHN GLASS
New York Chicago

New York American

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York Morning newspaper.

Famous Wits of History

A short magazine page feature twice a week.

NEWSPAPER FEATURE SERVICE

241 W. 58th ST., NEW YORK

IN NEW ORLEANS IT'S—

THE NEW ORLEANS ITEM

1920 Indication of Lineage Increase
1920 vs. 1918
in the

BOSTON AMERICAN

on
Financial Advertising

Total Lines, 1918... 21,769
" " 1920... 233,609

1918 Buy Space in Boston's Greatest Evening Newspaper

(Continued from page 12)

EASY TALK

the pipe. The editorial was as obviously serious as an appeal for Prohibition by Dr. Wilbur Crafts.

Now, one can readily conceive that Pantagruel might make a profound argument in purpose to prove that women should not smoke pipes in preference to cigars and cigarettes; but the initiates know in advance that Pantagruel is a huge joke, while a large number of the outsiders who have not heard of Rabelais, but who do know from sensual experience about pipes, cigars and cigarettes, will question the intelligence of the giant and suspect that his great size is the result of pumping, as a balloon.

When Pantagruel becomes truly serious about pipes-and-women, or about many other matters of taste which are discussed seriously in newspaper editorials, we have a paradox. To the average newspaper reader, the paradox is a joke, or an irritating fraud.

In short, one may ask definitely—Has the World-Gazette-Herald an editorial "policy" opposing pipes and favoring cigars and cigarettes?

This editorial of the pipes is not unique. It is but a single one of many illustrations, from many newspapers, any one of which might point out the absurdity of the anonymous editorial.

I hold that the anonymous editorial is no more fitting in these times than many other superstitions which have silently died. American journalism, moving

without discipline to envelop what has been the magazine field, must more and more emphasize the personality of writers. Signed articles of news, fiction and *belles lettres*, are fast growing common; yet the editorial writer remains submerged in an old superstition. No wonder he is (with some exceptions) apathetic, having small stimulant of responsibility to the Public.

Instead of trying to be a miraculous oracle, seeking to produce the illusion of a multiplied brain and achieving only the character of Pantagruel for the editorial page, why not have the editorials signed and make the point of view understandably human? Or if, after an "editorial conference," the majority opinion is to be handed down in the manner of the U. S. Supreme Court, then let the man who writes that opinion be given credit, as is the custom of the Supreme Court; as was the custom when a certain committee of five was appointed to "prepare" a certain well-known Declaration, of an editorial kind, and one Thomas Jefferson was picked to do the writing and was given full credit.

Professors Change for Summer

NORMAN, Okla.—Prof. H. H. Herbert, director of the school of journalism at the University of Oklahoma here, will have charge of the summer school courses of journalism at the University of Kansas during the summer of 1921. Prof. Herbert will take the place of Prof. L. N. Flint, of the Kansas school, who will have charge of a similar school at the University of Wisconsin.

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., New York City

Phone Vanderbilt 1057

For Prompt Service

TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

AMERICAN TYPE FOUNDERS CO.

- | | | |
|--------------|-------------|---------------|
| Boston | Pittsburgh | Kansas City |
| New York | Cleveland | Denver |
| Philadelphia | Detroit | Los Angeles |
| Baltimore | Chicago | San Francisco |
| Richmond | Cincinnati | Portland |
| Atlanta | St. Louis | Spokane |
| Buffalo | Minneapolis | Winnipeg |

FOR SALE

Two 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.

SUPPLIES & EQUIPMENT

For Newspaper Making

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, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale

Cox Duplex Webb Press. Prints and folds four, six or eight pages, seven columns, 3,500 per hour. Equipped with motor, duplicate rollers, shafting and belting. Being used daily and good condition. The Herald, Carlisle, Pa.

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

Pacific Coast Daily—with job printing department. Live City 4,000. Doing gross business \$30,000 annually at nice profit. This is a rare opportunity. Will take eight to ten thousand cash to swing it. Balance easy. Don't answer unless you have that amount of cash. Address Box C-841, Care Editor & Publisher.

EQUIPMENT WANTED

6c A WORD for advertisements under this classification. Cash with order.

Press Wanted

Stereotype press to print up to 32 pages inclusive. State name of manufacturer; model; number, width and length of columns; page and speed capacity; condition, description of stereotype equipment; delivery date and cash price. Address Box C-863, Care Editor & Publisher.

For Sale

Matrix Roller suitable for wet mats for sale. Goss make. Has large upper cylinder, suitable for rolling wet mats once if desired, or twice or three times. This roller will be suitable for a paper that either needs two rollers or a spare machine, against emergencies. Price \$500.00 with silent chain drive ready for motor. Morning Ledger, Newark, N. J.

For Sale HOE PRESS AND EQUIPMENT AT A BARGAIN

Hoe Quintuple (Forty-page) Press, including Kohler drive; stereotype outfit, change also extra armature for press motor, in good condition. Can be seen in operation. Immediate delivery. Also one No. 1 Linotype, one No. 3 Linotype; form trucks, etc.

THE NEWS-JOURNAL CO. WILMINGTON, DEL.

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, 26 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22 1/2".

This Press May Suit You

WALTER SCOTT & COMPANY PLAINFIELD, NEW JERSEY

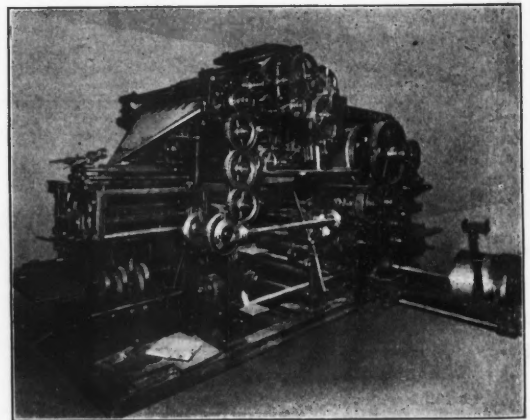
Take It To

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



Hoe Rotary Newspaper Press

Printing six or seven column papers. Cut-off 22 3/4 inches; speed 20,000 four or six page papers; 10,000 eight, ten or twelve page papers. Outfit with stereotype machinery all in good operative condition. Immediate delivery.

Baker Sales Company, 200 Fifth Avenue, New York City

PERSONAL

(Continued from page 27)

tor of the Rocky Mountain News and Times, Denver, Colo., is spending a few days in New York on business.

E. I. Bacon, business manager of the Philadelphia Inquirer, is on a trip to Florida.

W. R. B. D'Estre, advertising manager of the Winnipeg Free Press, has been on a tour of eastern Canadian cities. He reports prospects good for increased business in spring.

R. G. Wheeler, formerly with the Tulsa (Okla.) Tribune, has been appointed advertising manager of the Sapulpa (Okla.) American.

Arthur Booth, formerly with the advertising firm of Botsford, Constantine & Tyler, of Portland, Ore., has been appointed Pacific Coast representative of the New York Journal, Chicago Herald and Examiner and Boston American, with headquarters in Portland.

Russell E. Smith, manager of the merchandise and data service department of the Indianapolis Star, has broken into fiction. Several stories from his typewriter have appeared recently in the Bookman, Telling Tales, Youth's Companion, Boys' Magazine, Classmate, Extension Magazine, and others, and he is preparing a book on merchandising and newspaper co-operation.

WITH THE AD FOLKS

W. A. McDermid has resigned from Parfumerie Lournay, Inc., New York.

Richard B. G. Gardner and William Menkel are new assistants to John Sullivan, secretary-treasurer of the Association of National Advertisers, in New York. Mr. Gardner recently was advertising manager of the Vick Chemical Company and is also well known in the national advertising field through previous connection with Eaton, Crane & Pike and as manager of the Publishers' Co-operative Company, New York. Mr. Menkel was a captain in aviation during the war and spent 18 years with the American Review of Reviews, latterly as an assistant editor.

W. P. Frye, advertising manager for the M. S. Wright Company of Worcester, Mass., has resigned. Mr. Frye was formerly advertising manager for the Royal Worcester Corset Company, but joined the staff of the Wright Company in August. Mr. Frye has not announced his future plans.

W. D. Scruggs, who has been advertising manager for the Graham-Jarrell Dry Goods Company, Waco, Tex., has become advertising manager for the

Whitehouse Dry Goods Company in Beaumont, succeeding R. L. Casey.

George E. Newland, for a number of years advertising manager of the Rosenthal Dry Goods Company, Beaumont, Tex., has become advertising manager for The Fashion, a large dry goods house in Beaumont. Mr. Newland is president of the Beaumont Ad Club. Dwight Loeb of Port Arthur, Tex., will succeed Mr. Newland.

E. D. Reed, former director of advertising for the F. F. Dalley Corporation, Hamilton, Ont., has been appointed sales and advertising manager of the Andrew Motherwell Company of Glasgow, Scotland and Dundas, Ont. Mr. Reed will be stationed at the Dundas branch of the company.

George F. Harris, general manager of sales of the Falcon Steel Company, Niles, Ohio, will take charge of that company's advertising.

O. S. Barrett has resigned as advertising director of the Studebaker Corporation, South Bend, Ind.

Thomas T. Cook, publicity manager of the Bell Telephone Company in Baltimore since 1918, and in the employ of that company for more than a decade, has joined J. M. Daiger, advertising agent, Baltimore.

JOLLY NIGHT IN PITTSBURGH

40th Anniversary Banquet of Press Club a Notable Affair

(Special to EDITOR & PUBLISHER)

PITTSBURGH, Pa. — Col. Theodore Roosevelt and Miss Alice Robertson, Congresswoman-elect from Oklahoma, were the principal speakers at the Press Club banquet at the William Penn Hotel, Friday evening, Feb. 18. The event marked the fortieth anniversary of the club's existence. The affair was attended by almost 1,000 persons, representative of the city's business, professional and civic life, and of newspaperdom. A message from President-elect Harding, who is a life member of the club, was read. Each guest received a copy of "The Flaming Torch," the official organ of the club, gotten out by the local staffs of Pittsburgh newspapers.

The speeches were sent by wireless phone to points 1,200 miles distant. A transmitter, concealed in a bank of flowers, was connected with the wire-

less telephone station of the Westinghouse Electric and Manufacturing Company's plant at East Pittsburgh. The test was the first formal one attempted by the East Pittsburgh station and it was worked on the reverse when music furnished by the company band and singers at the Westinghouse station wirelessly back to the banquet hall.

President Pardons Finnish Editor

PORTLAND, Ore.—W. M. Reivo, one of the publishers of the Toveri, a Finnish newspaper at Astoria, has been pardoned by President Wilson from serving the remainder of a two-year sentence at the Federal prison at McNeil's Island. Reivo was convicted in March, 1920, for printing and publishing false reports calculated to bring disrepute on the American army.

Wilmington Star Editor Resigns

WILMINGTON, N. C.—Charles N. Feidelman has resigned as editor and manager of the Wilmington Star, and has resumed newspaper work in his old home in Savannah, Ga. Pryor H. Battle has been made general manager and Thomas R. White has been designated as editor with general supervision over the news department.

Wells Starts Washington Weekly

CENTRALIA, Wash.—J. E. Wells, a former member of the staff of a Centralia paper, has commenced publication at Toledo, Wash., of the Cowlitz Valley News. Toledo has been without a newspaper for several months, the Farmer-Labor party having purchased the plant of the late Toledo Messenger and moved it to Centralia.

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.

Say Potter is Deceiving Public

DETROIT, Mich.—The police of this city are of the opinion that M. Henry Potter, editor of Facts, a Philadelphia sheet, who was recently reported to have mysteriously disappeared while on a visit here, is deceiving the public. They have abandoned their hunt. Potter recently began an attack on Henry Ford, and Potter is supposed to have come to Detroit in an attempt to interview the automobile manufacturer. His associate in the business management of Facts is J. Aaron Lazar, who several years ago was instrumental in issuing some sensational fake "extras" in New York and other cities that drew official attention from the police.

Pagosa Journal Plant Burned

PAGOSA SPRINGS, Colo.—The plant of the Pagosa Journal was destroyed in a fire which swept the business section of this town last week, doing \$250,000 damage.

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.

IN LOS ANGELES

IT IS THE

EVENING HERALD

Government Circulation Statement
April 1, 1920

134,686

Dominates the Metropolis of the West
MEMBER A. B. C.

OF THE SHAFFER GROUP

The Chicago Evening Post led all Chicago evening newspapers in financial advertising for the first ten months of 1920, with a total of \$22,321 in ad lines exceeding its nearest evening competitor by 101,087 ad lines.

THE CHICAGO EVENING POST

Chicago's Class Newspaper

OF NEWSPAPERS

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

Perth Amboy
NEW JERSEY

One of the leading industrial centers of the East. Fully covered by the

Evening News

F. R. NORTHROP
Foreign Representative
303 FIFTH AVE., NEW YORK CITY

The Standard of Influence

Discriminating readers and advertisers know that generations have found such power behind their favorite paper.

The
Pittsburg Dispatch

the same year in and year out!

Branch Offices:
Wallace G. Brooke,
Brunswick Building, New York
The Ford-Parsons Co.,
Marquette Building, Chicago, Ill.

The
TRAVELOG BOY

A new CIRCULATION BUILDING FEATURE Begins February 28th

The International Syndicate
BALTIMORE



The PLAIN DEALERS MARKET

is all of N. Ohio
The Plain Dealer
Cleveland

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.

NEW ENGLAND

IS GREATLY FAVORED

These papers will introduce you to the right people

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 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&E)	285,189	.40	.40
Boston Post (S)	349,003	.45	.45
Boston Post (M)	422,631	.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)	15,196	.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)	67,804	.24	.21
*Worcester Telegram (S)	40,031	.18	.15

MAINE—Population, 768,014

Bangor Daily Commercial (E)	14,395	.0425‡	.035
*Portland Daily Press (M&S)	15,629	.04	.04
*Portland Express (E)	24,053	.09	.07
*Portland Telegram (S)	22,136	.09	.07

NEW HAMPSHIRE—Population, 443,083.

Keene Sentinel (E)	3,131	.03	.02
*Manchester Union-Leader (M&E)	25,564	.08‡	.06
Portsmouth Times (E)	4,065	.02	.015

RHODE ISLAND—Population, 604,397

Newport Daily News (E)	6,155	.03357	.02928
*Pawtucket Times (E)	23,404	.06	.06
Pawtucket Valley Daily Times (Arctic) (E)	2,130	.021429	.021429
*Providence Bulletin (E)	56,416	.135	.135
*Providence Journal (M)	31,895	.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
Brattleboro 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, 1,380,631

*Bridgeport Post-Telegram (E&M)	51,638	.145	.14
*Bridgeport Post (S)	19,855	.085	.06
*Hartford Courant (M&S)	29,393	.07-.09‡	.07-.09
*Hartford Times (E)	38,064	.14	.14
New Haven Register (E&S)	29,861	.09	.08
*New London Day (E)	10,468	.06	.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)	12,153	.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.
 **A. B. C. Auditor's Report, Oct. 1, 1920.

Here are people of all classes and occupations, for the most part thrifty and well paid; living close together---yet with plenty of room---than occurs in any other similar area.

The zones of wholesale distribution are clearly defined, so that each of them can be worked alone and results determined rather than approximated. That is why many big selling ideas of this generation, founded upon newspaper advertising, have their "premiers" in New England and their spread over the United States.

Every section of New England can be worked in detail and advertised in a Daily Newspaper that is read at home.

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