



EDITOR & PUBLISHER



The Oldest Publishers and Advertisers Journal in America

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NEW YORK, SATURDAY, SEPTEMBER 10, 1921

By Mail in Advance

\$4. U. S. A.; \$4.50. Can.; \$5. For.

10c. Per Copy

To the Manufacturer Who Wants to Come Into the Chicago Market

Every national advertiser must sooner or later come into the Chicago Market.

Chicago is the *Hub* of a territorial *Wheel* that includes some sixteen million people in the *five central states*.

The *Wheel* is often called *The Chicago Territory*. The *Hub* is called the *Chicago Market proper*.

This *Hub* or *The Chicago Market* itself has three million people *concentrated* in an area of two hundred square miles, or about one-fifth of the total population of the five states represented by *The Chicago Territory*.

Some advertisers coming into this central market for the first time are persuaded to go after the great *territorial Wheel* without giving very much attention to the *Hub itself*.

That is the history of practically every advertising failure charged against both the *Chicago Territory* and the *Chicago Market* itself. A few big ads are thrown into some newspaper with *far-flung circulation*, and then the advertiser begins running up and down the spokes of that great territorial wheel before he accomplishes anything really worth while at the *Hub*, which is *The Chicago Market itself*.

You can't put over this great *widespread Chicago Territory* until you have put over this *concentrated Chicago Market* itself. The *Wheel* won't go without the *Hub*.

If your product fails to find *full favor* in the *Chicago Market* itself, you will never put it over in the *widespread Chicago Territory*.

But if you *do* put your product over in the *Chicago Market* itself, you will find that the *dealers* and *consumers* alike in this great outlying *Chicago Territory* will know about your success and will be waiting for you.

Now, is the *Chicago Market proper*—the *Hub*—a hard market to win?

Decidedly, it is not.

All you have to do to win this *Chicago Market*—and it is the richest concentrated market in the world—is to put on a *complete campaign* and *concentrate* that campaign in the newspaper that *Chicago* merchants use, and *in the way* they use it.

In *Chicago* there is *one* daily paper that reaches *seven* out of nine of *all* the English speaking people in that entire city—a most remarkable achievement that has taken forty-five years to accomplish.

That paper is *The Chicago Daily News*.

Its *circulation* is as *concentrated* as the *population* of the city. Ninety-four per cent of it is distributed within forty miles of *Chicago's City Hall*.

Make no mistake about it; every successful *Chicago merchant* *knows* this and *knows* it well. The *daily* use of *The Daily News* is as well established as the *daily* use of the calendar.

So when you are ready for your middle western invasion keep these facts clearly in mind: That you can't put over *The Chicago Territory*, with its sixteen million people in the five central states, until you have put over *The Chicago Market proper*, which is the three million people in *Chicago* itself. It is the *Hub* that turns the *Wheel*, and not the *Wheel* that turns the *Hub*. And remember, secondly, that you can't put over *The Chicago Market proper* until you use the medium that *Chicago merchants* use and as they use it—fully and consistently. And remember, finally, that when you *do* use that medium as *they* use it you can not fail to win success with any good product; because you are reaching *seven* out of *nine* of all the English speaking people in this fourth largest city in the world, through that one medium—*The Chicago Daily News*.



Over fifty-five per cent of Ohio's population resides in cities and towns connected by railway and trolley systems which eliminate the common difficulty attending the transportation of all classes of merchandise.

Ohio has 71 steam railways with a mileage of 8,178; 67 electric railroads with 2,784 miles of trackage.

Therefore, the problem of getting the prod-

ucts of your factory to jobbers and dealers is effectively solved.

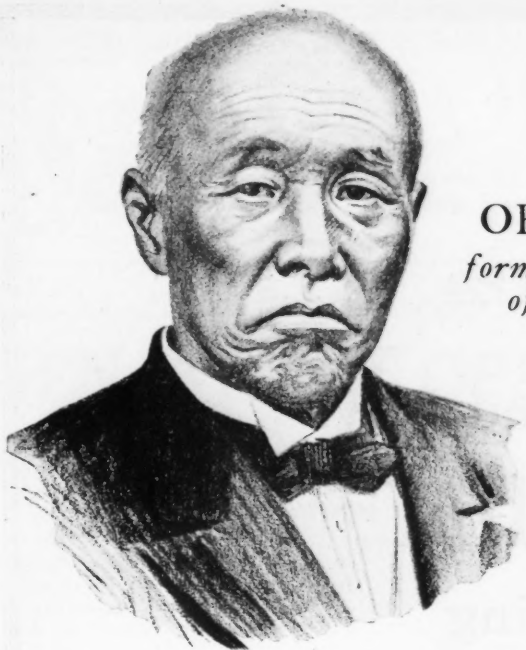
Profitable business may be developed in Ohio now---manufacturers with vision will think of "Ohio First" as an intensive area of population where advertising results are assured.

These daily newspapers should be included in every advertising plan to cover the State.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
Akron Beacon-Journal (E)	32,239	.085	.085	*Lima News and Times-Democrat (E&S)	14,494	.06	.05
Akron Times (E)	21,128	.06	.06	Lima Republican-Gazette (M&S)	9,124	.035	.035
Akron Sunday Times (S)	24,082	.07	.07	Middletown Journal (E)	4,484	.0214	.0214
*Athens Messenger (E)	8,930	.03	.03	Newark American-Tribune (E)	6,475	.025	.025
Bellaire Daily Leader (E)	3,987	.03	.02	New Philadelphia Daily Times (E)	5,453	.02	.02
Beliefontaine Examiner (E)	4,071	.0143	.0143	Piqua Cail and Press-Dispatch (E)	6,043	.025	.025
*Cambridge Daily Jeffersonian (E)	7,455	.03	.03	Portsmouth Sun and Times (M&E)	17,000	.06	.06
Cincinnati Enquirer, 5c (M-S)	71,459	.17-.35	.17-.35	Portsmouth Sun-Times (S)	9,309	.04	.04
Cleveland Plain Dealer (M)	160,666	.32	.32	*Springfield News (E)	16,091	.05	.05
Cleveland Plain Dealer (S)	217,513	.37	.37	*Springfield News (S)	13,954	.05	.05
Columbus Dispatch (E)	74,535	.15	.14	Toledo Blade (E)	83,227	.25	.23
Columbus Dispatch (S)	76,147	.15	.14	Warren Daily Chronicle (E)	5,572	.025	.025
Columbus (O.) State Journal (M)	57,195	.12	.11	*Youngstown Telegram (E)	23,843	.07	.07
Columbus (O.) State Journal (S)	30,284	.12	.11	Youngstown Vindicator (E)	25,373	.07	.07
Dayton News (E)	39,032	.10	.10	Youngstown Vindicator (S)	24,990	.07	.07
Dayton News (S)	34,137	.085	.085				
Dover Daily Reporter (E)	3,955	.02	.02				
Ironton Irontonian (M)	3,150	.0179	.0179				

Government Statement, April 1, 1921.
*A. B. C. Publishers' Statement, April 1, 1921.

MASS LIBRARY



OKUMA
*former Premier
of Japan*



WU-TING-FANG
*former Chinese Minister
to the United States*



COL. HOUSE
*former American Delegate
to the Peace Conference*



VIVIANI
former Premier of France

These four world authorities on diplomacy and the limitation of armaments are on the editorial staff of the Philadelphia Public Ledger.

What the Far East is thinking, and what France is thinking, will be the two most important factors in the conference of the allied powers called by President Harding to consider the limitation of armaments and the Pacific Ocean problems.

The four men who best know the minds of

Europe and the Orient are writing on these subjects regularly for the Public Ledger.

Through the Ledger Syndicate newspapers may obtain exclusive city rights to the Public Ledger Foreign Service and to the articles by Okuma, Wu-Ting-Fang, Col. House and Viviani.

PUBLIC



LEDGER

PHILADELPHIA

Cyrus H. K. Curtis, *Publisher*

MAIN LIBRARY

City
Population
1,823,779



Seal of Philadelphia

Separate
Dwellings
390,000

Nearly a Million Men and Boys in Philadelphia need Winter Clothing

It's pretty safe to predict that practically each of the 895,065 men and boys within the city limits of Philadelphia will buy at least one suit of clothes between now and Christmas.

And that's not all; Shoes, Underwear, Shirts, Hosiery, Neckwear and all the other needfuls will find big sale during Fall outfitting time.

Many of these buyers will be asking for the article they want by its trade-mark name. The time has passed when they simply take what a salesman shows them.

Nearly all men and boys, living in Philadelphia and its suburbs, are daily readers of The Bulletin.

Dominate Philadelphia

The Third Largest Market in America

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



The Bulletin

*Net paid daily average circulation for July:
485,275 copies per day*

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

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

(Copyright, 1921, W. L. McLean)



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 Exchange, Beekman 4330 Charter Member Audit Bureau of Circulations.

Vol. 54

NEW YORK, SATURDAY, SEPTEMBER 10, 1921

No. 15

SENATE SET OPEN CONFERENCE PRECEDENT

Senator Lodge Led Fight that Taught America to Expect Open Door to Press at All Gatherings in This Nation Touching on Foreign Relations—Demand for Enlightening Publicity Grows.

WASHINGTON, Sept. 8—In spite of Senator Lodge's casual dismissal of the movement for protection of the rights and interests of the world public as "futile bad manners" there are indications that a formal expression will be obtained of the Senate's desire for a maximum of publicity on the conference for the limitation of armaments. Senator William E. Borah has received such an exceptional response to his Asbury Park address that he believes the American people are far more alert to the issue of open covenants than the politicians at Washington would like to believe.

It is clear that the politicians of America and of Europe who gain their ends best when they work in the dark intend to fight hard for their traditional right to shut the public from their sessions as they bicker and barter over the rights and liberties—very often the lives—of peoples everywhere.

Already on many sides are heard their moss-covered pretenses about hampering the negotiations and challenging the integrity of national leaders. They have thrived on popular acceptance in the past of their discredited doctrine. They propose to invoke the same old formula. They appear to have learned nothing from the lessons of Versailles.

Special interest attaches just now to a comparison of methods in vogue in the dominant parliamentary bodies in the world and those which it is proposed to suggest for adoption by the forthcoming conference. The Senate of the United States, which stands high as a form of great dignity and capacity, affords a most enlightening guide. Were the disarmament conference to fashion its procedure after the rules of the Senate, the proponents of open covenants might not gain their goal, but they would have made such far strides from the rule of the past as to have the right to boast a most impressive victory.

Many of the acts of the Senate are performed amid secrecy. The executive session is peculiarly a Senate institution. Time and again efforts have been made to prevent the larring of the doors for the transaction of executive business, but tradition has triumphed in almost every instance. As in all parliamentary bodies, great and small, all of the actual work of the Senate committees is done in secret.

The first great step toward a breaking down of the Senate's fondness for executive sessions came when President Wilson sent the Treaty of Versailles, embodying the covenant of the League of Nations, to the Senate for ratification. Senator Lodge—and Senator Warren G. Harding—discerned at once the necessity for an unprecedented campaign of public discussion to justify and support the Republican determination not

to ratify the treaty as Mr. Wilson urged. Mr. Lodge did not then consider it "futile bad manners" to bring about the greatest possible publicity. He even dropped a little of his fridity on occasion to newspaper men whom he thought useful for the moment.

Under the old rules of the Senate the procedure with respect to treaties and all other executive business, as, for example, action on confirmations of public officers appointed by the President, was as follows:

A treaty was sent to the Senate with a request for the concurrence of that body. It was referred—all in executive session—to the Committee on Foreign Relations. That committee, meeting behind closed doors, held hearings, considered minutes and other memoranda bearing on the manner of negotiation, prepared a resolution of ratification, with or without textual amendment or reservation, and, still in secret, reported the instrument back to the Senate. There the treaty would be debated behind closed doors, and nothing of any of those acts made public. When the Senate had completed its task, either by a two-thirds vote for ratification or a failure to obtain that constitutional majority, that fact was given to the public.

Now, the process is a little less archaic, due to the kindly concern of Senator Lodge for the American public when

the Treaty of Versailles was the issue. Mr. Lodge and his associates on the Committee on Foreign Relations believed the matters involved were of such vast import to Americans of today, yesterday and tomorrow, as to justify the setting aside of Senate rule to have public discussion of the Wilson treaty. Every speech made on that covenant and every Senate decision with respect to amendments and reservations were made under the watchful eye of the Press Gallery and Mr. Lodge and his colleagues were never too busy to offer guidance to the correspondents as to the matters in dispute.

Nearly everyone who reads the newspapers knows what happened. The Republican case was presented to the American public so clearly and with such insistence that Mr. Wilson's League and Treaty were discredited and one of the Senate group rode to the White House on a seven million majority.

The hearings of the Committee on Foreign Relations were open to the public, and the Republican leaders did not regard it as "futile bad manners" to have William C. Bullitt there to reveal to alert reportorial ears his confidential conversations with Robert Lansing. The actual framing of the so-called Lodge reservations took place behind closed doors, but copies of all details were available to the press as soon

as the Republican's task was completed.

Once the treaty was reported back to the Senate there was the utmost of publicity. It will be recalled also that when the foreign relations committee desired to inquire of the President as to some of the negotiations at Paris, the historic session at the White House on August 16, 1918, was made what amounted to a public hearing, since the stenographic reports were made available at once without being subject to revision.

Reduced to a phrase, the Senate leaders agreed in private conference as to their program, but never were those decisions carried into effect without the vote being taken in public.

The question arises: "What is there about the forthcoming conference which renders it impossible to have a like procedure?"

Granted that the international politicians are determined to conduct their negotiations in secret, as the committees of the Senate draft their legislative programs, what is there to prevent reservation of all decisions to public discussion and public determination?

However the Washington conference may be described, the simple fact is it will before it has gone far become in effect a conference to undo the mess which was hatched in those secret sessions of the Council of Four at Paris. If that be true the issues are no less vital to the world public and the rights of interested peoples everywhere no less susceptible to misapplication.

If Senator Lodge and Senator Knox believed it essential to take the American people into full partnership during the discussion—or dissecting—of the Treaty of Versailles, conservative Washington wants to know how they are to justify their theory the public should be excluded from a participation in sessions which will seek to repair the wrong of Paris.

It is not believed they will persuade many persons with an argument that the public has no rights until after the work is done and a treaty is laid before them for approval, since they were most insistent on the right of the Senate—which stands simply in American constitutional procedure as a peoples' check on the Executive—to know what was transpiring at Paris. The Senate even went so far as to try to dictate the course of those negotiations. The Lodge round robin of March, 1918, was an undisguised attempt to have Europe separate the peace treaty from the covenant of the League of Nations in accordance with the Knox resolution of the preceding December.

Editors and correspondents continue to endorse EDITOR & PUBLISHER's campaign.
(Continued on page 15)

By ROBERT BARRY

THE GREATEST ASSIGNMENT

H. WICKHAM STEED, editor of the London Times, before sailing for England this week, in an interview accorded Joseph Jefferson O'Neil of the New York World, declared that he believed the task of reporting the Limitation of Armaments Conference would be the biggest work of his (or any other man's) journalistic career. Discussing the conduct of the conference he said:

"I believe they should have the maximum publicity consistent with allowing all delegates of good will to work out the merits of the questions before them without handicap. I do not believe in permitting some small delegate to arise and deliver an oration for the effect it will have upon his people at home. Delegates should not be permitted to regard themselves as locally autonomous individuals who can pay more attention to mechanical successes of the moment rather than the promotion of the larger and truer interests of their respective countries. They should cast aside self-interest.

"There should be sufficient publicity to let the people here and in the other countries follow intelligently the work of the conference. I think the journalists—especially the British and American journalists—should get together in this matter; should sacrifice chances to make 'scoops,' which are only trifling successes of a day, and devote their united efforts toward informing the peoples of all the world of the progress of the conference. The journalists can be of immense value."

What Do You Think About Open and Secret Diplomacy?

EDITOR & PUBLISHER Would Appreciate Your Opinion On the Subject.

MINNEAPOLIS TRIBUNE HEADED BY MURPHY

**F. E., Brother of Late W. J., Assumes
Management of Paper and Mill—
Rome G. Brown Remains As
General Counsel**

Frederick E. Murphy, brother of the late W. J. Murphy, became publisher of the Minneapolis Tribune and president of the Manistique Pulp & Paper Company on September 1, succeeding Rome G. Brown, who retired to resume the practice of law. The election of Frederick E. Murphy as publisher marked the return of the Tribune to the control of



FREDERICK E. MURPHY

the Murphy family in which it was vested for over a quarter of a century until the sudden death of W. J. Murphy on October 24, 1918.

Frederick E. Murphy was closely associated with his brother from almost the beginning of the Murphy regime. At the conclusion of his course in the University of Notre Dame, he joined the Tribune force, serving in every mechanical department, circulation, advertising, and administration. When W. J. Murphy took over the Tribune property, its affairs were at a low ebb and the circulation almost negligible. Frederick Murphy took charge of the circulation after his mechanical apprenticeship and for 20 years directed that department in a manner that won him national recognition. For several years in this period he was also advertising manager and later, as his brother's water power and public utility interests more and more engaged his attention, Frederick Murphy, to a very large extent, took over the management of the Tribune.

In 1914 Frederick Murphy partially severed his connection with the Tribune to engage in the automobile business, but almost up until the time of W. J. Murphy's death he exercised a supervisory control over several of the paper's departments.

When W. J. Murphy died he was the owner of nine other non-newspaper corporations, including the partially completed paper mill at Manistique, Mich. Mr. Murphy's sudden death left these various properties involved with one another to such an extent that they seemed to require legal advice for the management.

These corporation entities comprising the W. J. Murphy estate have now been segregated and the Tribune and the paper mill have come under Fred-

erick Murphy's control. Mr. Brown, whose legal skill was called into play in the settlement of the estate, remains as general counsel.

Kingsley H. Murphy and Paul Murphy, sons of W. J. Murphy, will have an active participation in the conduct of the newspaper. Both were associated with the Tribune under their father, Kingsley in the mechanical department and Paul on the circulation staff.

SET TIME LIMIT ON I. T. U.

New York Employers Will Act Monday if Union Fails to Answer

Monday, September 12, is set as the deadline by the National Publishers Association for the International Typographical Union's reply to the question submitted August 28 by New York Typographical Union No. 6 regarding arbitration of the employing printers' demand for a \$10 cut in the wages of book and job compositors.

If "Big Six" does not receive the desired advice from its Indianapolis headquarters by that time, and does not notify the employing printers of its intentions, the publishers association headquarters indicated this week that they would determine on their future course on Monday.

Lockport Printers End Strike

Union printers who struck May 1 at the plant of the Corson Manufacturing Company of Lockport, N. Y., job printers and publishers, presented their application for reinstatement August 30. The company agreed to give its older employees their former positions as fast as vacancies occur and some have already been reinstated. The strikers asked for and received no concessions as a result of four months of self-determined idleness.

Typo Union Quits Chamber

Dissatisfaction with the methods of the St. Louis Chamber of Commerce in its recent referendum on the "open shop" in industry, has caused St. Louis Typographical Union No. 8 to resign from the Chamber. In the referendum, 1,500 votes were cast, of which 1,439 were for the open shop, 46 for a closed non-union shop and 12 for a closed union shop.

Salt Lake Strike Ends

The printers' strike in Salt Lake City, which started on May 1, has collapsed. Shops are in most cases back to normal and it is only a question of a few weeks before all will be running 100 per cent. The master printers of Ogden conduct their shops on the so-called "American Plan."

FIRST RATE CUT SHOULD BE TO READER

**Newspapers by Next Summer Should
Have Labor Cost Stabilized—1921
Paper Cost as High
as Last Year**

"Newspaper publishers all over the country are being asked to lower their advertising rates and many of them are considering the possibility for lowering the price of their newspapers to the reader," stated Jason Rogers, publisher of the New York Globe, to a representative of EDITOR & PUBLISHER.

"Where the publisher has his business operating on the basis of definite costs, he knows exactly where he is at, but unfortunately there are too many among us who operate according as the spirit moves them—blindly and in the dark," continued Mr. Rogers.

"The past two years—1920 and 1921—have been extremely troublous to most newspapers. An increase in manufacturing costs of 200 per cent has been met by increase in advertising rates of approximately 50 per cent and in price of the paper to the reader of 100 and 200 per cent, which has kept the publisher in hot water.

"In the case of the New York Globe our print paper bill rose from \$409,000 in 1916 to \$1,110,000 in 1920 for approximately the same tonnage, 9,750 tons. The price per ton rose from \$43 to \$114.

"If in 1914 anyone had asked the average publisher then paying about 2 cents a pound for paper what he would do if paper advanced ½ a cent a pound he would have thrown up his hands.

"And yet most of us have managed to live through a period when prices have soared to 12 and 13 cents with most favorable contracts (aside from one mill) at \$130 a ton f.o.b. mill as compared to \$40 a ton delivered in our press rooms in 1916.

"The point I wish to drive home is that the paper bills of our newspapers for 1921 will be quite as high as during 1920. We are buying cheaper now, but whereas in 1920 we paid heaviest toward the end of the year, in 1921 we paid through the nose during the first half, but the average will be about the same.

"Labor scales, which play an important part in newspaper production are still at the very top and will probably stay there until next April and May when new contracts will be made with the various unions. The decreases will be resisted, but must come.

"What the price of paper will be for 1922 no one can accurately predict. I personally look for an average of 3¼ cents or better on contract tonnage and probably down to 2½ cents on spot.

IT MAY MERELY OFFEND THE EYE?

WE all recognize errors after they happen, but how many of us can pick out the errors and correct them before any damage has been done? Some errors in advertising can be attributed to poor judgment—some call it rotten guessing—but there are times when the errors are merely of the eye. Adelbert Ford, instructor of psychology at the University of Michigan, has made a study of advertising errors and their correction. He has written a series of articles on the subject, each of them illustrated with used copy, examples of things he drives home.

You will not want to miss a single one of these studies in modern advertising. The first will appear next week.

There will also be an article on newspaper team work by Fred Lockley, assistant publisher of the Portland Oregon Journal, and a second article by T. M. Darlington on selling the daily newspaper nationally in

EDITOR & PUBLISHER

NEXT WEEK

This means probably \$70 a ton delivered in the case of domestic or Canadian and about \$55 in the case of imported tonnage c.i.f. American ports.

"Such a saving in paper, provided we were assured it was a positive fact, would enable us to do either one of two things, reduce our net average advertising rate about 2 cents a line or reduce the price of the paper to the reader from 3 to 2 cents the copy.

"Inasmuch as the reader has borne the heavy weight of past traffic, and as the advertiser is just as much interested as the publisher in keeping the body of readers at highest efficiency, I lean toward the latter course as the first step downward.

"Later on, sometime in 1922, probably by July 1, we will be in a position to know where we get off regarding labor and other expenses.

"Our newspapers in the past have sold their advertising space too cheaply, at about one-third of the rate per line per thousand of circulation, charged by magazines. In many cases newspapers unsuccess has been the direct result of selling space at a loss.

"It is better for both publisher and advertiser for long haul results that advertising rates be on a basis that will enable the publisher to get out better newspapers and render more effective service. In some way or other, we only get about what we pay for."

INTERNATIONAL SETS \$80 PRICE

Great Northern Will Not Cut Below \$95 —Contract Drops \$50 in Year

The International Paper Company fulfilled expectations regarding its fourth quarter newsprint contract price by setting it at \$80 a ton, in a letter sent out to customers September 3 by Chester W. Lyman, vice-president and sales manager. This is a reduction from \$95 a ton, f.o.b. mill for the third quarter, \$110 a ton for the second quarter and \$130 a ton for the first quarter and gives the International an average 1921 price of \$103.75 a ton on its approximate production of 300,000 tons.

Further rumors this week that the Great Northern Paper Company would cut its price to the \$80 level were denied by H. Merton Joyce, sales manager, who pointed out that the Great Northern had started the year with a price of \$100, \$30 below the prevailing contract level, and had cut it to \$95 effective July 1, although its contracts had not provided for periodical adjustment. No further cuts were planned this year, he said.

Fourth quarter prices of the leading North American companies now stand:

International, \$80; Canadian Export, \$80; Great Northern, \$95; Minnesota & Ontario, \$88.

The Mead Company has not announced for publication its fourth quarter price, but informed circles consider that it will be \$80.

DES MOINES NEWS A TABLOID

**Battenfield is Business Manager, Haines
Editor—News and Capital 1 Cent
(By Telegraph to Editor & Publisher)**

DES MOINES, Ia., Sept. 6—The Daily News appeared on streets today in tabloid form. W. E. Battenfield, for five years editor, has become business manager. Austin P. Haines, formerly political editor of the Iowa Homestead, has become editor and has acquired some stock in paper. The News is a Scripps-McRae publication. Both the Daily News and the Daily Capital dropped their subscription prices to 1 cent per copy on September 1.

\$85 IN PRIZES FOR TELLING THE STORY OF YOUR CLEVEREST SALE

Every Salesman in the United States and Canada, No Matter What He Sells, is Eligible to Enter Editor & Publisher Contest

ONE of the stories submitted in EDITOR & PUBLISHER'S "My Cleverest Sale" Contest is so good that, though it cannot be placed before the Board of Judges with its present equipment, we publish it here. It was written, evidently, by a solicitor connected with one of the big insurance companies, since it is on the stationery of that company. Unfortunately the writer forgot to sign it.

He is entitled to the award of \$1.00 which EDITOR & PUBLISHER agrees to pay to the writer of each story found worthy of publication in connection with the contest. If he will send in his name a check for that amount will be forwarded to him. Besides, he may win the capital prize when the judges make their awards, which could not, of course, be given to an anonymous writer.

* * *

Here is the story:

SHOWED THAT HE WAS PROVIDENT

On information that a certain prominent tailor in New York had borrowed heavily on his life insurance policies, which aggregated \$80,000, I asked him to let me show him how he could improve his insurance condition. He refused on the ground that I was improvident; if I were not I wouldn't be "peddling" life insurance; and an improvident man was not competent to advise him.

It happened that I owned my home, had accumulated \$10,000 in bonds and carried \$20,000 of life insurance. I said nothing about this in my first interview. Next day, however, I took deed, bonds and policies over and called on him.

"Yesterday," I said to him, "you told me I was improvident. Will you look at these? They are all mine, free and clear."

He looked at them and made some comment, I forget now just what.

"It took me a long time to accumulate these," I said, "but my income is increasing and I'll go ahead faster now. I haven't 'peddled' life insurance for a long time, but I sell it to men like you just as you sell your goods—on its merits and my sales ability. Tell me, am I improvident?"

"I'll have to admit you are not," he replied.

"Then you're only objection to me as an adviser is removed. Let's get down to business."

We did, and I sold him a satisfactory line of insurance—satisfactory to both him and me.

* * *

ALL INQUIRIES ANSWERED

A number of salesmen—and saleswomen, too, by the way—have written to ask for details, some of which seem to be apparent in the terms of the contest, though one of them was not mentioned. Each inquirer has been answered by personal letter.

One asked, for instance, if a salesman might submit more than one story of his experiences. The same question may be troubling others entering the contest. For their information, our reply was that no man can have more than one *cleverest* sale; a sale that stands out in his memory as the best thing he ever did in salesmanship. Perhaps, though, he may have done so many clever things in selling that he is hon-

estly in doubt about which is the best.

In that event, and because EDITOR & PUBLISHER is desirous of making the benefit to salesmen as large as possible, any salesman may send in as many stories as he wishes and leave it to the Board of Judges which one was the cleverest.

Nevertheless, no one writer can win more than one prize, though it is not impossible that all his stories will be good enough to find place in the Contest columns at \$1.00 each.

* * *

As practical illustration of answers to other inquirers several stories apt to their inquiries are reproduced here, even at this early date, which, in ordinary circumstances would be too soon:

How I SOLD MY CLAY PIPES STORY

Some years ago, while I was freelancing, I tried to sell a story about clay pipes to Perriton Maxwell, then editing the Metropolitan Magazine. Incidentally I showed one or two of the pipes to Mr. Maxwell.

He was not over-impressed, but said that if I could find a peg upon which to hang my story I might go ahead and write it and he would buy it for the Metropolitan.

Upon leaving Mr. M. I went down into the Bowery and bought a selected number of clay pipes, with enamels and decorations, that made them distinctive, and had a paper box maker create a container that just fitted them.

I then sent them by express prepaid to Mrs. William McKinley, who was at the time, the First Lady of the Land,

after which I wrote a paragraph about the transaction which was, of course, exclusive since no one knew about it except myself, in which I set forth that a friend of Mrs. McKinley's had presented her with a small collection of clay pipes, and further stated that such pipes were sometimes given as novelty bridge prizes. This I sent to the New York Times. The paragraph was printed in that paper the next day, under a Washington date-line, and I was paid \$1.00 for the item.

I clipped the Times story and sent it to Maxwell as the peg, and he thereupon ordered the story which I then wrote and the sale was made.

W. G. BOWDOIN,
New York World.

* * *

FRONT PAGE AD TIP

With twenty other solicitors I was sent out to sell space for the Los Angeles Herald when it first entered the evening field. The rate was two cents an inch per thousand, but no one knew how many thousand papers would be sold.

The first issue carried a feature story about the impure milk being sold throughout Los Angeles.

Mentally I denied the story—rushed to a directory—found the name of the only pasteurization plant and followed my lead.

Dashing into the manager's office I slammed the Herald on his desk.

"Are you going to stand for this kind of stuff?" I demanded.

He gazed at me queerly, glanced at the headlines, read a paragraph, then handed the paper back to me. I took it and replaced it before him.

"This doesn't hurt us," he ridiculed. "We sell pure milk and our customers know it, besides we have a waiting list of families who want our milk."

"But this article will be read by thousands of women, your customers and others, and they will wonder if your milk is really pure." I hesitated an

instant. "Anyway this invites someone to open another pasteurization plant and you do not want that, yet, do you?"

He leaned forward and read the story through this time.

"A half page in tomorrow's Herald will . . ." I never finished.

"But what kind of an ad could we run?" He asked.

We wrote the half page right then and there.

LOUIS G. DE ARMAND,
advertising and sales counsel,
Davenport, Iowa.

* * *

DEMAND FOR EXTRA COPIES

Since our issue of last week additional firms have asked for extra copies of our announcement of "My Cleverest Sale" Contest to send to their salesmen on the road. One manufacturer who has 42 branches in the United States telephoned a request for 45 copies so that one might be hung in each of his branches. He said he wanted all his salesmen to know of the contest, since he believed it well worth their serious attention.

Some more examples of the commendation EDITOR & PUBLISHER is receiving for starting its sales story contest follow:

Wm. T. Mullally, President, Wm. T. Mullally, Inc., Advertising Agency:

"The type of man who thinks he knows all there is to be learned about his business is rapidly becoming extinct. Most of us are deeply interested in hearing 'how the other fellow did it,' especially when he tells us about it himself. It is far more impressive than being told 'how not to do it' by someone whose fertile imagination may have outrun his practical experience. Experience always commands an audience—Theory must seek one.

"And so we shall await the publication of your symposium on the subject of salesmen's working ideas with the assurance that we shall all learn some things of real value—lessons in their most palatable form."

E. W. Parsons, Advertising Manager, Chicago Tribune:

"I think your plan is an excellent one. We had a similar contest in January of this year, in which we offered ten prizes for the ten best stories from 'fighting' salesmen giving proof that '1921 Will Reward Fighters.' Anything that can be done to encourage salesmen this year, is a step in the right direction."

LITTLE LEAVES GEORGE BATTEN

After Trip Abroad for Health, He Will Make Manufacturing Connection

Frank Little, who has been associated with the George Batten Company, New York advertising agency, for the past eighteen years, resigned this week as a member of the board of directors and vice-president. His resignation was announced by William H. Johns, president of the agency, in the following letter:

"It is with the greatest of regret that I announce the resignation of Frank Little, who has been associated with our organization for the past eighteen years and has served as a director and vice-president.

"For some time Mr. Little has been suffering from a nervous strain which he now feels he must recognize and correct.

"With Mrs. Little, he plans to make an extended visit abroad and sails in the next two weeks for an indefinite period. With him go the cordial good wishes of his friends here.

"On his return, Mr. Little contemplates business association with an important manufacturing concern with which he has been closely related in the past, but it is inconceivable that his love for and experience in advertising will be allowed to go without further expression."

Mr. Little has also been active in the affairs of the New York Council of the Association of Advertising Agencies, having served as president for a term.

\$85.00 CASH PRIZES FOR BEST STORY

Every salesman in the United States and Canada, no matter what his line may be, is invited to send the story of his cleverest sale in competition for the prizes aggregating \$85 offered by EDITOR & PUBLISHER for the three best stories. No bona fide salesman is barred from competing. He may sell a manufactured commodity, wholesale or retail; space for newspaper, periodical, poster or billboard, ideas, suggestions, stories, books, life or casualty insurance, direct-by-mail offers, service or any other thing that takes him out among buyers as a regular and legitimate occupation.

THE PRIZES

Awards will be made as follows:

\$50.00 for the best story.

\$25.00 for the second best story.

\$10.00 for the third best story.

For every story which does not win a prize, but which shows merit enough to be printed EDITOR & PUBLISHER will pay \$1.00.

THE JUDGES

Awards will be made by the following Board of Judges:

DON C. SEITZ, Business Manager of the New York World.

WILLIAM H. JOHNS, President of George Batten Co., Advertising Agency.

GEORGE W. HOPKINS, Vice-President and General Sales Manager of the Columbia Graphophone Company.

CONDITIONS OF THE CONTEST

1. The story must not be longer than 300 words.
2. It must be a bona fide experience.
3. Stories must be written and signed by salesmen working in the United States or Canada.
4. Stories must arrive at the office of EDITOR & PUBLISHER between the dates of September 1 and November 1. The contest will close at 12 o'clock, noon, on November 1.
5. Literary merit will count for only 10 per cent in judging stories. Ingenuity and initiative shown by the salesman will make up the remaining 90 per cent.

Whether the sale was large or small, one cent or \$1,000,000, does not matter. The cleverness shown by the salesman is the thing.

NO WAR, BUT BULLETS AND CENSORS GREET PRESS IN WEST VIRGINIA

Four Reporters Wounded by State Troops' Point Blank Fire—Militia Took Censorship Seriously, But it Was Easily Evaded By Correspondents

By HAROLD D. JACOBS

EDITORIAL NOTE.—Mr. Jacobs, of the United Press staff, has covered several West Virginia mine wars. He was in the party fired upon by State troops September 3.

COVERING "civil war" in West Virginia is getting to be an old story with newspaper correspondents, but the one just ended provided some entirely new experiences, both in getting news and in handling it afterward.

There was also an element of personal danger that added a dash of tabasco to the situation, but which the correspondents would have eliminated could they have done so. I have yet to see a reporter who hesitated—physically—at placing life or health in jeopardy; but they all rebel most strenuously mentally and curse the luck responsible for their predicament. There are no bloomin' heroes in the newspaper business.

The recent unpleasantness in West Virginia had all the elements that go to make up a regular war—from a newspaper standpoint—shooting, casualties, military passes, censorship, long hours and no sleep, transmission difficulties, human interest, 'nervything.

Both sides, naturally, were intensely partisan and would not tolerate anything in a press dispatch that presented facts which might be interpreted by an unbiased public as favorable to the other. To the miners all members of the state constabulary, mine guard contingent and volunteer forces were "thugs" and "cut-throats"; to their opponents all union miners were "red necks" and murderers.

This had little effect on the reporters, however, as all that was necessary to evade the censorship was to travel outside the actual zone of operation.

In addition to men from the West Virginia newspapers, there were correspondents on the scene from New York, Washington, Philadelphia and Chicago publications, in addition to the press associations. Perhaps a dozen of these men—and certainly one woman reporter, Miss Mildred Morris—were under fire at different times. And that doesn't mean the impersonal shooting of a real war, but the downright picking-you-out firing that savors more of a one-sided duel.

In their march of nearly 100 miles—counting the meanderings of the narrow, snake-like valleys—the miners destroyed practically all telephone wires, and there never has been a telegraph line in that particular section. As a result, the correspondents who attached themselves to the miners were hard put to it to get their stuff out to their offices. Service on the little branch railway line feeding their bases also was undependable, owing to their playful habit of seizing the regular trains. It meant long, bone-breaking journeys by flivver over so-called roads, which generally consisted of nothing but the actual bed of a river; the doubtful ex-

pedient of entrusting precious copy to a messenger of unknown character, or attempts to dictate matter over an occasional shaky telephone line which was prone to fail when you needed it most.

But this was a part of the game, so far as the reading public is concerned. I doubt if there was any surface indication of the extreme difficulties encountered in getting a more or less smooth account of happenings in West Virginia before them.

I had said there were no heroes in the newspaper business. But I want to pay tribute to one correspondent's, well—perhaps tenacity. That man is Boyden Sparkes of the Washington bureau of the New York Tribune. Shot through the leg and with a bad scalp wound, weak, dizzy, and on the verge of collapse, Sparkes held himself up by sheer determination to get out his story, and pounded out several hundred words on a typewriter at a time when the best soldier in the world would have been perfectly justified in calling it a day and taking to a hospital cot.

Sparkes, too, had a good taste of the censorship imposed by the state and county authorities in Logan, the stronghold of the forces opposing the march of union miners into Mingo County. He was describing the scenes incident to the demobilization of miners on arrival

of Federal troops in the Sharples-Blair sector, from which we had just come. Anything that tended to show the miners and their families in the light of human beings was blue-pencilled and he was tersely commanded to "cut out the sob stuff."

In filing from Logan, a plain statement of fact in one of my dispatches to the effect that many of the retreating miners were "without arms" was killed.

However, despite the fact both sides would have preferred to conduct their little private war without any cognizance of the general public—and had no hesitation in letting this be known—I am sure the outside world was fairly well acquainted with everything of interest that transpired in and about the battle zone.

As for the Regular Army, no group of newspapermen ever got fairer treatment and better co-operation than was accorded by General Bandholtz and his men.

"A second Argonne" was the description given to the phase of the West Virginia war in which four reporters were fired upon, by Miss Mildred Morris of the International News Service Washington staff. Led by two miners from the Boone County Coal Corporation workings, the four—Miss Morris, Boyden R. Sparkes of the New York Tribune, Donald Craig of the New York Herald, and Mr. Jacobs—climbed Beech Hilltop for a



HAROLD D. JACOBS



MISS MILDRED MORRIS

"THERE'S NO MARTIAL LAW IN LOGAN," SINGS CENSOR AS HE WORKS

BOYDEN R. SPARKES, writing of his experiences, in a dispatch to the New York Tribune from Logan, said: "Leaders of Logan County's army of defense established a press censorship here last Saturday before the United States regulars assumed control. Delegations were made in the Tribune correspondent's story of the retirement of the army of rebellious miners down the Coal River Valley as the regulars entered. His other copy was 'passed by the censor.'

"When I began to write in Logan I was informed that all my copy would be censored. I was amazed by this frank announcement of an intention to nullify an article of the Constitution, but went to work as rapidly as possible.

"Colonel W. E. Eubanks had arranged that I was to use the typewriter of the intelligence division of his army. As colonel of the state guard, he had taken command of the first provisional regiment formed to repel the invaders. He also had command of the forces of the state police and Sheriff Don Chafin's deputies.

"The censor was Major A. A. Gaujot,

who, I am told, is the possessor of the Congressional Medal of Honor. His brother also has one. These two are said to represent the only instance of brothers winning these coveted decorations.

"But I should never give him any medals for his qualities as a censor in ruling out a line, 'gaunt-faced women, barefooted and expressionless, watched the troops pass. Some of them wave half-heartedly.' He said:

"'Cut that out. No sob stuff for those 'Rednecks.'"

"In the lead there was a line that 'daybreak at Madison was greeted by long blasts from the whistle of arriving troop trains.'

"'Cut that; we don't want any patriotic stuff from those people,'" said the major.

"It was explained to Gaujot that the whistle blasts were blown by the engineer of the troop train; not by the miners or their sympathizers.

"'Don't want it in there,' returned Gaujot, whose intimates call him Tony. "In a quotation from Blizzard, the subject president of the United Mine Workers, there was a reference to 'The Baldwin-Felts men.' This aroused the wrath of the censor. It was shown that the remarks were those of Blizzard. It made no difference.

"'The defenders here are not Baldwin-Felts men, and we are not going to let them call us that,' he said.

"It was pointed out to the censor that

(Continued on page 39)

SOME amusing things happened during the late war in West Virginia. For instance John Gleissner, a member of the Washington staff of the United News, was rushed down to cover the event. Shortly after his arrival he received the following message from his home office: "Gleissner: Understand here fighting occurring on east side Blair mountain." To which he immediately replied: "Correct. That's why I'm staying on west side."

look across the valley where some miners were holding the line. They had proceeded about a hundred yards along the crest of the ridge when they were fired upon, apparently from all sides.

"Our ears cracked before the deafening report," wrote Miss Morris. "For a moment we were dazed. We did not realize that death-dealing bullets were showering upon us. We could see nothing before us but trees. I was a few yards behind my companions. I stood stock still possessed of an idea that something was exploding. I saw the men in front of me fall flat to the ground. I crouched behind a rock. As the fusillade continued, I had no terror of the thought of death. At last my woman's curiosity got the better of me and I raised my head to see what was happening. I could see nothing as the bullets cracked.

"Craig of the Herald was shouting: 'Don't shoot us. We are friends. We come unarmed.'

"The firing ended as suddenly as it began.

"'Throw up your hands, you—' shouted a voice behind the trees.

"I saw my men companions with their hands raised. From behind the trees emerged khaki-clad figures with rifles. With an oath we were ordered to the top where stood an officer with a rifle ready for us.

"'Keep your hands up, you—,' our guards kept shouting.

"I saw Sparkes, his face covered with blood. Jacobs of the United Press was in front of me, exclaimed at the sight of the blood:

"'My God, Sparkes,' and dropped his hands in a move to offer aid to the wounded man.

"'Put up your hands,' shouted a sergeant with an oath.

"'At the sight of men, the officer dropped another oath, this time of amazement.

"'What in hell, a woman?' he exclaimed.

"In the meantime, a young sergeant in charge called on a field telephone to Ethel, state military headquarters, to send automobiles to take away a bunch of 'red necks.'

Arrived at the hotel, each of the reporters was placed in charge of a guard and given an insulting examination by Don Chafin, sheriff of Logan County. Miss Morris tells that for more than three hours she was subjected to indignities by the state police and by the man detailed to guard her, who insisted upon accompanying her into her bedroom. To avoid that, she was compelled to sit in the hotel lobby,

The indignities to which Miss Morris was subjected called forth a warm protest from Marlen E. Pew, editor and manager of the I. N. S. to Governor Morgan of West Virginia, who promised an investigation.

DROSS OF COMPLAINTS TURNED TO GOLD OF ORDERS BY BUSINESS ALCHEMY

Individual Attention to Little Things Just as Necessary to Continued Success in a Large Organization as in a Small One-Man Concern

By HERBERT A. SMITH

Manager Complaint Department, Eli Lilly & Co.

TURNING complaints into orders means just what it says. A satisfactory adjustment is one that is satisfactory to both buyer and seller. The buyer shows that he is satisfied by continuing to buy, and this makes the seller satisfied. To successfully accomplish this the traveling man must use the same means that he uses when he makes any other sale:

- He must educate the buyer.
- He must act promptly.
- He must be courteous.
- He must sustain confidence.

I will give four specific examples of how claims have been successfully adjusted and made the basis of future business. Before dealing with these it will be helpful to consider some of the outstanding characteristics of the drug industry, which involves a mass of detail necessarily associated with delicate, highly technical chemical products marketed in small packages, orders for which are generally made up of many small quantities.

Let us consider the business as representing two groups of items, i. e., pharmaceuticals and biologicals.

ALL PERISHABLE GOODS

Some pharmaceutical products, because of an inherent delicacy and instability, deteriorate under certain conditions. Fluids, elixirs and syrups, for instance, have been known to change in color and consistency, and chemically when exposed to sunlight, heat and air, and so deteriorate.

Biological products also are delicate; even more so than pharmaceuticals. Some biologicals are viruses the value of which depends upon the product being alive when the physician inoculates the patient. To secure satisfactory results they must be potent, or active, and to better maintain potency most biological products should be stored at a uniformly cool temperature, preferably between thirty-five degrees and fifty degrees Fahrenheit.

The ramifications of the roots of a tree will serve nicely to illustrate our distribution policy. As the fine, hairlike roots feed the large or main roots that in turn convey nourishment to the tree, in a similar sense do physicians and druggists constitute the main support and life of our business. We have no direct accounts with retail druggists or physicians. An order from the physician, no matter what it is or in what quantity, is turned over to his dealer, the retail druggist, who buys from the wholesale druggist.

SEEK DIRECT CONTACT

Because we have no direct account with physicians and druggists it might be assumed that we have few occasions to arrange adjustments, or that complaints from either should be referred to the wholesaler for adjustment. On the contrary, when the profession or trade experiences difficulty with our products we prefer that they take the matter up with us direct. We welcome and encourage this practice for many reasons:

First, we relieve the wholesaler of the burden of arranging adjustments and he appreciates the service.

Second, every adjustment offers an opportunity for direct personal contact with our retail patrons. We endeavor to use these occasions to the best possible advantage.

After all, what is a complaint? To us it is a warning of a real or supposed

defect in service. Complaints afford both buyer and seller an opportunity to test the quality of service. Where complaints are satisfactorily adjusted they are not only a means of establishing, strengthening and maintaining confidence and good will, but of building bigger business.

tract for a customer who complained that after using four ounces the remainder had gelatinized. We wrote the salesman as follows:

"We will be very glad indeed to arrange a satisfactory adjustment with your customer, _____, on fluid extract _____.

"If we understand correctly, the dealer used four ounces out of a one-pint package and the remainder has gelatinized. Apparently no one knows how long ago this company purchased that pint package.

"It occurs to us that perhaps a four-ounce bottle would be a better purchase, but your communication asks us to send them a one-pint package to replace the unsatisfactory goods taken up. Do you not think it would be a good idea to send them a four-ounce bottle and at the same time other merchandise that your customer will be able to sell immediately, the total value of which will approximate the value of the pint of fluid extract?"

"Think the matter over and advise us by return mail, when we will arrange the replacement as you suggest. At present it

cluded advertising signs and literature. The dealer wrote us as follows:

"We wish to thank you very cordially for the quick co-operation and the hurried return of Lilly Biologicals to duplicate. The physicians here have signified their willingness and faith in your products and have begun to use various vaccines already.

"We have registered two sales so far today." You will agree that this is good advertising.

Courtesy in business dealings yields profitable returns. It is an essential factor. By courtesy I mean fairmindedness, a thoughtful consideration for the customer even in the smallest matters, and the ability to put oneself in the retailer's place in handling complaints.

Here is an example of how courtesy pays: A Missouri dealer wrote us that he had purchased several months previous a quantity of one of our products with the assurance of a former representative that it could be exchanged if it did not sell. The dealer had six dozen on his shelves in good condition. He wrote us that he would like to exchange it, but refused to forward it as he had done with a bottle of tablets which our former representative took up and which his successor agreed to look up, but did not.

STALKING HIS GOODWILL

Here was an opportunity to regain this dealer's good will. He was written as follows:

"It will be quite agreeable to relieve you of the _____ referred to in your very kind letter of March 24th, addressed to our St. Louis office.

"We can well appreciate how you feel in connection with the tablets a former representative took up from you some time ago. It is very evident that the gentleman who took up the tablets either overlooked giving your complaint the attention it deserved, or it is possible that he reported this matter to us, but that his communication was misdirected in the mails. Your letter of the 24th, however, is the first communication that has reached us reporting the difficulties you mention.

"When sending us the _____, may we suggest that you advise us how many tablets Mr. _____ took up from you? It is our desire to arrange a satisfactory adjustment. We will gladly send you other merchandise to reimburse you for the tablets as well as the _____. Please return the _____ to us and we will arrange the adjustment as outlined above."

In reply to this letter the retailer wrote as follows:

"I cannot afford to send the _____ I have on hand to Indianapolis. The express charges are too high. As to the bottle of tablets returned to Mr. _____, it was a bottle of 500 or 1,000. He said he would replace, but I do not remember anything about the time. It seems almost a year. If you will search your St. Louis office I think you will find them easily."

CAPTURING IT

We wrote the druggist again, sending him a bottle of tablets, which brought this reply:

"Your very kind letter and still more kind bottle of _____ tablets received. Such kindness I have not experienced since I left my native Hoosier State. Again expressing my appreciation of the courtesy extended, I will close by saying that I will visit back home in Indiana as soon as I can raise a flowing pair of 'side burns.'"

The most casual observer will note the change of tone. The chances are that our representative who next called on this man was well received. Correspondence turned a disgruntled customer into a friendly enthusiast. The transaction cost something less than a dollar. Was it worth while?

The fourth or last cornerstone is *Confidence*. For the past twelve months and more general business all over the country has shown symptoms of being ill. When we say that business is ill we really mean that the individuals engaged in business are ill. Why is it that you, as an individual, hesitate about buying this or that necessity? In the majority of instances the answer is, "Because I believe the price will be lower a little later on." What, then,

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MANY A GOOD CUSTOMER MAY BE SAVED

"INDIVIDUAL attention can usually be given to every detail in a small business," says Mr. Smith, "more especially if there are few departments. In a restricted business it is often possible to give personal attention to small things and so prevent petty irritations that otherwise may cause the loss of a customer.

"When a business becomes large it is quite as essential to give the same individual attention to the little things as it was when the business was small. Unfortunately, this does not always obtain and details are often lost sight of in the ramifications of interdepartmental correspondence and divided responsibility. It is often true that certain minor executives with a knowledge of the true point of view of the complainant does not deem certain complaints worthy of attention. To the customer the complaint may, in his opinion, be one of great moment. To the manufacturer it is of a small character and is slighted as a consequence."

defect in service. Complaints afford both buyer and seller an opportunity to test the quality of service. Where complaints are satisfactorily adjusted they are not only a means of establishing, strengthening and maintaining confidence and good will, but of building bigger business.

A QUARTET OF MENTORS

To handle complaints a thorough understanding of the customer's point of view is essential. An understanding leads to the one best way to sustain good will, and it is a duty of the complaint department. And when the adjustment department of any business functions as it should it produces satisfied customers, who in turn produce satisfied stockholders. In adjusting complaints we try to keep four things in mind:

1. We must educate the trade.
2. We must act promptly.
3. We must express the utmost courtesy.
4. We must establish and retain confidence.

Let us consider the first phase—*education*.

Records show that the majority of adjustments cover claims that have to do with conditions beyond our control and for which we are not responsible. One outstanding cause of many adjustments is overstocking, and when specific examples come to our attention we use the occasion to suggest what we consider the only remedy—quick stock turns. The ability to make one's business produce the maximum profit on the minimum investment measures the success of the business manager, and the key to this success is turnover.

In arranging adjustments great care is exercised to emphasize the value of rapid turnover, but without offending the customer, who may resent being told how to run his business. This kind of advertising yields good returns on the investment. For example:

One of our representatives asked us to replace a pint of a certain fluid ex-

seems to us that it is wasteful to send a pint of this product when the same difficulty may occur, i. e., after using two or three ounces the remainder will deteriorate. We can scarcely be held responsible for deterioration after the package has been opened.

"Understand, we desire to do what is fair and right by the customer, but also want our action to be of such service that it will be of best advantage to both of us."

In reply the salesman wrote us as follows:

"I have taken the matter up with the retailer. They agree that four ounces is enough for their present needs. Please send them _____
 "1/4 lb. Fluid Extract _____
 "4-100 Tabs. _____
 "These items represent the value of the returns."

Here was a personal experience that should make a lasting impression on the representative who sold the idea of quick stock turns to a complaining customer. He made a better friend for us and for himself. By following up a specific instance like this with the proper sales letter it is often possible to convince the representative that such claims are unjust and to suggest that the next time he has a similar complaint, instead of sending it to the home office, he should with tact and diplomacy, change the customer's mind and send an order to the wholesaler.

IT PLEASES THE CUSTOMER

By pointing out to a person who understands that good will depends largely upon the proper performance of all the details of a business transaction, we do most to become successful good will builders. A good will builder must also understand that each department must co-ordinate with other departments. This helps to insure prompt delivery, which every one appreciates.

This brings us to our second step, *prompt action*. Quick delivery pleases a customer and leaves a lasting impression. The average retailer appreciates prompt delivery. In arranging a replacement of biologicals to one dealer we made shipment, as usual, on the same day the out-dated products reached us. In response to the suggestion of the representative of that territory we in-

NEWSPAPER SOLICITATION CHANGES BRING NATIONAL RECOGNITION

Market Facts and Figures Have Replaced Tiresome Newspaper Feuds That Meant Nothing to the Big Advertiser Looking for a Place to Sell His Product

By T. M. DARLINGTON

EDITORIAL NOTE.—Mr. Darlington is the manager of national advertising of the San Antonio (Tex.) Express. He has made a special study of markets and national salesmanship and this is the first of a series of four articles based upon his experiences.

THERE is hardly any question but that the development of newspapers into first place as the national advertising medium was retarded materially by the cocksureness and lack of specific knowledge of his market displayed by the average newspaper advertising manager and publisher.

Newspapers have come into their own and the remarkable strides they are making are due primarily to the change in soliciting methods. The matter of circulation and rate while important, and local newspaper feuds, while interesting, irrelevant, or tiresome, as the case may be, have been lost sight of for the moment by wise publishers and their great, constructive powers centered on dealer educational work, market analysis and trade extension work.

EDUCATING THE DEALER

The small town clothier is being educated to the value of carrying nationally advertised lines of clothing, shoes and men's furnishings. The grocer is being educated to lay in stocks of advertised, standard products and co-operate with window and counter display. The druggist is being educated to stock new lines even in advance of the day the advertising will break in the local newspaper.

The same is true with the furniture dealer, the confectioner, the tobacco dealer. The distributor of magazines is being taught that, with a little effort, assisted by newspaper advertising, an increased order of magazines can be disposed of making the agency just that much more valuable. The electrical goods dealer, the hardware and furniture dealer, and all down the line dealers in small towns as well as in the cities are being educated by newspapers to give preference in their buying to quick-selling, well advertised, standard, trade-marked goods.

Of course some few newspapers have been doing this dealer educational work right along for years, but today it is being done more thoroughly and more intelligently and the pitfalls are being avoided as never before. We are therefore making fewer mistakes and getting our message over to dealers in a thoroughly convincing and masterful way.

KNOWING THE FIELD

Newspapers have always had more or less of a passing acquaintance with wholesalers, jobbers and brokers. While newspapers have exerted influence with them it was usually the case that the jobber or broker had a vague idea of the value of advertising to him. When he recommended a paper it was usually for personal rather than for business reasons. He liked the advertising manager or the publisher, or he liked the paper and was glad to help a fellow townsman get the business.

The automobile, truck and tire distributors in the larger cities, and dealers in the smaller towns have influenced worlds of business to the newspapers and this has been one of the largest sources of revenue to newspapers. This business has been easy for the newspapers and now that this revenue has been somewhat contracted, newspapers realize that other markets must be developed to

take the place of this revenue that has been lost. The extravagant period has passed and newspapers realize the necessity of going out after new business as well as of keeping old business coming their way.

In preparing to open up new lines of business for their columns, newspapers have learned that the thing they have to sell is the market the newspaper reaches. Morning newspapers having a large country circulation are not only studying the city as a market for goods but are also studying the trade territory market tributary to the city. In many sections of the country the trade territory market is larger than the local city market and therefore the morning newspaper with its dominant country circulation, provided it carries reader prestige, and dominant circulation, gets the major portion of the national advertising as a matter of course. Where the newspaper situation is reversed and the evening newspaper dominates, the evening paper gets the business and no particular credit is due the manager of national advertising of such dominant newspaper whether morning or evening.

Since some of the brainiest men in the country are publishers of newspapers, these captains of finance and business management realize that even a "dominant" newspaper can, however, increase its business by opening up new sources of advertising. If the advertising manager is fully awake to modern news-

paper business building methods and has the natural market intuition that will enable him to blaze a new trail through his market, he will literally uncover scores of prospective advertising accounts and will never want for live, productive material to work on.

It is really surprising what an intelligently conducted trade extension department can uncover in the way of new business for a newspaper when once set up and going properly. When the work is done right business literally flows to the newspaper from the most unexpected sources. Much of this new business has been apparently confined to magazines and a great deal of it to trade papers while a greater portion of the new business thus developed has never been "in the territory" before.

CONSTANTLY HUNTING MARKETS

Products are constantly on the alert hunting new markets. They are not taking long chances however and if pushed too hard will make some excuse for not going into a market if that market has not been properly presented by the newspaper. But let the capable advertising man present the merits of his market in its most attractive form and by convincing argument, backed up by facts and figures, show the possibilities of sales if given adequate advertising support together with the possible dealer distribution that can be confidently counted on, and the manufacturer is interested. He will find a way to come into your market and into your newspaper just as soon as preliminary arrangements can be made.

The modern trade extension department is a business builder for the newspaper and it does this by developing the possibilities of its market.

There are hundreds of products enjoying a very limited sale in any city. It is a part of the business of the trade extension department, directed by the advertising manager, to hunt out these items and place them among the leading sellers. There are other hundreds of

products whose makers wish to introduce them under the most favorable conditions in those markets which offer the most attractive inducements and involve the least element of chance. It is the business of the trade extension department to assist these manufacturers wisely and intelligently and it is greatly to the credit of some of our newspaper publishers that they are thoroughly equipped to do this.

VALUE OF MARKET SURVEYS

To illustrate, only recently our morning newspaper received an advertising order accompanied by a letter from our New York representative saying, "the agency tells us that the Express is the only newspaper to be added to this list in several years." The business came to us as the direct result of a careful market survey on this class of goods and forwarded to our representative together with a correct population analysis showing the possibilities of this market. In this case a brand new account was developed. Without the initiative of the trade extension department the market might never have been uncovered.

This article although covering as it does, a wide range of advertising development work, does not touch upon or give even a hint of the newest and largest result that several newspapers are now getting from their trade extension work. The greatest business building force newspapers have ever known has been won over to newspaper standards by a few far-sighted newspaper publishers within the last four or five years.

I refer to the influence traveling salesmen are now exerting in favor of newspapers that are doing constructive dealer educational work, thus making the work of the salesman easier of accomplishment. This will be taken up in another article.

Common Sense Only Needed

The financial and industrial crisis in the United States has been weathered, and the long heralded return to normal conditions is gradually being effected, speakers at the closing session of the Ohio Bankers Association convention in Cleveland, declared July 15. Senator Pomerene, of Ohio, declared "the nation is as solid as the Rock of Gibraltar; what troubles there are are within ourselves, and all that is needed to bring about a reasonable adjustment of prices, which is the thing mostly needed, is practice of common sense."

Garner Buys Long Island Weekly

Harwell & Cannon, New York newspaper brokers, announce the acquisition by George Garner of Washington, D. C., of the Woodhaven (N. Y.) Weekly Leader-Observer. The Leader was started by Alfred J. and Horace L. Ball in 1910 and the Richmond Hill Observer was purchased by them three years later and the two properties merged. The new owner is private secretary to Senator Edge of New Jersey and a man of wide newspaper experience.

McGahan Organizes Veterans

Permanent organization of the 79th Division Association was effected at Baltimore at the recent "Buddie" week celebration through the efforts of Paul J. McGahan, of the Washington bureau of the Philadelphia Inquirer. McGahan was chairman of the organization committee, and a constitution drafted by him was adopted unanimously. The headquarters of the Association will be established in Philadelphia, and Major H. Harrison Smith of Philadelphia was made president.

DOES 18% MORE WORK WITH SAME FORCE

HOW he increased his plant capacity 18 per cent, and turned a summer loss or at least a break-even, into a healthy profit, is described by William D. Cox of the Cox Printing Company, New Orleans. He did it through an application to production of the principle of co-operation between labor and capital. The system has been in effect since February, and has been found to work. And Cox is planning to move into larger quarters in the fall.

Labor troubles are eliminated, and the men get \$5 a week more than the union scale. The 18 per cent increased output means that much more profit to Cox, and he finds he is able to compete closer, he says.

Here is the system in brief:

The Cox Printing Company represents an investment of \$10,000. It employs nine men in the mechanical department.

These pay the rent of the building, which is \$125 a month. Cox does not even pay office rent.

The foremen of the composing and press rooms take over all the operating expenses of the plant except the office work.

Work in the composing room and bindery is produced on an hour-basis; in the press room, on a thousand-basis, depending on the size of the press.

At the end of the month, the gross work done is totalled, and payment is made accordingly, less a certain percent

to pay for the use of the plant, depreciation, and interest on investment. Mr. Cox is not willing that this percentage be published; however, it may be stated it has been lowered as the volume of work increased.

The men have averaged the union scale plus \$5 a week. In addition, the two foremen have accumulated, as their share of the increased efficiency, \$200 each since the system went into operation.

The office concerns itself only with getting business and keeping the books. "I find that the 'guess' has been taken out of the business" said Cox. "Under the old system, the manager, when he bid on a job, would try to guess at the length of time it would take to do the work. All he knew was the cost of the stock and the fixed charges. Now, when I bid on a job, I turn the specifications over to the foremen, and they figure on it; they figure as closely as possible, because they are partners in the business, every man is a partner in it. Then I add the price of the stock, the overhead and the profit—and there is my bid."

"Now when the job goes to the men, they try to produce it in less time than the foremen estimated, because that means they will be able to crowd more work into a day. In actual practice, they will produce a \$20 job at a labor cost of \$18 or thereabouts. That is how the efficiency of the plant has been increased."

AN INTERESTING EXPERIMENT TO FIND THE BEST HEAD FOR ARTICLES

It Proves That Advertising Men Will Read Technical Discussion if Couched in Every-day Words and Applied Directly to Improvement of Their Business

BELIEVING that psychology in its application to advertising was not such a "high brow" subject as has been supposed generally, and that its use and application could be made so clear that everybody could understand it and make good and practical use of it daily, EDITOR & PUBLISHER arranged recently with Prof. Adelbert Ford, Instructor of Psychology in the University of Michigan, to write a series of articles on it. The thought was to show directly by using some nationally known advertisements just the reason why some of them were likely to fail of their full purpose—why they would not "pull" the total of weight that was expected of them—and how to avoid the errors they indicated.

Prof. Ford wrote six articles which he entitled "Psychological Fallacies In Advertising." The first article of the series will appear in EDITOR & PUBLISHER for September 17 and the remainder will follow weekly.

A good newspaper friend who was told about the articles said: "They'll never get across with that head. People will shy at the words 'psychological' and 'fallacies.' You'll have to get a head that will be simpler in its language and more closely descriptive—something that will tell your story." So it was determined to make a practical test and find out.

ASKED 1,000 OPINIONS

A thousand return postal cards, upon which were printed three heads for the Ford articles, were sent to national advertisers and advertising agencies. The three heads were: "Psychological Fallacies in Advertising," "Reasons Why Some Advertising Campaigns Fail" and "Advertising Errors and How to Correct Them." The people to whom they were sent were asked to check the one which appealed to them and to write any other head which might occur to them as better. The letter which accompanied the postal card told very briefly—in fewer than 100 words—the character of the articles.

Most of the cards have been returned every one with a check marking the title preferred. In a few instances substitute heads were written as better than the ones submitted. The choice, however, is preponderatingly in favor of the third head suggested—"Advertising Errors and How to Correct Them." That, therefore, will be the title of the articles, as nearly as head space will permit its use.

And EDITOR & PUBLISHER wishes here to express its thanks for the lively attention given to its request for aid in ascertaining just what sort of a title would be the most attractive to its readers. Also, the result shows that advertisers and advertising men are keenly interested in even technical articles that affect the business of advertising and tend to its improvement.

For still further investigation, proofs of the first article of the series were sent to a few men among those best qualified by experience in advertising and by exhaustive research, asking their opinion of the value of the article to advertising men. The intention was to print their replies, no matter if they were not laudatory, and perhaps

to refrain from publishing the series if serious flaws were found by these experts.

None, however, was adverse—not a single one—and none contained even a qualification of doubt or sincerity. Because they will be interesting to read they are subjoined:

PROF. H. L. HOLLINGWORTH, head of the Department of Psychology, Columbia University:

"I am sorry not to be able to go on record in print as a judge of Professor Ford's articles. The reason is that it is not possible to base a judgment on this first brief discussion and be sure that such judgment applies to the series as a whole. This paper has the virtue of taking a single point and featuring it without dragging in a great miscellany; the general ideas are correct and the illustrations well chosen. If the following articles are as good they should make an interesting and worth while series."

PROF. GEORGE B. HOTCHKISS, head of the Department of Advertising and Marketing, New York University:

"Genuine criticism is always refreshing and usually wholesome. Advertising men, particularly, should welcome it. They are naturally inclined to seek out chiefly the good points of the things in which they are interested. For that reason, perhaps, they do not always perceive the defects in their own methods of work—or if they do perceive them, keep quiet about them. Often it proves that a little destructive criticism points the way to more constructive effort."

"Professor Ford's first article deals with an error that is all too common in advertising. His viewpoint is that of the trained psychologist, but with him psychology is not a mysterious science to be presented in an abstruse way, but is a simple application of common sense. Few writers on the subject have succeeded in riding themselves so completely of useless frills and furbelows or have attacked so plainly and directly the points at issue."

"If Professor Ford handles the other errors as effectively as this, his series will be worth reading by everyone interested in the future progress of advertising."

PROF. DANIEL STARCH, School of Business Administration, Harvard University:

"I have read Professor Ford's first article with much interest. The underlying psychology of the principles discussed strikes me as being thoroughly sound. The concrete examples and suggestions are to the point. The present article emphasizes a phase of advertisement-making which is often overlooked. If the others in the group are on a par with this one they will constitute a helpful and suggestive series."

J. B. WOODWARD, advertising manager, Chicago Daily News:

"The article you sent me, 'Advertising Errors and How to Correct Them,' the first of a series by Professor Adelbert Ford, is most interesting and contains many practical ideas for anyone interested in advertising."

"There is unquestionably a need today for the common sense application of psychology to advertising, and Professor Ford in his analysis of current advertising is ably qualified to show the analogy between selling appeal and the fundamental principles of psychology."

"I am sure that all advertisers and other readers of EDITOR & PUBLISHER will find these articles of great value."

A. L. SHUMAN, advertising manager, Fort Worth Star-Telegram:

"I am in receipt of yours of recent date enclosing proof of first article of the series by Professor Ford on 'Advertising Errors and Their Correction.'"

"I wish to congratulate you upon the constructive work you are doing in publishing Professor Ford's articles, but it is not surprising to know that EDITOR & PUBLISHER is on its toes all the time looking for features of real benefit to the profession of advertising."

"You are certainly on the right track. More power to you."

"It strikes me that if this series could in some way be put into the hands of the advertising manager of every retail business, particularly in this country, it would elevate the standard of advertising very perceptibly when read and properly digested by these men."

JESSE H. NEAL, executive secretary, Associated Business Papers, Inc.:

"A skipper, when asked if he knew the channel, replied that he wasn't sure, but he did know the location of the rocks. I am in favor of any educational movement which will help advertising men chart the rocks which menace the success of advertising campaigns."

"I do not believe that we will ever be able to establish definite formulas for advertising success, because of the variable character of the human element involved, but I do believe that there is room for improvement in our knowledge of the functioning of the human brain in response to advertising appeals."

HARRY TIPPER, author of "The New Business," etc.:

"The first of Professor Ford's series suggests a good many points in psychology which the advertising man should pay attention to. There is no doubt that much advertising is inefficient because it is not properly worked out. Very little attention is given to the fundamental psychological requirements. Mr. Ford's work is along the right lines. I am glad to see it."

TIMELY TOPICS

"THE West is at least six months ahead of the East in readjustment progress," said a salesman who travels all over the country in calling upon newspaper editors and publishers. "I have just finished a trip through the West and Northwest and found business conditions much better than in this part of the United States. The people out there do not get cold feet over every little set-back like they do here. They are used to cyclones, cloud-bursts, droughts and like occurrences, and so when a business slump comes along they pay little attention to it. They just keep on hustling as though nothing had happened and before you know it they are out of the woods and the sun is shining again."

"They have had the biggest corn crop this season ever known in the West. They have so many hogs and cattle that they can't market them. The wheat crop is off, but as the quantity left over from last year is considerable the farmers are not complaining much. Seems to me business out in that country is going to be good this fall and winter. The people have money to buy luxuries as well as necessities. If advertisers don't try to interest them in the merchandise they have to sell, it's their own fault if, from their viewpoint, business is poor."

ONE of the leading advertising agents in New York when asked what the outlook for business this fall was replied: "If you had asked me that question last January I could have told you all about it, but now I cannot express an opinion." This means, of course, that the outlook is not reassuring, from his viewpoint, or he would have said so.

Other advertising agents with whom I have talked say that they can see indications of a revival of business. Several national advertisers who have been hanging back in the preparation of their advertising plans for the coming season are now at work upon them, and, in some cases, have placed contracts. There seems to be a general impression that while the volume of advertising for the next six months will not be as large as a year ago it will be fairly satisfactory to newspaper publishers.

CHARLES BAKER, editor and proprietor of the Newspaper World, of London, attained his seventieth birthday in July, on which occasion Viscount Burnham presented him a writing cabinet with library cases on either side and at the top. Mr. Baker has been a journalist for half a century and the editor of the Newspaper World for nearly twenty-five years. The latter publication deals with all departments of newspaper work and is popular with

up stairs as well as down stairs in the newspaper offices in Great Britain.

THE date of the invention of printing from movable type by Johann Gutenberg has for a long time been fixed as 1450. Recently, however, a fragment of a printed astronomical calendar for 1448 has been discovered in a monastery at Schonau which shows that the art of printing must have been in use previous to that date. Also a fragment of a German press was found at Mayence which would indicate that the time was still earlier, probably 1445.

THE New York Evening Post is doing some clever promotion work among its own readers in an effort, we presume, to help them appreciate the virtues of that newspaper. The article on various topics are set in eight point leaded, in regular text style, and carry attractive heads.

As an example, one of these printed last week carried the caption "Snakes About the Right Length," and told of the story recently published in the Evening Post and other New York newspapers about the escape of a snake from a Cooper Square Shop.

It seems that the newspapers gave the length of the snake at from a little over 5 feet to 18 feet, the former being the Post's figure. When the missing snake was found and measured it was found that it was a trifle under 8 feet. If the Post reporter had wanted to make the length of the snake 40 feet he could have easily done so, but in his desire to give the facts he had to quote the figure the store owner gave him.

In conclusion the article says: "The moral of all this story is simply this: Some folks who don't read the Evening Post occasionally say this newspaper is dry; that it prints the truth, but that nobody wants just that. We leave the matter to you. The Evening Post published a yarn about the snake. It was as near right as we or anybody could make it. If you like your snakes somewhere just about the right size, read the Evening Post. If you want pythons and boa constrictors loose in New York, read some other newspaper."

OUT of seventy graduates of De Pauw University, Greencastle, Ind., who have gone into journalism, forty are editors. Only one woman chose this occupation, Miss Rebecca Insley, who, after serving for a time on the editorial staff of the Indianapolis News, is now with the London Daily Mail.

Most notable among the men are: Orlando C. Smith, '62, founder of the American Press Association and president of the organization until his death in 1908; H. M. Pindell '84, president of the Illinois Daily Publisher's Association from 1897 to 1910; E. S. Sheridan '85, head of the Department of Journalism, the University of Washington; W. Williams '01, editor of the Sunday edition of the New York World; J. W. Piercey '13, professor of journalism, Indiana University; G. M. Payne '84, managing editor of Baltimore News; and George Lockwood, editor and publisher of the National Republican, at Washington, D. C.

Havana Edition for Miami Herald

The Miami (Fla.) Morning Herald has completed arrangements for a newspaper and business bureau in Havana, Cuba. Copies of the Herald leaving Miami at 2 o'clock in the morning are delivered in Havana at 3 o'clock the same afternoon.

UP TO EACH PUBLISHER TO PROVE RIGHT TO FEDERAL TAX REDUCTIONS

Government Glad to Consider Special Contentions Affecting Newspapers But Can't Do So, Unless Properly Called To Attention—Some Valuable Pointers

VALUABLE points that newspaper publishers would do well to bear in mind in connection with past or future Federal Taxes, especially in the making up of income tax reports, are given members of the Inland Daily Press Association in their September Bulletin by Robert N. Miller of Washington, D. C., former solicitor in charge of the legal department of the Bureau of Internal Revenue and who had an active part in decided upon and framing of the tax regulations of 1917 and 1918, the effects of which upon newspaper properties have always been matters of question.

Through the joint efforts of A. W. Peterson, general manager of the Waterloo (Ia.) Courier and a past president of the I. D. P. A., and of Will V. Tufford of Clinton, Ia., secretary-treasurer of the Inland Association, Mr. Miller, who is now engaged in private law practice, presents the following opinion on the rights of newspaper publishers:

WASHINGTON, D. C., Aug. 22, 1921.

DEAR MR. TUFFORD: Official statistics based on returns filed for the taxable year 1918 show that 6,148 general printing and publishing corporations filed returns. Of this number 1,666 corporations reported no net income. The remaining 4,482 corporations reported a net income of \$54,667,705, out of which they paid federal income and excess profits taxes aggregating \$14,564,770.

These figures were based primarily on the returns as they were filed. Some corporations have secured refunds and many others have been required to pay additional taxes. In the case of newspapers, as in the case of all other taxpayers, the process of auditing is still going on. These figures show the substantial contribution the publishing industry makes to the government's finances, and also remind us that the business involves serious risk of loss as well as chances of gain. Those corporations reporting no net income showed a deficit of \$8,942,047.

If a newspaper, or any other taxpayer, makes a calculation of its tax and the answer reached seems unreasonable, either one or two propositions are true: either the high tax represents a proper calculation under all the complicated provisions of the law, or it results from an improper application of the law to that particular situation.

MISTAKES CAN BE CORRECTED

If the former is true, the taxpayer will, of course, be entitled to no tax reduction. If the latter is true, of course, the tax as at first calculated is a mere mistake and subject to correction.

It is to the credit of the Bureau of Internal Revenue that while it will not reduce the amount of its tax claim or make a refund unless it is convinced of the taxpayer's contention, it is nevertheless ready to be convinced in any proper case and makes a real effort to be just.

When a newspaper man feels physically out of sorts, this is ordinarily referable to some physical condition that needs to be corrected. Because of the complication of the human body, the search for the particular things that must be corrected is often a difficult one. This may be applied to a newspaper business in its tax troubles. The primary calculation of its tax involves the application of perhaps a thousand principles. Ill-adjustment in any one of these points will make the result wrong, and it naturally requires a detailed study of the particular situation to discover where the trouble lies.

Since it is impossible, briefly, to cover a substantial part of the whole field, a few examples must suffice.

The plan on which all the income taxes are based consists in requiring the taxpayer to report his gross income from all sources for the taxable year, and then permitting him to take away from this sum certain items as deductions, before the tax-percentages are applied.

In the case of several newspapers met with in practice, the tax as ordinarily calculated, proved very much too high because of insufficient deductions on account of depreciation. The machinery account, for instance, including presses, linotypes, etc., stood at a certain cost value on the books and this had been used as the basis of depreciation deduction.

It developed that very many capital items had never been charged to the capital account, but had been charged off over a long period of years as expenses.

The result was that the cost on which the depreciation was based was entirely too low and the depreciation deduction which was used was really wrong. If the corporation could have found all its invoices, or could have otherwise made a true reconstruction of the

cost of the machinery, a correction of the tax figures would have been possible. But even when this was not possible, the taxpayer found assistance in the regulation established by the Department permitting depreciation to be based on market value as of March 1, 1913, so that even in this case of corporations which can not reconstruct cost, a sufficiently accurate and reliable appraisement as of March 1, 1913, has been recognized as a proper basis upon which the corrected tax may be calculated.

Another of the deductions permitted by them is the deduction on account of obsolescence. If a newspaper publisher has bought a printing press some time in the past, and has lessened its value on the books from year to year in accordance with some proper rate of depreciation, he may be able at length to foresee that in the interest of economy he will have to abandon it before it is eventually worn out.

MAY DEDUCT JUNK VALUE

It would then be possible, under the obsolescence provision, for him to subtract from the depreciated value of the press as it stands on his books the amount which he expects to get for it when he abandons its use, and then spread the remaining value over the years of remaining use.

Thus if a press were bought for \$12,000 in 1915 and a depreciation rate of 9 per cent were adopted on the theory that it would last a little over eleven years, this depreciated value at the end of six years would be \$5,520. If at that time it became evident that after three more years, the press would have to be abandoned for a larger or more efficient press, and that the press would have to be sold at the end of that time for about \$1,500, the taxpayer would be entitled in each of the remaining three years to deduct one-third of the difference between its depreciated value, \$5,520 and the expected salvage value of \$1,500. This is of course merely an example intended to illustrate the nature of the obsolescence deductions.

The question as to what taxable year certain income items are to be assigned to is often of great importance, and frequently depends of which of the two important bases for returning income the taxpayer uses. These bases are called respectively the "accrual" basis (used by the great majority of ordinary

corporations) and the "cash receipts and disbursements basis," (used by some corporations and by most individuals who are not in active merchandising or manufacturing businesses).

These general principles are modified in some instances by established rules, based on well-settled accounting practices.

BASES OF CALCULATION

A simple illustration of the difference between these two methods of making returns is as follows:

Suppose a newspaper had a contract by which it agreed to furnish certain other newspapers some special news matter as so much per column. The material will say is furnished and printed towards the end of some year but actual payment is not made until the following year. On the cash receipts and disbursements basis the newspaper furnishing material will not report this as an income item until the year it is actually paid, but on the accrual basis, it is properly returnable as income as soon as it became a debt.

The same principles hold true as to deductions for business expense. Continuing the above illustration, if the newspaper which subscribed to such a service and was on a cash receipts and disbursement basis could not claim the amount paid for these services as a business expense except in the year when the payment was actually made, whereas if the subscriber were on an accrual basis the deduction would properly belong in the year when the payment became a debt, irrespective of the year in which paid.

The method adopted by the taxpayers must be consistently followed from year to year, unless a change is made under the regulations, with proper adjustments.

The same methods must be applied to income and deductions, that is, it would be improper to return income on an accrual basis and expenses on a cash basis. The returns should be made on the basis adopted in the books.

In addition to the complex mass of technical provisions of law by which excess profits taxes are to be calculated for each of the taxable years since the beginning of 1917, there is also a special relief provision by which, in some cases, a tax which is very high as compared with the taxes of similar businesses, may be reduced even though the high tax rests on a perfect calculation under all the technical provisions of the law.

To apply this to a specific newspaper whose tax we will suppose has been figured by a perfect application of all the provisions of the law except this relief provision, we will further suppose that the excess profits tax so calculated represents for a particular year one-third of the whole net income received by the corporation. Suppose also that four or five other newspaper corporations similarly situated have paid an excess profits tax representing a much smaller fraction of their net income. Under the law, one more element is necessary before

relief can be granted. That is, the tax must not only be high in comparison with other similar concerns, but this excess must be traceable as well to some abnormality in the income or the invested capital of the particular taxpayer. If such abnormality is found, the Government, in accordance with this relief provision, arbitrarily reduces the tax figures based on the percentage of net income which the other corporations, used as comparatives, have paid in excess profits tax.

The abnormalities which have been recognized in practice as proper cause for this relief cover a wide field. They are individual to the particular case and can be developed only after a study, not only of a summary of the corporation's accounts, but of its general economic situation. So far there have been recognized ten or twelve classes of abnormalities.

SMALL SALARIES TO OFFICERS

A simple example of abnormality of net income is where a corporation, being closely held, paid small or no salaries to its officers. This would mean that its deductions for business expenses were abnormally small and its net income correspondingly high.

Relief is also granted in the case of a long established corporation whose books because of the method of accounting employed before invested capital became important as a tax basis, do not accurately show how much money has been invested in the business. This puts the corporation at a disadvantage, because under the excess profits tax law, a higher invested capital means a lessened tax. This instance applies especially to the newspaper business, where it is a common thing to find that over a long period of years many items which in strict theory should have been capitalized have been charged to expense.

Another abnormality of invested capital occurs frequently in the case of long established businesses which are going ahead on the basis of the original money investment, whereas, by a long course of successful operations a good will has been built up which might have been capitalized prior to March 3, 1917 (the date after which such capitalization is not effective), but was not. It is quite evident that if a competitor's business had developed, in a similar way, a substantial good will and had capitalized it in a reorganization prior to March 3, 1917, and had thereby received benefit from this increased capital, the corporation which had not gone through this capitalization phase is sharply at a disadvantage, which is substantially reflected in its taxes.

The injustice of such a situation is recognized and relief granted by the means above referred to.

So, also, an abnormality of invested capital is to exist when an unusually large part of the taxpayer's capital is borrowed capital. This is a disadvantage because borrowed capital is excluded from invested capital by express provisions of law. Also, where such borrowed capital is obtained on the personal credit of the stockholders rather than that of the corporation alone, such relief is available. Under this provision for special relief, many newspapers as well as other businesses have been granted refund or abatement of taxes.

UNCAPITALIZED VALUES

Many newspapers have built up substantial uncapitalized values in their " morgues" or "libraries," which are sufficient to justify this comparative relief. Where the subscription lists can be proved to be of substantial value (a very common case) and have not been capitalized, this uncapitalized value may also be such an abnormality as to justify relief. If the cost entering into the building of a subscription list can in any case be separated from the true expense items, and an actual reconstruction made of this cost, it is possible that the Bureau might permit an actual addition to invested capital based on this reconstructed actual cost, but the cases in which this is practical are not very common.

There is no way in which a definite addition can be made to invested capital by proving good will value or subscription list value in excess of cost; that is, even though a good will value is clearly proved, it is not possible under the law to secure an addition to invested capital on this ground; the one that can be made of such uncapitalized good will is in securing comparative relief as above outlined. In order to get comparative relief as a special case on this ground, however, it is necessary not only to show that a good will existed, but to make some reasonable approximation as to the value.

The value of good will is not determined by any one kind of evidence, but must be established in the light of all the evidence that is available. Sometimes the most convincing evidence as to good will is found by ascertaining the average invested capital over a number of years and the average net income for the same period and then after calculating a fair return on the investment in tangibles, consider that part of the net income which is in excess of such fair return on the tangible investment as the income assignable to the good will, indicating its value.

Sometimes sales of the stock, made under circumstances which fairly test the value of the property, are the best available. But in any event, as stated above, valuation by any method will not furnish a basis for actually increasing the invested capital above its cost to the taxpayer.

The few examples above discussed will perhaps serve to show the character of study which is necessary before a really accurate application of the law can be made to the problems of a particular taxpayer.

The taxpayer has at the present time to deal with two particular aspects of the question; first, the question as to the readjustment of taxes for past years, either because the Government is claiming more taxes, or because the taxpayer, after further study of his problems, decides that he paid more than he should have paid, and second, the preparation

(Continued on page 24)

AUGUST LOSS 9 PER CENT IN NEW YORK

WITH five Sundays in August, 1920, against four in August of this year, Greater New York newspapers held their net advertising lineage loss to 1,160,912 lines, printing 9,703,412 lines last month against 10,864,324 lines in August last year, according to the New York Evening

Post Statistical Department. Gains were made by the Brooklyn Times, New York Evening Journal, New York Evening Post, New York Globe and the New York Daily News. Figures for the comparative totals of August, 1921, and 1920, and for 1921-1915, follow:

Comparative Lineage for August, 1921-1920

1921	Pages	1920	Percentage of total space	1921	1920	Gain	Loss
818	744	American	7.0	681,376	725,780	44,404
884	888	Brooklyn Eagle	9.6	935,596	977,382	41,786
396	362	Brooklyn Times	3.0	287,926	283,310	4,616
380	348	*Commercial	2.3	219,258	273,518	54,260
572	460	*Evening Journal	6.4	620,228	519,302	100,926
428	380	*Evening Mail	3.9	373,896	397,706	23,810
518	542	*Evening Post	3.9	374,032	308,930	65,102
472	468	*Evening Sun	4.9	480,420	546,506	66,086
492	526	*Evening Telegram	4.8	461,134	514,344	53,210
488	490	*Evening World	5.2	509,352	556,720	47,368
432	400	*Globe	4.6	451,072	431,842	19,230
804	810	Herald	7.7	747,546	875,596	128,050
696	*468	News (Tabloid)	1.9	189,314	*123,220	66,094
562	606	Standard Union	5.1	495,068	632,036	136,968
1,106	1,210	Times	14.0	1,356,390	1,665,044	308,654
756	800	Tribune	5.7	554,846	660,390	105,544
850	1,074	World	10.0	965,958	1,372,698	406,740
10,654	10,576	Totals	9,703,412	10,864,324	1,160,912

*No Sunday Edition.

Comparative Lineage, August, 1921-1915.

1921	1920	1919	1918	1917	1916	1915
American	681,376	725,780	871,312	570,300	600,035	605,936
Brooklyn Eagle	935,596	977,382	855,228	46,893	589,187	607,865
Brooklyn Times	287,926	283,310
Commercial	219,258	273,518	246,584	123,368	129,990
Evening Journal	620,228	519,302	531,908	365,485	376,562	380,581
Evening Mail	373,896	397,706	288,272	205,032	291,215	356,551
Evening Post	374,032	308,930	284,455	234,869	236,750	250,441
Evening Sun	480,420	546,506	482,372	295,147	293,836	371,889
Evening Telegram	461,134	514,344	672,296	566,487	527,657	523,564
Evening World	509,352	556,720	409,252	243,646	282,096	260,904
Globe	451,072	431,842	508,546	293,372	313,641	385,941
Herald	747,546	875,596	643,790	410,134	454,609	509,480
News (Tabloid)	189,314	123,220
Standard Union	495,068	632,036	549,102	373,298	373,178	394,467
Sun	464,618	190,650	271,857	288,421
Times	1,356,390	1,665,044	1,460,544	865,703	805,648	728,430
Tribune	554,846	660,390	567,918	218,599	256,034	268,007
World	965,958	1,372,698	1,377,806	1,096,852	1,009,771	921,893
Totals	9,703,412	10,864,324	10,214,003	6,599,835	6,812,066	6,854,370

†Figures not recorded.

‡Sun and Herald combined into Sun-Herald Feb. 1, 1920; name changed to Herald Oct. 1, 1920.

WHAT FARM BOYS READ BRINGS SURPRISES

Scientific and Agricultural Journals Follow Juvenile Publications in Popular Favor According to National Survey Figures

By ARMSTRONG PERRY

EDITORIAL NOTE.—This story on a national survey made by the Boy Scouts is published because of the suggestions it contains as to possible features that would give newspapers a greater appeal to the farm boy mind.

THE farm boy probably is the most voracious reader in the world.

Most boys read everything they can lay their hands on. The farm boy has the general reading instinct, plus the opportunity given by quiet evenings, and Sundays undisturbed by ball games and movie shows.

Investigation of the reading habits of these isolated youngsters is difficult, but an unusual opportunity is presented in the records of the Pioneer Division of the Boy Scouts of America.

The Pioneer Division is exclusively for farm boys and a few others who live in comparative isolation and who can not organize troops, which are the units in the town and city Boy Scout organization.

INTEREST IN BOY SCOUTS

Each Pioneer Scout sends his report directly to the Chief Pioneer Scout at National Headquarters. This official directs the boy's work by correspondence and, so far as possible, performs the functions of a scoutmaster until he can effect the organization of a troop in the rural church, school, Grange, or Agricultural Boys' Club. A local examiner, usually the boy's teacher, or pastor, or agricultural club leader, gives the scout his tests.

Much data is gathered concerning each Pioneer Scout as a guide to the man who directs his Scouting activities. The Chief Pioneer Scout cannot afford to waste time trying to force a youngster to learn to swim in the ice water streams of Colorado or to practice forestry where there is no timber taller than a sage bush so he secures enough information to enable him to visualize each scout's conditions.

Among the questions asked is: "What do you read?" The answers reveal that the scouts read everything that the R.F.D. man drops into the tin box at the cross roads, but they also show certain preferences which are general.

Recently a study was made of 639 cases, representing every state in the union, to find out what publications appeal most strongly to the farm boy.

SCIENTIFIC MATTERS WANTED

Naturally, the boys' magazines led. Nearly every boy had Boys' Life or the American Boy, or both. The Boys' Magazine, the Boys' World, the Country Boy, High School Boys, the Junior Yank and the Lone Scout (not connected with the Boy Scouts of America) had from 44 to 123 readers each. The total for all these boys' publications was 715, which shows an average of more than one boys' paper per boy.

The Youth's Companion, which caters to all the family, had 119 readers, falling behind three of the magazines published for boys only in spite of its large circulation and long, successful history. St. Nicholas had 18 readers. Six other juveniles had only from one to three readers each. The total for miscellaneous juvenile publications was 145, less

than one-fifth the total reached by publications issued for boys in particular.

Scientific journals are more popular with the farm boy than any other class of periodicals except juvenile magazines, according to this survey.

Popular Mechanics led with 109 readers. Popular Science Monthly had 41 and the Electrical Experimenter 17. The total for the class was 149.

The big monthly magazines were next in popularity, having 127 readers. The American led with 31, the Red Cross Magazine second with 15, the Illustrated World third with 12. Everybody's had 11 and Cosmopolitan and Review of Reviews 10 each.

The weekly magazines reached 104 of the Pioneer Scouts. The Saturday Evening Post was read by 67; Collier's and Leslie's by 18 each. The Illustrated London News had one reader.

FARM PAPER'S APPEAL

The farm journals show up well. Twenty-four different ones are men-

In the rest of the list there are some surprises. We think of every boy—scouts and all—as being wild over hunting and trapping, yet out of these 639 Pioneer Scouts only 26 read sporting magazines such as the National Sportsman and Field and Stream. The former was mentioned by 9 boys and the latter by 6. Four others had from one to five readers each.

RELIGIOUS PAPERS STRONG

And who would suspect that religious publications would run ahead of Judge and Life? But they do, 16 to 13.

Story magazines such as Top Notch, Adventure, and the Argosy had no more than 5 readers each and the total for this class is but 21. Of course young love, which is the glucose base of most of this fiction, does not enthrall a boy until he has passed the boy magazine stage, but on the other hand, detective stories was included in this class—and got only one lone vote.

Finally, brethren—now prepare to be shocked! Deadwood Dick, Nick Carter

N. A. N. E. WILL HOLD SEMI-ANNUAL MEETING AFTER A. B. C. CHICAGO CONVENTION

THE National Association of Newspaper Executives will hold its first semi-annual meeting October 28 at the Hotel Blackstone, Chicago, after the close of the Audit Bureau of Circulations' annual meeting. Many newspapers are represented in both organizations and the plan for the meeting at the time of the A. B. C. gathering, to supplement and carry out the plans made at the annual meeting at the A. A. C. W. convention, has long been favorably considered in the organization—so President A. L. Shuman has made it one of the first objects of his administration to give the semi-annual meeting idea a fair trial.

Due to a misunderstanding as to the date of closing and to the intervention of a holiday, copy for the page devoted weekly to the interests of the National Association of Newspaper Executives did not arrive in time for publication this week. It will, however, continue to be a regular feature of EDITOR & PUBLISHER.

tioned. Successful Farming was in the lead with 21. The Country Gentleman had 20 and the Farm Journal 18. Six scouts said they read "farm papers" but did not give names. The total for agricultural papers was 90.

Strange to relate, the women's publications had almost as many readers as the farm journals—82. Of the "big four," the Ladies' Home Journal led with 29, while Pictorial Review had 9, the Woman's Home Companion 5, and the Delineator 2. McCall's was next to the Journal with 14.

There is another angle to this. The Farmer's Wife which was mentioned by only two Pioneer Scouts published an article about Pioneer Scouting in February. Over three hundred inquiries were received at Boy Scout Headquarters within thirty days from farm boys who said they had read the article and wanted to be Pioneer Scouts.

Of the 81 boys who read the weekly reviews, the Literary Digest reached 62. The Pathfinder, which heroically has maintained its original price, one dollar a year, established with its first issue in 1894, was mentioned by only 9 boys. Its theory is that all of us should be satisfied with cheap paper stock and anything else that will keep the cost of production down. Its staff members have been willing even to keep their salaries down rather than to have the subscription price raised. A circulation of 300,000 has been solidly built in twenty-six years. Yet this count shows that in almost seven out of eight farm homes the boy in his teens picks the review built on what the managing editor of the Pathfinder calls "The New York idea."

and all the gen-u-ine heroes whose biographies have filled fifty-two weekly editions, with yellow, black and red covers, per year, since before the Johnstown flood, are mentioned—not once! Can it be possible that all these isolated boys from Maine to California and from the thumb of Michigan to the Everglades were "wised up" to the fact that the Chief Scout Librarian has been camping on the trail of Nickie and Dickie, with red in his eye? Did the whole 639 mark up the questionnaire with minds like a corporation witness at a profiteering investigation?

Anyone who examines the Pioneer Scouts' applications will be convinced that the boys have expressed themselves frankly. Over at Tousey's and Stree' and Smith's the horse-drawn wagons have given way to ten-ton auto trucks which carry millions weekly of the nickel thrillers to take their chances in the postal chaos, but this study indicates that few of them are addressed "R.F.D."

And the movies, which their press agents say are seen by several times as many people every month as there are in the world, seem to have missed out in the rural districts. Only one boy of the whole 639 had read a movie magazine.

All of which indicates that the 'teen-age boy is a distinct proposition when it comes to meeting his reading requirements.

Tablet to British Press Heroes

A bronze tablet bearing the names of 100 men connected with English newspapers who fell in the war was recently unveiled in St. Brides Church, Fleet street, London, by Lord Riddell.

COUNTRY PAPER GOES HOME

More Interest in Neighborhood News Than in Distant Affairs

The country newspaper is the life of the rural community and any town without it is a dead one, according to Lee W. McHenry, editor of the Oneida Democratic Union, in an address to students of the Department of Journalism at Syracuse University.

He emphasized the fact that the modern rural editor must be a man of business ability and, preferably, college bred. His remarks were from the standpoint of an editor of a weekly paper in a town of 10,000 inhabitants with a circulation of about 3,000. He maintained that the opportunities in the country weekly field are greater than ever for young men and women trained in newspaper work.

While the problems are intricate and the work is hard, Mr. McHenry maintained that the rewards are numerous. He pointed to the fact that in the last election the two great political parties of the land chose country editors to head their tickets and that the President of the United States was a newspaper man.

The importance of job printing in conjunction with the rural weekly was pointed out by Mr. McHenry. He said the printing business had to be run religiously in keeping with the cost system and he urged the adoption of the Franklin price list in this respect. The two most important organizations with which the weeklies should work hand in hand are the farm bureaus and the granges.

"The field of the country weekly is entirely different from that of the city daily," he continued. "That there is snow in California or a riot in Berlin is not as important news to the ruralite as the fact that Farmer John has acquired a herd of thoroughbred cattle or that the postmaster has a better type of mail box. From one-third to one-half of the news in the paper comes from news letters sent in by correspondents from the smaller surrounding villages who are paid at space rates."

From a survey he had conducted Mr. McHenry said that 90 per cent of this correspondence is read by subscribers, while from 10 to 25 per cent of the feature and plate matter is perused. This he contended, makes the weeklies good mediums for national as well as local advertising.

A Priceless Treasure

Current files in the newspaper room at the New York Public Library now include 337 American and 112 foreign newspapers. Every State of the Union, except four, is represented and there are papers from thirty different foreign countries. Ten of the foreign newspapers come from India. Readers come to the newspaper room to the number of about 1,500 every day. In addition to their use of newspapers on the racks they consulted last year 170,902 volumes of bound newspapers. There has been an increase of 10.8 per cent in the number of readers and 8.7 per cent in the number of bound newspapers which they consult.

Early Paper in State Library

Copy No. 1, volume No. 1 of the State Line Herald, published at Lakeview, Ore., on November 18, 1878, has been presented to the Oregon State Library. It was the first issue of the first newspaper printed in Southern Oregon west of the Cascade mountains.

COPY WRITING SERVICE KEEPS "WANT AD" VOLUME AHEAD OF LAST YEAR

Louisville Courier-Journal's System a Winner in Spite of General Falling Off of Business—A.N.C.A.M. Convention Digest Now Ready

By C. L. PERKINS

Executive Secretary, Association Newspaper Classified Advertising Managers.

AT the present time, with most newspapers printing less classified advertising than at this time last year, classified managers everywhere are seeking ways and means to turn losses into gains. One of those succeeding is the Louisville Courier-Journal. H. M. Rogers, classified manager, who when asked to explain how he was making the gains said:

"Our gains are due solely to a promotional service installed last January. In most cases classified advertisements are so poorly written that they do not produce the maximum profitable returns for the advertiser. Bearing this in mind, we decided to improve the copy of Courier-Journal classified advertisements and by so doing to create more readers for our classified pages.

"In this connection we installed a copy service bureau. It is the duty of this bureau to write or clip from all the principal newspapers daily the best Want-ads in all classifications. These are filed as to classifications and put in the hands of our advertisers regularly. By this I mean that each district salesman leaves copy with every regular advertiser he calls on. Not only does this method increase lineage volume, but it has built up a magnificent reserve of good-will.

"As an illustration of what this service will really accomplish I have in mind an advertiser whose statement last January for classified advertising in our papers ran about \$50, in February this amount was increased to \$65, in April the figures jumped to over \$287 and in May the statement of this advertiser for classified alone amounted to more than \$550 and was profitable to him.

"We have but one form of contract and that is the 3-line daily proposition. This service has practically eliminated our 3-line advertisements, as 90 per cent of our contract advertisers use upward from 5 to more than 100 lines daily."

The writer has proven several times that the principle on which Mr. Rogers is operating will increase lineage and results.

THE OAKLAND TRIBUNE, Morton J. A. McDonald, classified advertising manager, has adopted the numerical system of designating classifications on Want-ad copy, and has worked out a plan that is in general use. Mr. McDonald explains his method by saying:

"The related classifications fall within a numerical group; for example, all Automotive advertising comes between classes 80 and 90, so that the decimal index 8 indicates Automotive advertising, and the unit, e.g. 87, the sub-head Auto Accessories. The new clerk, therefore, need not remember to look in the 80's for the desired number, and resulting confusion in classification has been almost eliminated.

"Furthermore, we have abolished all separate numbers for the 'Wanted' columns.

"87 indicates 'Auto Accessories', and 87-A 'Auto Accessories Wanted.' Each classification has a complimentary head-

MR. ROGERS gladly offers this plan to all classified managers, through the columns of **EDITOR & PUBLISHER**, with the hope that it will help others in increasing their business.

Have you some plan or sales method that has proven particularly beneficial this year?

If so, why not have an outline of it printed in this column?

It will help other classified managers, and the more lineage all papers carry, the more you will have.

Send your plan today.

ing of this kind, and so the sales force are relieved of 50% of the classification numbers otherwise employed, merely suffixing the letter 'A' to indicate the complimentary sub-head."

THE Digest and Minutes of the Annual June convention of the Association of Newspaper Classified Advertising Managers is now being distributed to members. The digest contains about 150 pages and completely answers the one hundred questions which constituted the Atlanta convention program.

The Digest alone is worth many times the dues of the association, as it is a complete text book on the subject of classified advertising and, in addition to information on rates, bookkeeping, department organization, promotion and various other topics, it contains the "Best Sales Plan I Ever Used," as submitted by the members.

HERE'S another way to destroy reader confidence:

A certain newspaper recently printed a large advertisement to promote its classified columns. This paper is not an established Want-ad medium and prints a comparatively small volume of such advertising. Yet in this promotion copy it said:

"All the worthwhile positions in Blankville are advertised in our Want-ad columns."

One reader of the paper took issue with the statement by writing the paper the following letter:

"Under what circumstances does it become necessary for you to publish such stuff as the enclosed?"

"Are you trying to kid yourself or simply making something out of nothing?"

"There are 10 bonafide Help Wanted ads in your paper today, and it seems to me as though silence would be the best policy in this case. However, dream on."

MORAL: Make your own advertising truthful.

IN order to educate its advertisers to the advantages of separate Want-ads for each article and straight agate type, the Atlantic City (N. J.) Evening Union is running a streamer across the top of its classified page reading: "Write separate ads—the person wanting a gas range may not want a baby coach." On the same page it also runs a two column box containing the following:

"One of the reasons the Classified pages of the PRESS and UNION accomplish such good results is the absence of outs and large type in the classified columns to distract the readers' eye; our efforts being at all times to create and maintain the reader's interest through uniformity;

that they may read the day's news in wants and offers as easily as the other news section of the paper."

AT the recent convention of the Association of Newspaper Classified Advertising Managers, held in Atlanta, the national scope of the organization was shown by the fact that the extreme corners of the country were represented. Southern California produced a delegate, and Portland, Me., was represented by E. F. Stoneham of the Portland Express and Telegram. Mr. Stoneham is a native of Portland and a Harvard graduate. Since leaving college he has advanced from classified advertising salesman, assistant classified advertising manager to his present position as head of the department.



E. F. STONEHAM

THE Boston Transcript, in advertising its classified department, is sending out a circular which begins with the following logical argument:

"WHAT IS THE SIGNIFICANCE OF CLASSIFIED ADVERTISING TO THE DISPLAY ADVERTISER?"

It is just this—that classified advertising is the most rigid and accurate check on a newspaper's ability to produce results, of any copy which appears in its columns.

To maintain an annually increasing volume of classified advertising, a newspaper must produce consistent results—its readers must have means equal to the character and volume of the services and merchandise advertised in its columns—and these readers must habitually refer to the advertising columns of the paper.

The display advertiser is sure of results in a newspaper maintaining a successful classified department."

ADVERTISING IS INVESTMENT

Should Never Be Charged as an Expense, Says Speaker

Addressing the Conopus Club of Buffalo, N. Y., Finley H. Green, manager of the Remington Advertising Agency said efforts must be made to convince bankers of the nation that expenditures for advertising should be classified as invested capital rather than as business expense.

"After advertising agencies have thoroughly sold this idea to industry and business they must do considerable missionary work among bankers," Mr. Green said. "The banker must be brought to realize that money wisely invested in newspaper advertising should be listed as invested capital and as such should be considered when loans are being made."

Mr. Green said the advertising agency has repeatedly proved its worth. He said many great advertising projects have failed because the copy was written by men who knew their own business but who were not practical advertising men.

Kellys Buy Sioux Falls Press

The Sioux Falls (S. D.) Daily and Sunday Press has been purchased by John H. Kelly, Eugene Kelly and Gardner Kelly, owners of the Sioux City (Ia.) Tribune, and some of their associates in the Tribune. Dennis O'Leary will be editor and manager. The two senior Kellys will continue the active management of the Tribune.

Seeks Tribute From All Ads

Bulgaria is seeking a monopoly of the advertising in that country. A bill has been presented in the Bulgarian parlia-

ment requiring that every advertisement, announcement or "puff" be published first in the Official Gazette at a high space rate. After this publication it may be inserted in another paper upon payment of a special tax for the permission.

DULL BRITISH PAPERS PASSING

American and Colonial Press Influence English Journals, Editor Declares

That the dull and apologetic newspaper which was written by educated men for the educated classes 25 years ago has disappeared, was the opinion of Frank Fox of the London (Eng.) Morning Post in an address on "English-speaking Journalism" delivered at the closing session of the Imperial Teachers' Conference, in Convocation Hall, University of Toronto, on August 13.

American and Canadian journalism, he said, was to a large extent free from the rigid traditions of political and social life which imposed themselves upon English journalism, and the effects of this freedom and restraint were both good and bad.

"English journalism has of late altered much in character," said Mr. Fox. "The improving standard of education among the masses of the people has created a demand for a serious paper which should yet be of a lighter character than the earlier type of newspaper. The American press, too, has had a great influence upon the English, and the London journal of the future will probably be something between the early type and the best in American journalism. The ideal paper will record clearly and soberly the news of the day, with honest and magnanimous comment," he concluded.

Senator Dennis Remembered Staff

OTTAWA, Ont., Sept. 4—Senator W. H. Dennis, late proprietor of the Halifax (N. S.) Herald and Mail, in his will provided for distribution of an estate totaling \$761,361, a considerable part of which goes to employees of the Herald and Mail. Controlling interest in the Herald is given to the Senator's nephew, William H. Dennis, "in appreciation of his loyal services and tireless energy," as well as his devotion to the late owner. Thirty-five per cent is to be held in trust for William Alexander Dennis, a son, and 10 per cent goes to a grandson. Employees who receive bequests are: Hiram Weit, \$10,000; William R. McCurdy, \$6,000; John Trider, \$1,000; and Alice H. Houston, \$1,000. The Senator also bequeathed \$50,000 to Halifax philanthropies to be nominated by his wife, on the understanding that the amount is to be equally distributed between Protestant and Roman Catholic institutions and the Salvation Army.

Fresno Papers Name Special

The Fresno Republican (morning) and the Fresno Herald (evening) have appointed the William J. Morton Company, New York and Chicago, to represent them in the national advertising field.

Knill-Burke Named

The Halifax (N. S.) Herald, Mail and Sunday Leader have appointed Knill-Burke, Inc., New York and Chicago, as its United States advertising representative.

Mt. Vernon Argus Cuts Price

The Mt. Vernon (N. Y.) Daily Argus has reduced its price from 3 to 2 cents.

SENATE SET OPEN CONFERENCE PRECEDENT

(Continued from page 5)

paign for an open conference. More expressions of opinion follow:

JOHN LATHROP, formerly Washington Correspondent of Newark (N. J.) News:

"Your campaign to procure open sessions of the Disarmament Conference in Washington has been supported by the majority of journalists first, because they as citizens wish to insure that the moral forces of the entire world he exerted to compel results desirable; second, in order that they, as reporters, may have the raw materials from which to produce intelligent, helpful public records for the people they serve.

"The underlying motive of the journalists is not selfish. It is rather quite ideally humane in its origin, and buttressed by unanswerable logic. The informed public sentiment of the nation is behind them in their demand. It will be a loss to world good if this tremendous moral force, illimitable in its potency, be prevented from legitimate and constant operation throughout the entire Conference.

"It is in the deepest earnestness and concern for the common welfare, that American journalists urge open sessions. They know from their daily mingling with the people of all classes how powerful is the demand for reduction of land and naval armaments. They know it is not a superficial feeling of the moment, or mere curiosity quickly to learn what transpires in the Conference. They know that it is a basic demand, not only *to reduce armaments, but also to do away with the suspicions and fears which have now so prolific of wars; which are today as potential of war as ever.*

"The journalists know, too, that there exists a crystallizing world wide sentiment which may be utilized as an asset; or, ignored, may, by the chemistry of disappointment and lack of information, be transmuted again into suspicion and that fear which is the parent of its legitimate offspring, hatred.

"Might I offer this suggestion: The point of etiquette raised by Senator Lodge—one of our delegates—that it would be bad manners to welcome the arrival of the foreign delegates with suggestions in advance touching the method of procedure, might easily be circumvented, to his as well as the satisfaction of all others, by the editor of **EDITOR & PUBLISHER** taking up with the leading foreign journalists the inception of a campaign such as has properly been launched here.

"I believe the editor of **EDITOR & PUBLISHER** in this proposal has contributed not less to the possibilities of the conference than any other statesman or publicist in the world. He has opened the way to insure that day by day, the moral forces of the whole world be exerted to compel disarmament results. I say 'compel' because the peoples of the world, for the first time in history, are united in their demands that the conference achieve the object for which it is to be assembled.

"I am sure that Mr. Garvin, editor of the London Sunday Observer, Mr. Rees, editor of the Sunday Times (which is not of the Northcliffe press, but of the Berry group), Lord Northcliffe and other great English journalists; the great French editors, and those of Italy, Japan and China would respond to the suggestion of **EDITOR & PUBLISHER**, and inaugurate a campaign which would generate such a demand as would send every delegate here to accept open sessions as a matter of course.

"No one who has given intelligent attention, misunderstands the nature of **EDITOR & PUBLISHER**'s proposal. Consultation on moot points would not be inimical to it—consultations in private. Common sense would take care of that.

"But that the reasons for every decision be given to the world press, as those decisions were reached, is, as I interpret the proposal, the chief desideratum.

"Only that will prevent the generation again of suspicions and fears. Only that will bring to the conference the moral forces of the world. Only that will insure success. Only that will render certain that this, the golden hour of history, be followed by the joyful news that for the first time in history, mankind has unified, and its representatives have embodied that unity in signed, sealed and delivered agreements.

"**EDITOR & PUBLISHER** has put its hand to the plow. It cannot turn back. It must—or at least it should—drive on to the end of the furrow. Not less than a great international duty and opportunity faces it. **EDITOR & PUBLISHER** holds the throttle, at the moment, of the mighty engine of mundane journalism.

"Let the campaign for open sessions be carried on—courteously, yet insistently. Enlist the journalists of the world. Enroll every working newspaper and magazine man and woman—they stand ready to write down their names—West, East, North, South.

"The consensus of opinion in America demands it. The consensus in foreign lands demands it. The press of the world has its opportunity. It may, by procuring this, open sessions and day by day publication of the reasons for all decisions, not only demonstrate its power; but, better, its mighty potency for humanity and public good across the earth."

E. J. STACKPOLE, editor Harrisburg (Pa.) Telegraph:

"It is my judgment that both propositions are vital—full publicity on what transpires at the Conference and a get-together meeting of representatives of the American Press.

"Never before has the attention of the world been so focused upon this country and the attitude of other nations is one of great hope sustained by faith in the inherent justice of this Republic.

"We dare not err in any foolish imitation of the secret methods of diplomacy. We must play in the open with no purpose other than the intelligent awakening of all peoples to their duty and responsibility in this hour.

"President Harding has blazed the way and a patriotic and conscientious press can best support him and the important cause which he has espoused in a concerted agreement as to policy and interpretation of the real connections of his countrymen."

R. A. CROTHERS, editor San Francisco Bulletin:

"There is no valid reason why the forthcoming world conference on the limitation of armaments should not be as open as an American national political convention. Anything short of similar publicity as to the proceedings may prejudice the people of the United States against the conference, though in the last resort the real question will be the treaty itself, rather than the means by which it was drafted.

"World peace is a world affair, and the world is entitled to know how it is being brought about. It will have a surer foundation if founded upon confidence in the people. The disarmament conference will not be concerned with the special interests of special sets of nations, and, therefore, can be as open as a national political convention. That is to say, whatever may be decided in secret conferences will be openly discussed, and all conclusions adopted as a result of open debate."

STILLMAN H. BINGHAM, editor Duluth (Minn.) Herald:

"Open covenants openly arrived at' is a sound theory and an ideal worth working for. President Wilson wanted it applied at Versailles, and was for it in perfect good faith. He did not get it because it was clear that nothing could be done that way.

"It is doubtful if much can be done that way at Washington. Many of the issues to be discussed are very delicate, and there is great danger that open discussions may cause perilous reactions in many countries, imperiling the hope of a successful agreement. What is needed is a thoroughly frank and full discussion of every issue, and it is very doubtful whether the delegates will feel free to speak frankly if the whole world is listening."

PAUL R. MARTIN, acting managing editor, Chicago Journal of Commerce:

"To each question you ask we respond with an emphatic 'Yes!' There is neither time nor place in this country for the diplomatic secrecy which has shrouded Europe. If this conference is to be held on American soil and on a question which is of such vital interest and importance to the American people as is that of disarmament, the press must be given every opportunity to inform the people as to the why and wherefores of all conclusions reached by the delegates at the round table."

ROY BUCKINGHAM, Editor Concordia (Kan.) Blade-Empire:

"The disarmament conference, by all means, should be open and above board. If there is a genuine desire on the part of the powers to scrap their war material and substitute common sense and common amity, there will be little opposition to a public conference. If it is time to abolish useless wars, as many enlightened nations believe it is, it is time to discuss world problems frankly, carefully and openly. As means of bringing about a clearer understanding between nations, an international press conference preceding the disarmament conference should be called."

BOSTON DAILY GLOBE:

"Secret conferences on international affairs have a bad odor with the public today, not because the public cares a buffalo nickel about secrecy, but because it has had some distressing experience with the fruits of secrecy. The world has discovered at last that international indigestion follows a diet of secret treaties. And secret treaties have usually been associated with secret sessions of Governmental representatives, where the whole nauseating diet was concocted.

"No matter what attempts are made to carry on some kinds of business in public, it is inevitable that only partial success will be achieved. While the convention is sweltering and shouting itself hoarse in an effort to arrive at a decision, a small group of men will be sitting around some back-room hotel table, settling the matter to their own taste. And nobody will hear of them until the show is over and the janitor comes round to put out the lights.

"The conference will meet under the eyes of the world, no matter how many doors lock it from view. And because its objects are already fixed in the public mind, no oratorical verbosity or back-stairs political chicanery will be able to obliterate them, or to protect its members from the judgment of public opinion."

W. L. GEPPERT, editor Clarksburg (W. Va.) Telegram:

"It is possible and perhaps inevitable that

some one powerful committee, big or little, may be entrusted with the major work of the conference. Therefore, it would seem advisable that a rule of open proceedings be adopted. It may be impolite and perhaps impolitic for the United States government flatly to set down a prescription for this, but surely it would not be inadvisable at least for the Congress to give the nations concerned in the conference an official indication of what is undoubtedly the overwhelming sentiment of the people of this country respecting secret confabulations about things in which the people are so vitally interested."

CHARLES E. SNYDER, editor Chicago Daily Drovers' Journal:

"The people of this country should be vitally interested in whether the coming conference at Washington on disarmament is to be an open or a closed affair. Probably if the truth were known secret diplomacy and the agreements arising therein and therefrom have been back of more wars than everything else combined. When the facts are all open to the world, public sentiment has free sway, and public sentiment is all-powerful in making or in preventing wars. The expressed policy of 'open covenants, openly arrived at,' proved to be but empty words in the late world peace conference, with what result nobody needs to be told.

"The conference is coming to America some time this fall. Sentiment in this country will go far in directing its course. And that sentiment should demand open sessions and agreements. There is no occasion for secrecy in the affairs of the people, and the disarmament conference is in a peculiar sense an affair of the people, as its work will lie on the side of reduction of taxation and prevention of wars, both matters of direct importance to every person in this and all other countries."

HARRY L. JOHNSTON, managing editor Altoona (Pa.) Mirror:

"The Altoona Mirror believes that in so far as possible the sessions of the disarmament conference should be open and the discussions reported as fully in the newspapers as each individual newspaper cares to go. The public should be given not only the result, but the reasons therefor; not officially, in statements issued by secretaries, but by reporters who have sat through the sessions and heard the actual debates. Open sessions will mean a satisfactory agreement; star chamber proceedings will leave too much to be explained afterwards."

R. A. MOWERS, managing editor Schenectady (N. Y.) Union Star:

"We hold that the fullest publicity should prevail. Let the peoples of the world know. Let them hear and see with their own eyes and ears, namely their own newspapers."

JOHN E. PERSON, editor Williamsport (Pa.) Sun:

"There yet rings in our ears the shrieks of humanity as it reacted to the wreck of permanent world peace upon the foolish policy of secrecy at the Paris conference. Can it be with memory of that disaster so vividly before the eyes of the people that any one is so reckless with the future's happiness and contentment as to even faintly hint that the proposed disarmament conference be other than open at all times to the press of the world and amenable to its suggestions and criticism?"

JOHN E. BARRETT, editor Scranton (Pa.) Republican:

"Civilized sentiment throughout the world, emphatically favors open sessions, with the proceedings as fully reported as are those of Congress or the House of Commons.

"Suspicion is the evil element to be averted in such a great movement as this, with the peace of the world at stake, and should the deliberations of the conference be surrounded by secrecy and intrigue, its influence for good will be greatly marred in the public estimation. "Diplomacy ever is distrustful of the people, and that is principally why the people distrust the methods of the diplomatists who prefer darkness to the light in shaping their decisions on momentous questions of international importance."

ARTHUR KROCK, editor the Louisville Times:

"It happens that I reported the Peace Conference at Paris in 1918-1919 and by chance was chosen a member of the inter-Allied and American Press Committee of Fourteen which urged upon the Council of Four that the Peace Conference should have open sessions. The result of this activity was to throw open the plenary sessions of the Peace Conference, but the real news continued to be made in secret conference.

"Out of this secrecy grew much of the President's difficulty in obtaining ratification. Yet I do not believe that these secret conferences should have been open any more than I believe that it will be possible for the disarmament congress to do any business if its committee sessions are open. The President's mistake was that he did not keep the newspapers advised of the progress of negotiations. This could readily have been done and it would then have been impossible for the Republican Senators to have spread the false

reports they did about the effect of the treaty and the League.

"I do not assume that Secretary Hughes will make this same mistake. If he will see to it that the public is kept advised of the progress of great matters, and if the committeemen are left to work out their programmes and adjust their difficulties in executive council, this practice, together with plenary open sessions, will take care of the publicity.

"In my opinion the demand for completely open negotiations at all stages is absurd."

E. ROBERT STEVENSON, editor Waterbury (Conn.) Republican:

"When peace makers are endeavoring to bring some agreement out of a strike controversy in industrial warfare in our own country, the press has not deemed it necessary or just for its reporters to actually sit in the room where such efforts at peace-making are going on. It is clear that if every idea and exclamation expressed at such a meeting were without discretion reported to the public more bitterness would be stirred up and the chances for peaceful settlement thrust to one side.

"It strikes me that the situation in regard to disarmament is the same. As far as the American people are concerned there would be no trouble in the presentation of a complete report of what was going on. We must remember, however, that the peoples of the whole world are here concerned and that an indiscriminate reporting of every thought and motive in the conference would very likely stir up the world in such a way as to ruin any attempt to effect the good things it is hoped the conference may accomplish.

"As Senator Lodge has already made it clear, we cannot accept any plan there agreed upon without making clear to the American people through the newspapers exactly what the country is being led into. This must come when the Senate passes upon what may be decided upon as a result of the conference. America is here safeguarded with the proper sort of publicity and I think good wisdom should lead us to permit of the holding back of developments in the conference as good wisdom indicates such holding back should be made."

LYMAN M. KING, editor Redlands (Cal.) Daily Facts, and State Senator for eight years from his district:

"The people of the United States fondly hoped and almost expected a few short years ago, that 'open covenants, openly arrived at,' had come into existence, as a world diplomatic policy. But the old order ruled once again. The world entered the Peace Conference at Versailles because it thought secrecy and its resulting intrigue and deception had come to an end. The people were sadly disillusioned.

"Now comes the Disarmament Conference. Will it repeat the mistakes of the past, or will it enter upon a policy necessarily frank and honest, because open to the scrutiny of the world? The lessons of the last war are yet very fresh in the minds of the people. It was begun and carried on and ended in secrecy. It is unlikely the people of any nation would again undergo such trials without a more adequate knowledge of what was transpiring. And if disarmament is to fail, the people demand that the parties responsible therefor shall stand out in the white light of publicity."

CHARLES F. SCOTT, editor Iola (Kan.) Register and formerly member of Congress:

"I agree absolutely with the demand **EDITOR & PUBLISHER** has made with respect to the coming International Disarmament Conference. If ever in all the world a meeting was held the entire proceedings of which should be open to all the world then this conference should be such a meeting.

"If this conference were to be held for the purpose of writing a treaty there might be justification for executive sessions while details were being discussed. But the purpose of this conference is to declare a policy, and every citizen of every country represented in the conference will have the same right to know what is said as the representatives themselves. Here in the United States we want to know, and we have an absolute right to know, just what those appointed to speak for us say; and we want to know also, and we have a right to know, what the spokesmen of the other powers say.

"The old game of secret diplomacy has been played long enough—too long. From this time forth the cards should be laid on the table. If the forthcoming conference fails to reach an agreement that will pave the way to future world peace, the world must know where to place the blame."

WILL F. MUSE, editor Mason City (Ia.) Globe-Gazette:

"The meetings generally should conform to the U. S. Senate plan in the open, and press representatives should have allotments in the press gallery to give a truthful and accurate report. Naturally there might be diplomatic information which some of the participants in the conference would be unwilling to divulge to the general public and they might have just reason, but questions of this nature could be discussed in committee meetings or execu-

tive sessions, and the report go to the open session for discussion.

"A wise man does not tell his neighbor facts, which if his neighbor possessed, would give that neighbor an advantage in trade, but on the other hand, he does not deceive him and deals fairly with him in the open. Neither would a wise diplomat want all the world to know what is going on in diplomatic circles, but he should not be unwilling to take the public into his confidence as to his general policies or the substance of all treaties negotiated. There is a secret diplomacy which is dictated by good sense, just as a family has its secrets within its own circles, but we want no more of the European kind nor that of the Versailles stamp. All the cards should go on the table, and spectators should be allowed to watch the game. If an embassy has some information for its own benefit which does not lead it to deceive in any sense other embassies, it should not be required to divulge it to even so good, honest and true an individual as a press representative—to say nothing about the outside world.

"A press congress preceding the diplomatic fest, ought to be helpful to all nations concerned and secure a better understanding among press representatives as to the wisest treatment of the disarmament conference. Having the idea in mind that the pen is mightier than the sword, the diplomats would be more easily persuaded to throw away their snicker sneezes and do their future fighting with the trusty typewriter."

L. G. NIBLACK, editor Guthrie (Okla.) Daily Leader:

"The Leader echoes the voice of the people of this section of the country in demanding immediate disarmament. In order to make the coming conference a benefit, this conference should be open to the world. The peace conference at Paris was a fiasco owing to the crude censorship."

J. T. STANLEY, editor Leader (S. D.) Call:

"Too much publicity cannot be given to the proceedings of the conference. The people should be kept informed of what goes on by the very best trained reporters. If sessions are open the people will be much better satisfied with the results whatever may be the outcome. A press conference held in advance of the meeting would help the newspapers covering it in many ways."

W. HOWARD MOODY, managing editor the Saratoga Springs (N. Y.) Saratogian:

"It is no fault of the press that the world's newspaper readers have been and are still being fed few facts but much propaganda. Now is the time for the editors of the world, and particularly of the United States—where the so-called 'free press' is our boast and our pride—to demand that the disarmament conference be held with all the cards on the table, in full view of all. Unless this is done I have grave doubts that its results will realize our hopes."

F. L. BERARD, editor Antigo (Wis.) Daily Journal:

"As I view it, there is only one side to the question of whether or not the conference at Washington should be open in order that representatives of newspapers may hear the discussions and know the proceedings first hand and give them to the people of the country so that they may know what is being done, and that they may also have a chance to express their opinions on subjects before definite action is arrived at.

"Open covenants, openly arrived at," should dominate the conference.

"A press conference preceding the Disarmament Conference, could not help but be beneficial. It would tend to make much smoother sailing for the conference which is to follow. A press conference would further cement the feeling among the allied countries and in various ways be helpful to bring about future world peace."

NATE E. REECE, editor Pratt (Kan.) Daily Tribune:

"As to the advisability of a great gathering of press representatives prior to the forthcoming conference on disarmament, it seems a splendid idea and such an interchange of views as would be thus afforded could not but result in great good to the newspaper profession.

"The question as to whether the conference sessions shall be open or secret demands a vote in favor of open sessions, but the argument upon the proposition is not one-sided. 'The people,' whose cause we are eternally pleading and one of whom we are, have not manifested such a degree of facility in comprehending the manifold and complex problems arising in the relations between nations as would seem to justify handing government over to them in the mass.

"Fundamentally, the right of every free-born citizen to know the details of all governmental affairs cannot be denied, but practically his habit is to ignore them or mull over them without enthusiasm and hurry off to the picture show. And thus he falls an easy prey to the designing ones who dally with half-truths and who twist and distort the facts into meaning what they do not say and saying what they do not mean.

"The whole trouble is deeply seated in the lack of common honesty among men, of failure to observe the precepts of the golden rule. Statesmen working in secret will give way to selfish motives, and politicians in the open will endeavor to direct public affairs to the advancement of selfish ends. The question seems to present a choice between two evils. The preponderance of argument favors 'open

covenants, openly arrived at.' Secret diplomacy has achieved nothing to boast about in the world's history. It is worth a trial to remove the veil."

W. H. HOSKING, business manager, Long Beach (Cal.) Press:

"The Press is greatly in favor of both the propositions submitted in your letter, namely open sessions of the disarmament conference, and also a conference of newspaper men to precede the disarmament conference."

FREDERICK I. THOMPSON, president Mobile (Ala.) Register:

"The solution of the problem of disarmament depends upon the frankness with which the nations approach it. Each nation is expected to lay its cards upon the table, show what it has, and propose what it can do. There is no game of diplomacy to be played, for all the prospective participants are agreed that they will meet with the honest intention of reaching agreement to reduce armament, and all are anxious to be rid of the ruinous expense that the present armament program entails.

"There is no reason, therefore, for secrecy; there is no reason why anything should be concealed from the public; and there is good reason why the door should be open, as the very fact that it is open will testify to the sincerity with which the nations enter the conference and that they do in reality intend to bring about disarmament, without any reservation or expectation of gaining the advantage over a possible rival in business or politics. In this case, certainly, there should be an open covenant, openly arrived at.

"It is recognized that the part that the public may take in an open conference will not always be either pleasant or helpful to the conferees, but, for the general good effect, it is well for representatives to know what the people think, and how far their proceedings are meeting with popular approval."

J. S. McLAIN, editor Minneapolis Tribune:

"It would be a fine thing if it were practicable to work in the open at every stage of the proceedings because it would signify that the human family had approximated a point of mutual confidence and trust never before experienced by it. The Senate of the United States carries on by far the larger part of its deliberations in the presence of the American public, represented in proxy by the press, but there are times when that body finds it advisable to go into executive session and do business behind closed doors. Any official results of these deliberations are made public, but not necessarily the means by which the results were arrived at.

"A physician does not tell all his patients all he knows. It would be a bad thing for some patients if he did. The patient whose welfare the armament conference is to consider is the human race. It may be decidedly inadvisable for the 'doctors' sitting in consultation to let the patient hear every word they have to say lest the victim of armament burdens experience more harm than good.

"The peoples represented in the conference probably will have no serious complaint to make if the conferees should lay down and act upon the principle that there shall be the utmost possible publicity consistent with effective work. The conferees should be permitted the exercise of judgment and discretion as to what is the best course to pursue as they go along."

GEORGE REID YAPLE, editor Erie (Pa.) Daily Times:

"The future peace of the world depends upon an agreement between the big powers among nations to disarm. Reaching such an agreement depends upon the frankness with which the representatives of these nations meet and discuss the project, and frankness depends upon the open and above-board manner in which these same representatives meet.

"We believe, as a general proposition, that the sessions of the disarmament congress should be held in the open, but it is impossible that delicate questions of international importance may arise which could not be discussed openly without embarrassing the delegates.

"We have the utmost confidence in President Harding and Secretary Hughes and believe that the American people can safely trust to their judgment in the matter of an open conference. Should an occasion arise which they deem requires a closed session there should not be, and probably would not be, any great objection."

R. M. McCLINTOCK, editor Fargo (N. D.) Courier-News:

"'Pitiless publicity' had been one of Woodrow Wilson's demands; 'secret diplomacy' must go. Yet at Paris the secret diplomats persuaded him to surrender his better judgment, and in the darkness of backstairs diplomatic intrigue the peace that 10,000,000 lives had been squandered to secure was bartered away by a handful of old men, each greedy for a few crumbs of territorial gain or trade privilege.

"There are powerful interests working against the success of President Harding's disarmament conference. Those interests can work to tremendously better advantage in the dark than in the light of publicity. Every editor who sincerely desires world peace should demand, regardless of his politics, that the sessions of the disarmament conference be open to newspaper reporters at all times.

"Publicity may at certain times have its disadvantages—but it was secret diplomacy and not publicity that was responsible for the ghastly failure of democracy's cherished hopes at Versailles."

USE TRADE MARK MORE IN BRITISH ADS

Frank Waterman on First Visit To England Since 1914, Finds Copy In Newspapers With An American Appeal

By **HERBERT C. RIDOUT**
London Editor, EDITOR & PUBLISHER

JUST before he sailed on his return to the United States, I met Frank Waterman, president of the American house owning the Waterman pen, and some of his reflections upon British advertising made interesting hearing as they did from one who is associated with a line so universally advertised.

It should be said that Mr. Waterman's last visit to England was in 1914, and I was curious to know whether after seven years' absence, any specific change in British advertising was noticeable. Mr. Waterman answered a prompt affirmative.

"One thing that strikes me," he said "is that advertising here seems to take more count of the value of the trade mark than before. I have been very much impressed with the fact that the brand or trade mark is the prominent feature of British advertising today. Perhaps I can best illustrate the point by saying that formerly, if an advertiser had a line that came from India, he would show a picture of an Indian scene as an advertisement and keep his trade mark in the background. Now the position is reversed and the trade mark everywhere is the big thing in advertising. Which, I maintain, is as it should be, and is an important development of advertising practice."

"Newspaper advertising has reached a very high standard, and your copy today is such that appeals to the American mind. In connection with this, perhaps I should make a confession. A few years back I sometimes questioned the style of copy used by Mr. Sloan, our British agent, in his English advertising of the Waterman Pen. It did not seem to 'bite' as our American copy did. But Mr. Sloan assured me that it was written to suit the British reader. Whether it is because I understand your British expression now, or because English copy generally has come more into line with American ideas, I cannot say, but your advertising today seems to have attained a higher standard. Perhaps both reasons count a little, for I do appreciate the fact that your public here differs vastly from the American public."

I asked Mr. Waterman how the retail stores handling the Waterman lines on this side contrasted with the American dealers. His reply was illuminating.

"I consider the British retail methods generally better than those in vogue in our own country. That is because you have so many small shops where the personality of the dealer himself enters into the selling. This means a closer personal relation between the retailer and his customers than is usually the case in our larger American stores. The Waterman pen is sold all the way on 'service' and your retailers seem to appreciate what it means to fit a man out with a pen that suits his hand, with a nib that suits his writing and a pattern that suits his purpose. Personal service is the idea on which all your small shops are grounded, so that the Waterman fits in with it, and possibly that is why the retailers and their assistants are such efficient salesmen. The spirit of your store people as between themselves and their customers is better than ours."

Asked whether he considered English newspapers were either becoming Americanized or showed any traces of American practice Mr. Waterman said: "The nearest thing you have to American newspaper ideas is the London Daily Mail, which seems to be making remarkable strides. I make a practice of seeing several English newspapers—they are sent me by every mail, in order to keep in touch with the British market, so that I am accustomed to them and to their style. For that reason, perhaps, any material changes would not be so apparent to me as to one who saw them after a long break, but my feeling is that they have not radically changed much in form, dignity, and general style during the past few years."

THE King's birthday was signaled by a series of honors conferred upon a number of interesting newspaper personalities, most of them active journalists with pride of record.

Among them is Sir Henry James Dalziel, who, raised to the peerage, becomes a lord. His newspaper interest is proprietorial rather than actively journalistic today, though in his early career he was London correspondent of the Scottish Leader. Some years ago he acquired Reynolds Newspaper and the Pall Mall Gazette, both London properties and during the war started the London Sunday Evening Telegram, which he afterwards sold. In 1918 in conjunction with other gentlemen he purchased the London Daily Chronicle and Lloyds Sunday Newspaper with their associated publications.

The most interesting of the honors, however, is unquestionably that accorded to W. E. Berry, upon whom is conferred a baronetcy and who thus becomes Sir W. E. Berry. He, with his brother, J. Gomer Berry, have made the most romantic newspaper figures of the age, developing from proprietors of an advertising trade monthly some twenty years ago into the controllers of the Sunday Times, the house owning the Daily Graphic, Weekly Graphic, and Bystander, and also the firm of Cassell & Co., Ltd. Sir W. E. Berry is the active editor-in-chief and his honor is one that has given particular delight to Fleet Street. Always accessible, a popular figure with his associates, a clean, hard-working and conscientious journalist, he is one who has won general admiration at every stage of his interesting career.

Country journalism is honored in the person of Sir Arthur M. Sutherland, K. B. E., who becomes a baronet. In addition to shipping and mining interests, Sir Arthur Sutherland is owner of the Newcastle Chronicle, Evening Chronicle, North Mail, Sunday Sun, and other highly-esteemed papers circulating in the North of England.

A popular figure in trade newspaper circles is J. C. Percy, an Irishman of genial wit, who is proprietor of the Irish Motor News and Irish Cycling. He becomes Sir James C. Percy.

Finally, Sir William Robertson Nicoll, editor of the British Weekly, is made a Companion of Honor.

Daily Buys Old Weekly

Announcement has been made of the sale of the Monroe (Mich.) Record Commercial, a weekly, to the Monroe News, a daily, and the discontinuance of the former paper.

Form Paper Company at Amarillo

The Amarillo (Tex.) Paper Company has been organized, capitalized at \$20,000. The incorporators are: Ben Hirschland, J. S. McKnight and J. D. Hunter.

Department Store Advertising—First Seven Months 1921.

Inches:

<i>Metropolis, 6 days</i>	- - -	<i>50,004</i>
<i>Times-Union, 6 days</i>	- - -	<i>16,897</i>
<i>“ “ Sundays</i>	- - -	<i>19,241</i>

The Jacksonville department stores concentrate in The Metropolis week days and Times-Union Sundays (The Metropolis has no Sunday edition.)

The Florida Metropolis

Florida's Greatest Newspaper

Telegraph News

☛ The Metropolis has more news sources for its telegraphic news than any other paper in the entire south.

☛ It is a member of the Associated Press, The United Press, The International News, The Universal News, The Consolidated Press and The Newspaper Enterprise Association.

☛ In addition The Metropolis has a special Associated Press racing wire which connects the

office with the race tracks of this country, Canada and Cuba.

☛ And The Metropolis also maintains a special Washington correspondent.

☛ Every day The Metropolis receives over 100,000 words of the world's news.

☛ Because of its unexcelled wire services The Metropolis feels that it can justly claim to be "Florida's Greatest Newspaper."

E. KATZ SPECIAL ADVERTISING AGENCY

ESTABLISHED 1888

CHICAGO
KANSAS CITY

NEW YORK

ATLANTA
SAN FRANCISCO

FROM ACROSS THE ATLANTIC

Editor & Publisher's Dinner Guests Write in Appreciation of Their Visit

EDITOR & PUBLISHER has received letters from a number of the foreign sport writers who came to this country to cover the Dempsey-Carpentier fight and who were its guests at a dinner given at the Biltmore just previous to their departure for home.

The letters were of a most cordial and appreciative character. For instance, B. Bennison, of the London Daily Telegraph, wrote: "No memory which I have carried back with me from your wonderful country could be happier or more pleasant than the memory of your hospitality and good comradeship. The gathering which you instigated at the Biltmore opened doors which otherwise would have been closed, and together with all my fellows I came home with a better and truer understanding of the American people."

One of England's best known patrons of boxing is H. J. Preston, managing director of the Royal York Hotel, Brighton, who was one of the guests at the Biltmore dinner. In a letter to the EDITOR & PUBLISHER, he said:

"The wonderful hospitality, the steady friendship extended during the whole of our stay in your beautiful country was indeed crowned by the splendid dinner on the eve of our departure, and I do ask you to accept my heartfelt and profound thanks. The royal and Lucullan feast has been the topic of conversation since our return. Such magnificence, such lavish care to please, has left a joyous impression which can never be obliterated and for which we shall ever be grateful."

N. Y. Tribune Looking for Site

The New York Tribune, which since 1873 and the regime of Horace Greeley has been rooted at Nassau and Spruce streets, will have an uptown home within two years, according to a statement made by Howard Davis, business manager of the Tribune. The business of the paper is rapidly outgrowing its present capacity, and it will be forced to make a change. Various sites are being given consideration, but there are no definite plans. It would take a year or more to erect a building and another year to install new presses, so it will probably remain on Park Row for two years more.

Baltimoreans Honor President

A delegation representing the Baltimore Press Club, composed of Judge T. J. C. Williams, president; Ernest R. Crapster, recording secretary; and Edward H. Pfund, executive secretary, called at the White House September 2 to announce to President Harding that he had been elected an honorary member of the Baltimore Press Club. President Harding was presented with a framed certificate of membership and a gold quill, the insignia of the club.

COMING EVENTS

- Sept. 14—Motor and Accessories Association "Back to Normal" Convention opens at Hotel Statler, Detroit.
 Sept. 15—Metropolitan (N. Y.) Advertising Golf Association Tournament.
 Sept. 27—Interstate Circulation Managers' Association meets at Lancaster, Pa.
 Sept. 28—Baltimore Ad Club annual election.
 Sept. 29—World Press Congress delegates leave Chicago and Kansas City for Honolulu via Grand Canyon and San Francisco.
 Sept. 30—Advertising Affiliation annual convention, at Hamilton, Ont.

PROMOTION IDEAS

THE Kansas City Post has extended its sale of coal to Kansas City, Kan., and orders for delivery there are being taken. The price for the Kansas City is \$8.45 for Golden Rule Lump and \$8.05 for run of mine. The Missouri prices are \$7.90 and \$7.50 respectively.

The National Canners' Association announces that "Canned Foods Week" has been postponed from November 1-8, 1921, to March 1-8, 1922, in order to give more time for soliciting funds and also an opportunity to plan a greater and more effective campaign.

A contest has been held by the Birmingham Age-Herald during the past few weeks among the women buyers for a name for a shopping day of the week on which special offerings were to be made by merchants. This was decided last week and the prize of \$25 was awarded Mrs. J. F. Henry, who suggested "Step-And-Get-It Wednesday."

The Kansas City Star has extended its classified advertising service by printing daily a "mail want" blank, on one of the advertising pages. The blank is practically the same as the regular want-ad blank at the office.

The St. Paul Daily News got out its annual Commercial, Industrial and

Financial edition on Aug. 28. Twenty-eight of the sixty-eight pages were devoted to these topics and brimmed with advertisements.

The St. Paul Dispatch-Pioneer Press, in co-operation with the livestock departments of the Minnesota state fair, printed the pictures of sixteen breeds of animals and varieties of poultry raised in the Northwest and gave free tickets to the fair to the first fifty persons who succeeded in naming them all.

There were many special editions issued by newspapers during 1921 for one worthy cause or another, but few, if any, have surpassed the splendid 30th Anniversary Number recently published by the Greensboro (N. C.) Daily Record. An edition of eighty pages for any city the size of Greensboro is something to be more than proud of. Throughout, both advertising and quality of editorial contents are a distinct credit to the publishers. For the dull summer season and a period of business laxity, the edition certainly was a winner in every respect.

A. B. C. Convention, October 27-28

The dates for the annual convention of the Audit Bureau of Circulations have been set as October 27 and 28 in Chicago. The board of directors was meeting for its monthly session in Montreal at the time EDITOR & PUBLISHER went to press.

Many Good Firms Not Using Your Paper?

*You Have Tried To Sell Them Space
Let Us Sell Them Advertising*

THE time was never more propitious for you to create new advertisers.

You need them; they need you.

There's not a manufacturer or jobber in your city but who will listen to a serious discussion of advertising as applied to his business.

Our Weekly Business Review Page will interest him. It will teach him how to advertise profitably.

We make the contracts for you. We conduct the page. That it is a valuable feature and a source of profit is attested by our constantly growing list of clients, some of whom we have worked for 5, 10, 15 to 20 years.

Why not let us send detailed information?

Thomas W. Briggs Co.

Operating in United States and Canada
Home Office, Memphis, Tenn.



Once Foreign
to Church
Regime -
Now Practical and
Beneficial ~ ~



IT was only a short time ago when advertising was regarded as something foreign to churches, but within the last few years opinions have changed and churches today are finding this force both practical and beneficial.

Negative opinions were likewise voiced against the practicability of a Sunday afternoon newspaper in Baltimore when the NEWS first annexed its Sunday edition, but The NEWS persevered with the result that leading merchants of Baltimore today are finding the Sunday Afternoon NEWS decidedly beneficial.

Again we repeat that nearly 100,000 people buy The NEWS every Sunday and pay more for it than on week days even though they get the same size paper with no additional features. This naturally emphasizes the popularity of The Sunday NEWS! And what can better prove its value as an advertising buy than its continued use by scores of the same advertisers? Fearless, aggressive, yet always sane and fair in its policy. The NEWS is the great Associated Press evening paper in Baltimore and the favorite daily of practically all classes of Baltimore people who look for it on Sunday the same as on week days.

In combination, The Sunday Afternoon NEWS and The Morning AMERICAN offer an intensified circulation of approximately 190,000. Rates on 1,000 line contract, Sunday, 35c.; Daily, 30c.; Sunday AMERICAN Rotogravure, 35c.

THE BALTIMORE NEWS

Evening, Daily And Sunday,

The Baltimore American
Morning, Daily And Sunday.

DAN A. GARROLL
Eastern Representative
150 Nassau Street
New York

Frank A. Webb
Advertising Manager

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

Why Our Salesmen Are Successful

We back them with a quality product that defies criticism—lives up to all our claims and proves its value under most severe test.

Let them explain just how you can save time and improve the appearance of your newspaper by using—

GRITLESS NEWS INK

The Time Saver

*For Full Particulars Get In Touch
With Our Nearest House*

The Ault & Wiborg Company

Cincinnati
New York
Boston
Baltimore

Philadelphia
Chicago
Cleveland
Detroit

Buffalo
Atlanta
St. Louis
Milwaukee

Minneapolis
San Francisco
Los Angeles
Fort Worth

AN OLD-TIME SCOOP IN SAN FRANCISCO

Examiner Beat Town Twice in Two Days, Finding Murdered Priest's Body and Clew to His Slayer

Solution of the mysterious disappearance of Father Patrick E. Heslin by the San Francisco Examiner and the discovery of his murdered body, a story occupying four pages with illustrations, all accomplished in a single night and sent out on the streets of San Francisco without an inkling of what was coming reaching any contemporary, was a "scoop" that more than fulfilled the wildest dreams of any newspaper man. The story of how it was accomplished is almost as interesting and dramatic as the news it conveyed to the city.

Father Heslin, a priest in the parish of Colma, left his home on the night of August 2 in answer to the plea of a stranger that he visit a dying man. His disappearance from that moment was complete. Although for eight days police detectives and newspaper men searched for the smallest clue, there was none.

Then came a letter addressed to Archbishop Edward J. Hanna announcing that the missing priest was held a captive and directing that a ransom be sent to an isolated spot for his return. It was a situation to bring every newspaper office to that high tension which marks crises when there may be hourly developments.

A second letter was received by Archbishop Hanna, but it was proven to be a fake and then the prelate offered a reward of \$5,000 for Father Heslin's body, dead or alive. Ten days had passed with nothing more tangible than the ransom letters when one night Jack O'Brien, veteran police reporter, telephoned to city editor William M. Hines that a detective had secretly delivered another letter to police headquarters from Archbishop Hanna. George Lynn, a youngster on the Examiner staff, was dispatched immediately to the Archbishop's residence.

His duty was done when he had asked the Archbishop about the third letter and been told that he knew nothing of its contents. But Lynn had the real reporter's instinct, to learn as much as possible. A stranger arrived at the Archbishop's residence just as Lynn did, and was ushered in with him. This stranger told a weird tale of having been given a clew to Father Heslin's disappearance by a woman of the streets. Archbishop Hanna had been wearied by a constant succession of fantastic and impossible tales and bade the man return next day.

But Lynn listened to the stranger's story that "Dolly Mason" had told him where the priest's body lay buried in the sand, that he had visited the spot and found enough to convince him that the priest had been murdered and buried there.

The stranger was taken to the office by Lynn and there told his story to City Editor Hines. He said his name was William A. Hightower, that he was an itinerant cook, and that he would lead a searching party to the priest's grave if assured of the reward.

From the outset no precaution was overlooked. Chief of Police Daniel J. O'Brien was taken in on the expedition on the understanding that the information belonged to the Examiner until the next morning. Constable Landini at Colma was included on the

same terms. All agreed unhesitatingly.

The party, including Hines, Chief O'Brien, E. J. Hopkins, who was to write the story, Lynn, Sam Crowe, photographer, and Hightower, armed with shovels and lanterns, gathered quietly in a place remote from the office and drove to the spot named by Hightower.

Even to the moment of finding the body there was skepticism in the party. They went rather to disprove the story than to prove it, because it was one of many things that must be settled one way or the other.

But among the bleak sand dunes, in darkness and in fog, they dug until the digging revealed the body of a man. Papers, jewelry and the insignia of his holy office left no doubt that it was the murdered priest.

When the cryptic message came in from City Editor Hines, "Get Ready," Charles S. Stanton, publisher, and Edmond D. Coblenz, managing editor, took charge. When the searching party returned, the Examiner was surrounded by a cordon of special police instructed to see that no one came or went without orders from the publisher. Once inside, Chief O'Brien and Constable Landini consented to become prisoners for the rest of the night with the employes.

There were no telephone calls without the O.K. of Stanton. Compositors, printers, pressmen, stereotypers, were prisoners for the night.

The story was written by Hopkins, and it had a punch in every line. It went through all the departments, but not one word of it could leave the building until the complete edition had been run from the presses.

The scoop was complete. Every person in San Francisco and Central California had to read the Examiner that morning because no other paper had a line until a contemporary rewrote a part of it and published an extra on the strength of it.

It is never safe to rest upon laurels even when they seem so adequate. Stanton and Coblenz determined to complete the achievement by leaving nothing to be gathered up in the wake. That night another expedition was organized and Examiner reporters dug from the sand the tent pegs and cinch blocks which later were identified as belonging to a tent, unearthed by Managing Editor Coblenz himself in Hightower's room and overlooked by the police as of no particular significance. Again the next morning the public had to turn to the Examiner for the story pointing to Hightower as having knowledge of the murder.

Progressing Towards Disarmament

A special series of TWENTY ARTICLES, released SEMI-WEEKLY for TEN WEEKS, beginning SEPTEMBER 14th.

ASSOCIATED EDITORS
35 North Dearborn Street, Chicago

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

Profitable Advertising Is Simply Applied Common Sense

Not all good things are advertised, neither all things advertised are good.

And many good things are advertised poorly.

Sometimes the "copy"—that is, the advertising itself—is poorly written or displayed.

But sometimes, though the copy is the very best, its effectiveness is destroyed because it appears in the wrong publication.

After all, the main thing to consider in advertising is placing your message in the medium that reaches the greatest number of possible customers in the territory where the article advertised can be bought. That is obvious. Of what value is advertising if it creates a demand that cannot be supplied?

The universal medium that reaches the greatest number of people in every city, the *only* medium that appeals to *all* classes, professions and interests, is the daily Newspaper.

When manufacturers offer you merchandise to be nationally advertised, insist that the campaign include the newspapers in *your* city, because *they* are the *only* publications reaching the majority of *your* customers.

And the *only* part of the manufacturer's advertising of any benefit *to you* is that which affects just the territory *you* serve. *It is to your interests* to see that the merchandise you buy is advertised by the manufacturers to the greatest number of possible customers *in your territory*.

Insist Upon Newspaper Advertising

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

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago

Kansas City

New York

Atlanta

San Francisco

MONOTYPE MATRIX LIBRARY

This Distinctive Service Shows Amazing Growth.

Lanston Monotype Machine Company is glad to be able to announce in current trade publications that its Matrix Library Service once more is back to the prewar normal.

Notwithstanding the fact that the volume of orders for loan matrices shows an ever-increasing ratio of growth, the great majority of these orders now are filled the same day they are received.

Many commendatory letters are received from pleased customers and it is expected, as the printing trades gradually come again into their own, that the Company's Matrix Library Service will each month make a new high record for volume of business.

The Monotype Company attributes this rapid increase in the demand for Library Matrices to the enthusiastic adoption by the trade generally of the principle of Complete Non-Distribution as originated and developed by the Monotype Company.

Non-Distribution now is the chief necessity of the art plant; the mainspring of the shop where quantity production counts, and the life-blood of the smaller printing office where the customer expects the same quality of printing as elsewhere.

This problem has been solved by the application of the Monotype machine to Non-Distribution.

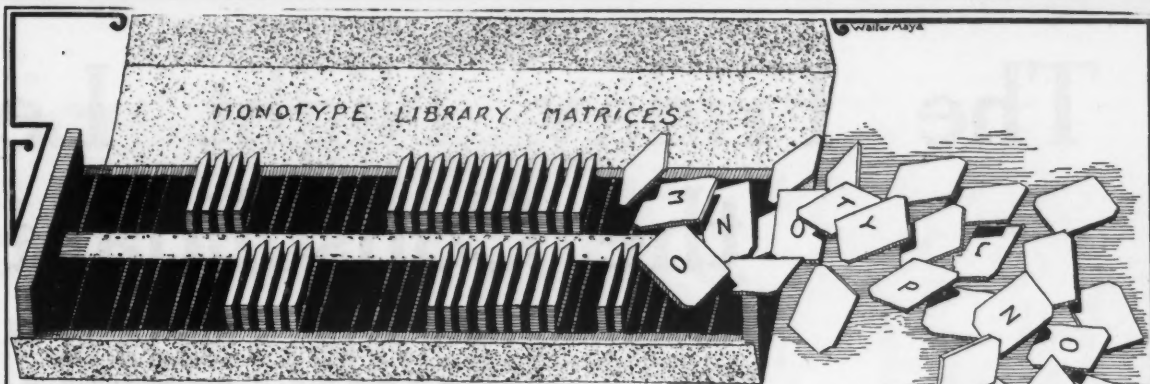
And the same system that made it possible to save the hundreds of thousands of costly hours that were on the point of being lost in distributing type and rules and leads, also has given an impetus to the artistic side of printing that found no place in the dreams even of the old-time printer.

Formerly the composing room was stocked with costly foundry type which was used over and over until, sometimes, the face of the letter was driven nearly to the level of the shoulder of the type. Then, especially in the case of a newspaper, announcement would be made that a "new dress" had been purchased—and art again would flourish, until the wear began to show.

Then Monotype originated Non-Distribution and, instead of being tools of the trade, movable types became merely a material used in printing; like paper and ink.

Type faces can be changed at will; every job is new and clean; printer and customer alike are losing sight of mechanical difficulties and turning their attention to improvements in the appearance of the printed page. The artistic side of printing is uppermost in the mind of every craftsman.

Thus the rapid growth of the Monotype Matrix Library is explained. With the face-flexibility made possible by Non-Distribution the buyer of printing no longer confines himself to certain type series. Instead he has his printer fit the type face to the work at hand; scanning con-



Use the
Monotype Matrix Library
to *Can Your Idle Time*

THE Matrix Library gives the Monotype user access to over 2000 fonts of matrices.

In the summer season the good housewife cans fruits and vegetables for the winter months.

During the dull period wise Monotype owners rent Library Matrices and store away—in the form of type—the idle time of their operators.

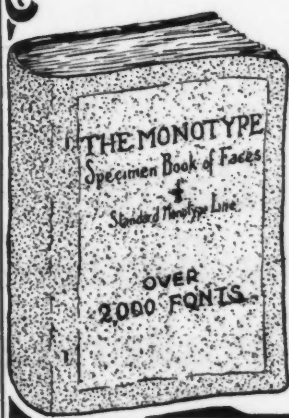
When the buyer of printing wants a special face, show him the Monotype Specimen Book (which is *your* Specimen book) and let him choose from over 2000 fonts.

It costs only \$2.50 per month to rent a font of Monotype matrices.

If this font is purchased during the rental period the rental charge is deducted from purchase price.

The same great Factory and Service Organization stands behind the *Matrix Library* that stands behind the *Monotype*.

*Over 2000
Fonts of
Monotype
Faces at
your service*



*Write
for
Book of
Order
Blanks*

LANSTON MONOTYPE MACHINE COMPANY
PHILADELPHIA

NEW YORK CHICAGO BOSTON TORONTO BIRMINGHAM
Monotype Company of California, San Francisco

tinually the ideas of master typographers, searching eternally for new and original type faces with which he may individualize his own printed matter.

And the Monotype Library Service supplies these different fonts to the number of over two thousand. Shipments are made promptly, and new type faces continually are being designed by Monotype artists under the direction of that most eminent typographer and art director, Mr. Frederic W. Goudy.

An added impetus has been given to the Service of the Matrix Library through the educational campaign that is being conducted by the Monotype Trade-Plant Co-operation Service. Trade plants now are furnishing at fixed rates type and materials for complete non-distribution to printers who are unable or unwilling themselves to install the necessary equipment.

The smaller plant is now able to have new type for every job

at no greater cost than the old expense of distributing foundry type.

And the Monotype Matrix Library fills the gap in the investment problem. Faces that are in constant use are purchased. Special faces for customers, exclusive type styles, and series that find only occasional use, are procured through this Matrix Library.

It is a fact that the Matrix Library works to the advantage of both printer and buyer of

printing. This is a distinctive Monotype service and can be used by all owners of Monotype machines. A convenient book of library coupons is furnished each Monotype owner and the mailing of one of these coupons quickly brings a font of matrices to the plant.

Thus the Monotype continues to round out and to expand the circle of its famous Unit System, so that every need of every printer may be met by the ONE MACHINE.

The Friday Night Leased Wire the Consolidated Press A *Dominant Place in*

Fifteen Thousand Miles of Leased Wire have been Added
to Our System in the Last Six Months

WHY?

Because articles mailed a week or ten days in advance of publication have *failed* to satisfy the demand for features of the news as they occur. This demand is satisfied alone by the economies of a leased wire system.

Because this service does not duplicate any of the Saturday night services.

Because the entire report of 15,000 words is ready for composition Friday night as it comes from the wire or early Saturday. It means early copy.

Because in the foreign as well as the domestic dispatches the news element predominates.

Because the Consolidated Press Association's dispatches are carefully edited and well written.

A 15,000 Word Report including Dispatches by

André Tardieu—George N. Barnes—Maximilian Har

Ralph Burton—Betty Baxter—Robert T. Sma

Walter Camp—Billy Bing

EXCLUSIVE Franchise to only one news

ROBERT B. McCLEA

JAY JEROME WILLIAMS, Eastern Superintendent
Eleventh Floor, World Building, New York

Consolidated Pr

Executive Offices—Commercial Ba

Wire Service of Consolidated Press Association has Won a Victory in the Sunday Newspaper Field

The Service has been Contracted for by Sunday Newspapers
in Practically Every State from Coast to Coast

WHY?

Because in sports as well as finance, business, national politics, international affairs, humor, women's news, the dispatches possess a human element which make them appeal to readers of all classes in any community.

Because the service has already had many scoops in interpreting accurately and intelligently the news of the world or forecasting the trend of events in business, the realm of sport, politics, government and international diplomacy.

Because the rates of the Consolidated Press Association are reasonable and cover all costs for delivery and service.

by the following Staff of Distinguished Reporters:

Harden—William Bird—Stuart West—Harden Colfax
Small—Jessie Henderson—George Chadwick
Bingle—Sparrow McGann

newspaper in each city. For rates address

McCLEAN, Business Manager

Consolidated Press Association

HORACE EPES, Western Superintendent

Fourth Floor, Daily News Building, Chicago

Central Bank Building, Washington, D. C.

EACH PUBLISHER MUST PROVE RIGHT TO LOWER TAXES

(Continued from page 12)

of current returns. The principles are the same in both of these cases.

The problem before the Bureau of Internal Revenue is to get the right answer, and the Bureau has very wisely held that an innocent mistake by a taxpayer does not at all prejudice his right to recalculate his tax on a proper basis.

UNDERSTATEMENT OF INCOME

The Bureau has also taken the position that even where the taxpayers have voluntarily understated their income, a full disclosure by the taxpayer, before any investigation by the Government has been started, goes far to mitigate any penalties authorized by law. The rule is that if such full disclosure is made to the Commissioner before the investigation has started, no attempt to secure criminal conviction will be made, and that if the taxes are promptly paid, the question of ad valorem penalties should be leniently dealt with.

In the preparation of returns, it goes without saying that the taxpayer should carefully conform to the regulations as laid down by the Department and published for the information of taxpayer. When the taxpayer decides not to treat as income some item the treatment of which he feels is quite doubtful under the regulations, it is advisable to state the facts fully in the returns with sufficient particularity so that the Government, if it believes the taxpayer is wrong, could recalculate the tax without a new investigation.

Such a full statement goes far towards assuring the Government that the taxpayer is acting in good faith. This applies, of course, only to points of real doubt, and normally in a return there would be only one or two points of this character. It is especially important in filing a return for the taxpayer to try to imagine himself in the Government auditor's place, asking himself what additional information he would want if he were a Government auditor charged with the duty of examining into the correctness of the returns. Such an auditor would have in mind the definite provisions of the law, and would want some showing on the face of the return that all deductions claimed were of the class listed as allowable.

This makes it highly desirable to file with the return such detailed schedules as would satisfy such an auditor, so that on the face of the return there is no outstanding question left unanswered. The extent to which the details should be included is, of course, a matter of judgment, but the proper dividing line will suggest itself if one places himself in the position of the Government auditor required to make an office audit of the return.

DISINTERESTED WITNESSES BEST

One of the commonest mistakes made in presenting cases to the Bureau is that of assuming that the Bureau knows the facts of the particular case under investigation. If you as a taxpayer rely on facts to get certain relief in your case, they have to be proved with the same care and attention to detail as must be observed in presenting a case to a jury. The only difference is that in this case facts may be presented by affidavits of witnesses, rather than by their personal attendance. It is well not only to use the affidavits of officers of the company, but where possible to get affidavits of disinterested witnesses. In any evidence used in the Bureau, such words as "approximately" should be carefully avoided. The Bureau desires accurate and detailed statements of fact rather than general statements.

Change from a Democratic to a Republican administration has not produced the radical difference which some people anticipated. The present Secretary of the Treasury and the present Commissioner of Internal Revenue, like their predecessors, are primarily interested in maintaining a tax-collecting agency which will collect all the tax that is due in any particular case under the law and will at the same time refund all tax illegally collected or retained.

The task of auditing millions of returns requires a large personnel, and from time to time the Bureau's efficient service brings out startling examples of individual employees who have betrayed their trust and have corruptly trafficked with unscrupulous outsiders.

The Commissioner, realizing how directly the success of his Bureau depends on the taxpayer's confidence in its fairness and utter honesty, has wisely exerted extraordinary efforts to root out the unworthy employees from the great mass of conscientious ones. Both he and the members of Congress are doing an important work in seeking not only to eliminate the corrupt employees, but to lessen the temptations by careful scrutiny of those who present themselves for practice before the Treasury.

The Commissioner appears also fully alive to the fact that both the Government and the taxpayer are desperately interested in retaining in the Bureau the men who have proved themselves able to deal with these difficult and complicated questions. It is of the highest importance that they be paid enough to hold them, and that new men of experience and ability be added to the staff to replace those who are gone.

When a taxpayer receives a letter from the Bureau, notifying him that additional taxes will be assessed, and the taxpayer feels that the additional assessment is not warranted, the taxpayer, merely by writing promptly to the Commissioner at Washington, may get an appointment in Washington, prior to assessment, at which the details can be learned and any additional points of law and fact urged by the taxpayer or his representative

And if the Income Tax Unit should refuse to make the adjustment desired, provision is made by which the taxpayer can secure a hearing before an Appeal Committee, sitting with attorneys from the office of the Solicitor of Internal Revenue or the Solicitor himself, before whom a full presentation of facts and legal arguments can be made.

ENTITLED TO HEARINGS

Even where a taxpayer has failed to reply promptly to a letter announcing an intention to assess additional tax, and has delayed until an assessment is in the hands of the local collector for collection, the Bureau has arranged so that, if he believes the additional tax is not correct, he may in nearly every case secure a hearing, and if desired, a second hearing before the Committee, without paying the disputed tax until adjudication. This is done by filing abatement claim with the Collector who, however, has discretion to refuse such claim if the interests of the United States are not fully protected, as where the future responsibility of the taxpayer is not certain. Collectors often require a bond.

In dealing with the Bureau of Internal Revenue, the taxpayer, by all means, should avoid any act which could be regarded as an attempt to exert influence. I have sometimes been asked whether it is advisable for a taxpayer to secure an introduction by some friend or acquaintance prominent in Washington. This is not necessary or even desirable. I can say with conviction that the best and only way to secure a favorable ruling from the Department is to prepare the case thoroughly and frankly on the law and the facts, with a clear understanding of the particular issues on which the case will turn. If the case is so prepared, it will receive most careful attention. Any action which might be construed as the exercise of influence from any source, is certain to be regarded as an admission that the case is not a strong one on its merits.

The more one investigates the tax situation the more one is convinced of the advantage to be derived from accurate accounts, kept according to sound and recognized principles as developed and followed by the best accountants. It is true that tax liability involves many facts which cannot be expected to appear in books of accounts; it is also true that a great many of the issues of theory which arise in the Bureau are questions requiring analysis and argument entirely aside from the books of account or even accounting principles, but it remains true that sound accounting, faithfully reflecting in the books what one has a right to expect from accounts, is of indispensable importance.

PRESENTS FACTS CAREFULLY

As in the case of an ordinary law-suit, much depends on the presentation of the facts, and a clear perception of the difficulties which must be overcome before the department can give a favorable ruling. This is especially true because the department must be consistent in its treatment of all taxpayers, and in deciding any one case must keep in mind what has been done in other cases, and when the holding will affect future rulings. All this requires an exhaustive analysis of all the facts and a definite decision as to the relative importance of the various hearings of these facts.

The Department publishes week by week certain decisions which have been made in construing the finer points of the law. A careful study of these rulings is necessary in order to keep up to date as to the views of the Department. Furthermore, a very large number of cases are now pending in the Federal courts of this country. The decisions in these cases rendered from time to time have an important bearing on the rulings of the Department in particular cases, and the Department is always interested to have the taxpayer indicate how any case pending in the Bureau is affected by court decisions which are binding on the Bureau.

The subject here discussed is so broad that it is quite hopeless to attempt to do more than to suggest the character of the question involved. It is a great pity that the true calculation of taxes should present so many points of correction or adjustment. The complication of the law is in a large degree due to the necessity, in the case of such a heavy tax of trying to adjust it to different situations. Much as we regret the complication of the law, it

still remains true that it is complicated and that relief must necessarily depend in each case on the particular facts of that case, taken in connection with all the principles which have to be invoked in making the calculation.

BUREAU ASSUMES NO KNOWLEDGE

It would be a mistake for taxpayers to feel resentment against the Government for failing to take into account the peculiar conditions of a taxpayer's business which, when known, tend to lessen the tax; because only the taxpayer knows the facts of this business and the Government can not hope to get these facts unless the taxpayer digs them out and presents them to the Department in such form that they will be recognized as material.

The complexities of the law are nearly as onerous to the Government employees as to the taxpayer; we should at least be thankful that the Bureau is so willing to allow the taxpayer fully to present his case, and so fair in deciding it.

That affirmative action should be required by a taxpayer in presenting his case is regrettable because it involves time and expense and a high degree of analysis, but very careful study has up to the present time developed no method by which a very heavy tax can be made at the same time fair and self-executing. Economy in Governmental expenditures, reducing the amount which has to be raised by taxation, appears to be the only hope. Until then we must take the situation as we find it and do our best to help the Government calculate and recalculate the taxes until a proper application of the law has been reached.

The House of Representatives on August 20, 1921, passed a Revenue Bill which is now under consideration by the Senate. It is quite likely that numerous changes will be made before it becomes law. This letter is therefore written on the basis of existing law. The pending bill, if enacted in its present form, would radically change many features of the tax law for taxable years after 1921. It is not primarily directed at the years from 1917 to 1921 inclusive, which will in the main be governed by the laws now in effect, but even as to those years, certain changes are contemplated.

ROBERT N. MILLER.

PROBE GRAVURE PLANT FIRE

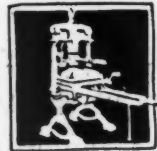
Buffalo Strikers Suspected in Blaze Which Did \$25,000 Damage

Police are investigating a fire which on September 4 did \$25,000 damage in the building occupied by the Buffalo Gravure Company. Union workers employed in the plant struck two days before the fire was discovered when the Gravure Company sought to put into effect an open shop policy. Fire Chief Edward Murphy said he believed the fire was of incendiary origin.

Police questioned three former employees of the company and sought a fourth. The firm prints rotogravure sections for the Buffalo Courier and Express, Dayton (Ohio) News; Springfield (Ohio) News; Springfield (Mass.) News; Erie Dispatch and other papers. Loss in machinery and material will exceed \$15,000, it is believed.

Evans Buys Huntsville Paper

The Huntsville (Ala.) Telegram has been purchased by Virgil V. Evans, formerly in charge of the Birmingham (Ala.) bureau of the International News Service. D. C. Barrow, former publisher, will retire from the newspaper business. No other changes will be made in the editorial staff. Sam Gompers, formerly on the advertising staff of the Birmingham Age-Herald, will be in charge of advertising.



There must be a real selling force in advertising space that is preferred as the merchants of Minneapolis prefer space in The Journal. In the last six months they placed 1,073,058 more lines of display advertising in The Journal—31% more—than they used in its nearest competitor.

THE MINNEAPOLIS JOURNAL

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

J. J. NOLAN

Representing

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Union Paper Co., Ltd., Kristiania, Norway

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**SIDNEY LONG ELECTED
MIDWEST PRESIDENT**

**Next Convention at Kansas City in
March—Would Hold Present Sub-
scription Rates—Mail Renewals
Hardest Task**

(By Telegraph to Editor & Publisher)

St. JOSEPH, Sept. 7.—The Midwest Circulation Managers Association held its second annual convention here today at the Robidoux Hotel. Thirty members attended from Missouri, Kansas, Nebraska, Oklahoma, and Colorado. New officers elected were: Sidney D. Long, Wichita Eagle, president; W. Boeshaws, St. Joseph Gazette, vice-president; W. W. Rhoades, Home Friend, Kansas City, Mo., secretary-treasurer; directors, Roy Bailey, Salina Journal; A. T. Butler, Wichita Beacon; M. W. Halmbacker, Oklahoma City Oklahoman; Walt Reynolds, Fremont Tribune; H. S. Blake, Capper Publications, Topeka; E. D. Uzzell, Joplin (Mo.) Globe; John Levand, Denver Post.

The next meeting place is Kansas City, on the second Wednesday of March, 1922. The next meeting will occupy two days instead of one.

The convention was strong for maintaining subscription prices. All reported carrier and dealer circulation holding its own and increases in many sections of the five states. Mail circulation is now requiring much promotion effort to maintain renewals. M. W. Halmbacker, Oklahoman, read a paper on "How to Get and Hold Mail Subscriptions and Some of the Problems."

The notes given by subscribers for six months' subscription, accompanied by cash or check for the additional six months covering balance of year were discussed and advised against by members. A number of publishers have adopted the bargain day plan with good success and it was looked upon with favor by a number of those present for holding and increasing mail subscriptions. Earl B. Gaddis, assistant publisher of the Omaha World-Herald, sent a paper to be read by the secretary, "Let the Managing Editor In." Discussion on this paper by members developed that the time was not opportune and action was postponed until the next meeting.

A. G. Lincoln, president of the I. C. M. A., on the program for a talk on "How to Get the Most Out of A. B. C. Membership," was unexpectedly detained at his office. He wired, wishing the discussion to be along constructive circulation lines and also to boost for the I. C. M. A. convention at Indianapolis.

J. V. Hollett, Tulsa (Okla.), Tribune, discussed special promotion plans, saying that the best results had been obtained from small prizes for three to five new subscribers to the carrier. J. C. Dennis, Dodge City (Kans.) Globe, spoke on "The Best Method I Ever Worked to Build Up Circulation." Brought out in the discussion was the advisability of working in a young man as circulator on a small town daily. E. E. Scott, Tulsa World, read a paper, "What Is Best Plan to Keep Carriers Interested in Routes?" He favored large routes for men, independent carriers with a family, which encourages them to get more subscribers and make more money.

H. S. Blake, Capper Publications, Topeka, explained the value of the circulation manager to the publisher.

Lloyd Smith, Kansas City Kansan,

explained putting the new paper over. He told how the business men had guaranteed and furnished 15,000 new yearly subscribers and \$100,000 worth of advertising for the first year.

Addresses at the banquet were made by C. D. Morris, publisher St. Joseph Gazette; H. S. Sprague, business manager St. Joseph News-Press; Roy Bailey, Salina Journal. Sidney D. Long was toastmaster.

Interstate Meeting September 27

The Inter-State Circulation Managers Association will meet at Lancaster, Pa., September 27. Charles T. Buck, of the Lancaster Examiner-New Era, is chairman of the program committee.

OPPOSE 44-HOUR WEEK

**New England Publishers Adopt Resolu-
tion at Worcester Meeting**

(By Telegraph to Editor & Publisher)

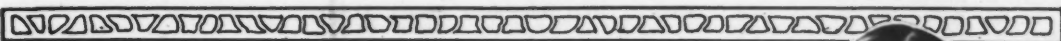
WORCESTER, Mass., Sept. 6.—The board of governors of the New England Daily Newspaper Association went on record at a meeting here this afternoon as emphatically opposed to the 44-hour week in the printing industry. They also expressed opposition to any increase in wages or change in hours in the printing trades while present industrial conditions exist. The resolution passed reads as follows:

"The Board of Governors of the New England Daily Newspaper Association

reaffirms the resolution passed at the organization meeting of the Association and goes on record as emphatically opposed to the 44-hour week and also to the proposition of any increase of wages or reductions in hours while the present industrial conditions continue to exist."

Duluth Pressmen Quit Strike

Forty-four members of the International Pressmen's Union who have been on strike since May 1, have returned to work in Duluth, Minn. They will be employed as individuals. Their demands were for a forty-four hour week with the same pay as the forty-eight hour week.



America's Foremost Industrial Advertising Agency

**A WEEKLY INDUSTRIAL
OR BUSINESS REVIEW PAGE**

and what they think of it -



THE BALTIMORE NEWS
AND
The Baltimore American.

February 15, 1921

John B. Gallagher Company,
52 Vanderbilt Avenue,
New York, N.Y.

Gentlemen:

It gives us a great deal of pleasure, upon the completion of renewals of contracts for the Business Review Page of The Baltimore News and the Shipping Page of The American, to express our satisfaction with the manner in which your company handles its business relations with us.

It was hard for us to believe that any outside organization could handle a proposition for us with commission men and not cause a lot of disagreeable experiences.

But I want to say that, thanks to the character of your men and to the way you supervise their efforts and back them up, we have never had any cleaner experience with anybody than we have had with you.

We have not one bit more difficulty with your men than we do with our own regular staff. The business is clean, high grade, profitable, and handled without any disagreeable kick-backs of any sort or description whatever.

With personal regards, I am

Yours very truly,

Frank Devel
Advertising Manager



JOHN B. GALLAGHER COMPANY
52 VANDERBILT AVE. ~ NEW YORK CITY.



TIPS FOR AD MANAGERS

Advertising Service Company, Toronto. Have just placed orders in a few magazines for the advertising of O Cedar products manufactured by the Chancell Company, Ltd., Toronto. Also orders will be going out shortly for a national campaign for the North American Life Assurance Company, Toronto. This agency will also handle from its Montreal office in future the advertising of Society Brand Clothes. Sending out insertion orders for a fall campaign of the Nineteen Hundred Washer Company, Toronto, manufacturing the 1900 Cataract Electric, the 1900 Water Power Washer, and the 1900 Gravity Washer. Magazines, daily papers and farm publications will be used.

Aitkin-Kynett Company, 1328 Walnut street, Philadelphia. Sending out schedules for the G. H. P. Cigar Company, Inc., "El Producto."

F. Wallis Armstrong, North American Bldg., Philadelphia. Making contracts with newspapers for Kellogg Corn Flakes.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Will make up lists in October for Charles E. Hires Company, 206 South 24th street, Philadelphia. Will handle advertising for B. D. Rising Paper Company, Housatonic, Mass. Will start fall campaign September 12 for the Joint Coffee Trades Association.

George Batten Company, 381 Fourth avenue, New York. Handling advertising for James Lees & Sons Co., yarns, Bridgeport, Pa.

Brandt Advertising Company, 5 South Dearborn street, Chicago. Placing orders with some Pennsylvania newspapers for Fred C. Mansfield & Co., evaporated milk, Johnson Creek, Wis.

Capehart-Carey Corp., Times Bldg., New York. Reported will make up lists during the fall and winter for Nitrate Agencies Corp., "Nitrate of Soda," 85 Water street, New York.

Chambers Agency, Maison-Blanche Bldg., New Orleans. Making yearly contracts with newspapers for Van Vleet-Mansfield Drug Company.

Neison Chesman & Co., Pound Office Bldg., Chattanooga, Tenn. Making 2,000-line contracts for the Chattanooga Medicine Company.

Neison Chesman & Co., 1127 Pine street, St. Louis. Making contracts with newspapers for the A. H. Lewis Medicine Company.

Wendell P. Colton, 165 Broadway, New York. Making contracts for the Porto Rican American Tobacco Company.

S. A. Conover Company, 99 Chauncey street, Boston. Placing orders with some Middle West newspapers for Wallach Nutting, Inc., pictures and period furniture, Ashland, Mass.

Curtis Publishing Company, Ladies Home Journal, Philadelphia. Placing copy with newspapers in various sections.

George S. DeRouville, Albany Co. Savings Bank Bldg., Albany, N. Y. Placing contracts with some New England newspapers for Dearstine Bros. Tobacco Company.

Dollenmayer Advertising Agency, 315 Marquette avenue, Minneapolis. Reported will make up list of newspapers this month for Pillsbury Flour Mills, Minneapolis.

Erwin, Wassey & Co., 58 East Washington street, Chicago. Will make up lists in October for the Beckwith Company, Dowagiac, Mich., manufacturers of stoves, ranges and heating systems. Will make up lists during the next 30 to 60 days for Robbins & Myers Company, Springfield, Ohio, electric motors and fans.

Federal Advertising Agency, 6 East 39th street, New York. Using a large list of newspapers for Kaufman Hats. Reported will shortly send out copy to newspapers for Runkel Bros., cocoa, 445 West 30th street, New York. Placing contracts for the McLellan Chemical Company, Ltd., of Detroit and Windsor, "Mir-A-cle Washing Cream." Half-page copy and larger is being used in a list of dailies. This agency is also placing copy in a number of Ontario papers for the Zellner Medical Company, Kitchener, Ont., advertising Dr. Bishop's Powders for babies.

Richard A. Foley Advertising Agency, Terminal Bldg., Philadelphia. Making contracts with newspapers for Liggett & Myers "Velvet."

G. W. Ford Company, 214 Rhodes Bldg., Atlanta. Making yearly contracts with newspapers for Lime-Cola Company, Inc.

Freeman Advertising Agency, Inc., Mutual Bldg., Richmond, Va. Sending out orders for the Southern Feather & Pillow Company, Greensboro, N. C. Also sending out orders for the American Laboratories, Inc., Richmond, to daily newspapers.

Gardiner & Wells Company, 150 Madison avenue, New York. Making yearly contracts with newspapers for Kelly-Springfield Tires.

M. P. Goud Company, 60 West 35th street, New York. Making yearly contracts with newspapers for Pixine Company, Inc.

F. A. Gray Company, Gray Bldg., Kansas City. Making 2,000-line contracts for the Barbo Manufacturing Company.

Greenleaf Company, 41 Mount Vernon street, Boston. Placing orders with some Middle West newspapers for Thomas G. Plant Company "Dorothy Dodd" and "Queen Quality" shoes, Centre and Bickford streets, Boston.

Hanff-Metzger, Inc., 95 Madison avenue, New York. Will make up lists in October for the Yale & Towne Manufacturing Company, Stamford, Conn.

Hauser Agency, 601 Broad street, Newark, N. J. Making contracts with newspapers for M. Samuels Company "Newark Shoes."

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Reported will use newspapers for United Autographic Register Company, Chicago.

Hicks Advertising Agency, 217 Broadway, New York. Handling the advertising of the National Sales Book Company, Inc., Long Island City, N. Y.

Albert P. Hill Company, 233 Oliver street, Pittsburgh. Will make up lists in October for the Republic Metalware Company, Buffalo, N. Y.

Hulscher, Rothenberg, Inc., 2 West 45th street, New York. Making 1,000-inch contracts with newspapers for C. W. Post Interests and Postum Cereal Company.

Dillard Jacobs Agency, Candler Bldg., Atlanta. Making yearly contracts with newspapers for the Blosser Company.

James Advertising Agency, 450 Fourth avenue, New York. Handling advertisements for William R. Warner Company.

Arnold Joerns Company, 14 East Jackson Blvd., Chicago. Reported will handle advertising for the Neville Steering Wheel & Manufacturing Company, Wayne, Mich.

Wylie B. Jones Advertising Agency, 33 East 16th street, New York. Again placing copy with newspapers in various sections for Arrow Chemical Company, "Bitrophosphate," 104 5th avenue, New York.

Wylie B. Jones Advertising Agency, 107 Chenango, Binghamton, N. Y. Making contracts with newspapers for Woodward Products Company.

Henry Knott, Inc., 739 Boylston street, Boston. Placing advertising for the Waltham Watch, Waltham, Mass.

Livermore & Knight Co., 36 Pine street, Providence, R. I. Placing orders with newspapers that have magazine sections for Crompton-Richmond Co. "Crompton Corduroy," 31 East 31st street, New York.

Thomas F. Logan, Inc., 680 Fifth avenue, New York. Placing advertising for American Brass Company, Waterbury, Conn.

Thomas F. Logan, 680 Fifth avenue, New York. Making yearly contracts with newspapers for the New York Central Lines.

Lord & Thomas, Mallers Bldg., Chicago. Sending out contracts to a general list of Canadian publications for a fall campaign for Holeproof Hosiery.

H. K. McCann Company, San Francisco. Will place advertising for Palace Hotel, San Francisco.

Mantemach Company, 74 Union Place, Hartford, Conn. Will shortly send out rotogravure campaign for the Fuller Brush.

Mears-Richardson-Briggs Company, Cleveland, Ohio. Making yearly contracts with newspapers for Macbeth-Evans Glass Company.

Miller Advertising Service, 154 Nassau street, New York. Placing orders with newspapers in various sections for Gregg Publishing Company, 285 5th avenue, New York.

Morse International Agency, 449 Fourth avenue, New York. Will make up lists in October for Potter Drug & Chemical Corp., Malden, Mass., manufacturers of "Cuticura" soap.

R. Skyes Muller Company, Ltd., Montreal. Will in future handle the Rolls-Royce motor car advertising in Canada.

Frank Presbrey Company, 456 Fourth avenue, New York. Handling advertising for De Miracle Chemical Company, 1907 Park avenue, New York.

Irwin L. Rosenberg Company, Wrigley Bldg., Chicago. Planning a newspaper and magazine campaign for the Kenart Synthetic Products Company, Chicago, powders and perfumes. Also handling advertising for the Dry Beverage Company, Chicago, "Vim-O-Vin," a soft drink.

Scott & Bowne, Bloomfield, N. J. Making contracts direct.

Snitzler-Warner Company, 225 North Michigan Blvd., Chicago. Again renewing contracts with newspapers where old ones have expired for R. L. Watkins Co., toilet preparations, Cleveland, Ohio.

Frank Seaman, 470 Fourth avenue, New York. Reported will place advertising for Ner-a-Car Company, Syracuse, N. Y. Making new contracts for the Studebaker Corporation.

R. C. Smith & Son, Limited, Toronto. Are using a selected list of farm papers for the Gordon Mail Order Company, Toronto, to test out the possibilities of selling men's hats by mail.

RETAIL LEDGER

Contained in twenty-four issues of the RETAIL LEDGER, "The News-Magazine of Retail Business," reports the actual experience of retailers with new methods of stimulating sales, reducing overhead, increasing results from advertising, collecting slow accounts and increasing efficiency of employees. Each semi-monthly issue contains ten big newspaper-size pages full of the liveliest sort of sound, practical suggestions for the merchant who is determined to make his sales and profits grow in spite of conditions of the moment. A recent subscriber writes: "The first issue enabled me to make \$300 in extra profits." Fifteen thousand merchants—all lines—find it their most interesting and valuable business publication. Per year (24 issues), \$3.00. Single copies 15c. Send subscription to Department E, RETAIL LEDGER, 1346 Chestnut street, Philadelphia, Pa.

UP-TO-DATE NEWSPAPERS DEMAND GRITLESS NEWS AND WEB-PRESS COLORED INKS

1st—No Burnt Carbon, Grit or Hard Particles

2nd—Rollers and Plates Remain Clean After Long Runs

3rd—Results: Sharp Dense Impression

THE QUEEN CITY PRINTING INK CO.

CHICAGO CINCINNATI BOSTON
DETROIT PHILADELPHIA DALLAS
ROCHESTER MINNEAPOLIS KANSAS CITY

Lest There Be Doubt

The **Wood Dry Mat** is the only dry mat

MADE IN AMERICA

All others whether sold by Smith, Jones, Brown, or under any other Anglo-Saxon name, are

Made in Germany by Germans

The **Wood Dry Mat** was made possible by the war, during which it faithfully served its users and when newspaper supplies of all kinds were most difficult to obtain never once did supply fail nor service falter.

The economies effected by the **Wood Dry Mat** in the saving of fuel, print paper, transportation, etc., were recognized by the United States Government, which placed it on the Industrial Priority List during the war.

It is one thing to sell a dry mat but quite another to render **service**. No foreign manufacturer, totally ignorant of American newspaper manufacturing conditions, can ever give the quality of service rendered by the Wood Flong Corporation. This service means an unfailing and continuous supply of a uniformly perfect product, prompt periodical shipments, careful inspection of typography and an expert service on mechanical problems and newspaper economies furnished gratis to its customers.

The widely published failure of the German dry mat in the plant of the *New York Globe* some time ago illustrates how unwise it is for an American newspaper to place itself in the position of being dependent upon foreign supplies.

We desire to express our appreciation of the loyal and continued support given this new home industry by newspapers. It has been this that has permitted us to announce a substantial reduction in selling price, effective September 1st, and will, with increased volume of sales, assure still lower prices in the future.

The unswerving policy of this company is to set aside one year's supply of Wood Dry Mats for each new exclusive user, and to keep in stock at all times sufficient mats to supply all American newspapers.

This means **Service**.

Wood Flong Corporation

25 Madison Avenue New York

EDITORIAL

THE PRESS MUST BE ADMITTED TO DISARMAMENT CONFERENCE

DURING his address before the Army War College last week, President Harding cited the fact that LACK OF UNDERSTANDING has been the primal cause of conflict among men. He might have added that lack of understanding between nations had resulted from the bickerings of politicians in secret—politicians, many of whom were serving some unrighteous ulterior purpose.

No better reason could be advanced for making the coming Conference on the Limitation of Armaments open, as the first step in a new order of world progress to the ultimate Parliament of Man. Such a broad vision would remove the cited cause that has repeatedly carried nations backward into the lowest depths of barbarity.

Among the pleasures that fell to President Harding this week was the writing of a message to commemorate the completion of an international arch in the State of Washington that stands as a tribute to more than 100 years of peace along an unfortified 3,000-mile international border—a condition made possible by understanding alone.

Canada is a great nation and the fellowship that has made our peace with her possible has never been laid upon a table for diplomatic barter. In fact, diplomacy, as the world knows it, is unknown between Canada and the United States. What Canada is doing and thinking today is known to us today; what the United States is doing and thinking today is known to Canadians today. News facts and argument have flown freely back and forth across that border for more than 100 years; travel has been as easy as between our states.

Canada and the United States have had their differences—smaller differences have carried other nations into war. There have been times when these nations were smouldering powder houses that needed but a match thrown from behind a closed diplomatic door to cause a conflagration. Instead, those nations entered into debate not between diplomats, but instead between the public opinions of the two nations.

In a hundred scattered sections of Canada the arguments of her people, views expressed in a hundred news and editorial opinions, that were brought swiftly across the border to the American people, who, in a hundred scattered sections, were stating their case for the benefit of Canadian public opinion, which they knew would pass upon it.

Not diplomats, but public opinion formed in a conference that embraced all the people of two great nations, and at times extended over a period of several years, has been responsible for the peace that has endured for more than one hundred years and has kept the 3,000-mile international border our north free from forts and armaments.

South, there has been a different story for more than a century. Steeped in the traditions of old world diplomacy, censorship, lies, and behind-closed-door-bartering, a wall of ignorance has been erected between the United States and Mexico that has brought bloodshed and blind hate and kept it alive by crumbs of misinformation that have been fed to the peoples of both nations by outriders of secret diplomacy.

President Harding's voice and attitude will decide whether or not the coming Conference on the Limitation of Armaments will be held behind open or closed doors. He has commended more than one hundred years of peace as a tribute to international relations based upon understanding. It is now for him to decide whether or not America's new place of leadership in the world shall be established on the understanding that recognizes no international traders in a matter so vital to the well-being and peace of the world.

The people and press of America today are demanding an open conference and enlightened publicity on every question that directly affects them. In truth, the demand grows more insistent that representatives of the Press must be admitted to all conferences—disarmament and otherwise, including committee meetings—where the public business is being considered and transacted.



AN AMERICAN'S CREED

Compiled by CHARLES W. MILLER
Vicksburg Herald.

HEVEN and earth shall pass away, but My words shall not pass away. But of that day and hour knoweth no man, no, not the angels of heaven, but My Father only. Watch therefore: for ye know not what hour your Lord doth come. Therefore be ye also ready: for in such an hour as ye think not the Son of man cometh. (Mat. xxiv: 35, 36, 42, 44). Consider the work of God: for who can make that straight, which He hath made crooked? In the day of prosperity be joyful, but in the day of adversity consider: God also hath set the one over against the other, to the end that man should find nothing after him. (Eccl. vii: 13, 14). He that despiseth his neighbor sinneth: but he that hath mercy on the poor, happy is he. A sound heart is the life of the flesh: but envy the rottenness of the bones. He that oppresseth the poor reproacheth his Maker: but he that honoreth Him hath mercy on the poor. (Prov. xiv: 21, 30, 31). Render therefore unto Caesar the things which are Caesar's; and unto God the things that are God's. (Mat. xxii: 21).

BIBLICAL WISDOM FOR DAILY CONSUMPTION

PRINTING Scriptural quotations in daily newspapers is becoming a regular habit with many editors. The wide circulation the Biblical sayings receive through the newspapers cannot fail to influence for good the lives of men and women readers. People will remember the few lines of a short quotation for a long time, especially if it is one that was familiar to them in their Sunday School days.

The adoption of the plan of publishing Bible quotations by the newspapers is due largely to the work of the Back to the Bible Bureau of Cincinnati, which, for several months has sent clip sheets of selected passages of Scripture to editors. Through the co-operation of the newspapers it is believed that the unchurched masses can be reached with a Gospel message.

The Back to the Bible Bureau is financed by James M. Gamble, vice-president of the Proctor & Gamble Company, who, besides being a good advertising man, is a good Christian.

September 10, 1921

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EDITOR & PUBLISHER

Published Weekly by
THE EDITOR & PUBLISHER CO.
1117 World Building, 63 Park Row, New York.

James Wright Brown, Editor.
John F. Redmond, Managing Editor.
Arthur T. Robb, Jr., News Editor.
Rosalie Armistead Higgins.

Associate Editors:
Ben Mellon, Walter Sammis
Frank LeRoy Blanchard

J. W. Ferguson, General Manager.
J. B. Keeney, advertising; Fenlon Dowling, circulation.
J. G. Tanner, F. W. Payne
C. B. Grooms, George Strate

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

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

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

Toronto: William G. Colgate, 53 Yonge Street.
St. Louis: Roy M. Edmonds, 1777 Arcade Building.
Washington: Robert Barry, Pennsylvania Avenue and 14th Street.

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

WEST VIRGINIA CENSORSHIP

IF evidence were required that Federal intervention was needed to set the domestic affairs of the State of West Virginia right, the citizens of the lawless district who constituted themselves into a so-called army of home defense supplied it when they established a press censorship.

The acts of "Major" A. A. Gaujot, and it does not matter under whose orders he acted, were an assumption of authority that is not recognized in America.

The grotesque activities of this illegal and dishonest effort to distort by ignorant suppression would be laughable if it were not a serious matter that involved the welfare and even life of hundreds of American men, women and children.

Federal troops may be withdrawn from the coal fields of West Virginia with the establishment of peace in that district, but the job of the Government will not be completed until the individuals responsible for this recorded crime against the guarantees of the constitution to a free press are brought to trial.

During the war with Germany the press of America entered into a voluntary censorship for the national good, but the American press will never tolerate censorship by gangs or government during industrial strife that involves the welfare of citizens.

SPORTS WRITERS AND BASEBALL REPORTS

IT is not surprising that the sports writers regard with disfavor the movement to reduce professional baseball exploitation in the daily newspapers. The Chicago Tribune's policy of curtailment of space for this class of matter, as announced in these columns two weeks ago, caused a Philadelphia writer to declare that any newspaper publisher that does that "is going to be the loser." In what way? we wonder. In baseball advertising? The newspaper cannot lose what they do not have. In circulation? Very few newspapers publishing baseball extras get enough money out of sales to pay for issuing them. Baseball fans are going to continue to buy newspapers that give the box scores whether they print columns of details of the play or not. The sports writers naturally object to a reduction of space because it will lessen their personal importance in the eyes of the baseball public and in some cases might affect their income. Then, too, it must be remembered that these men are on intimate or friendly terms with the owners of the clubs and the players and would hate to have anything happen that might tend to lessen the popularity of the professional games.

Newspapers, however, are not eleemosynary institutions, and sporting departments are not conducted for the purpose of exploiting any professional game at the newspapers' expense. They will, however, continue to print enough of the news about baseball or any other sport to satisfy the demands of the average reader who is interested in such subjects.

A WRITER in the Newspaper World, of London, says that people seem to think that the reason why the newspapers have been so reticent in criticising the negotiations that are being made in an attempt to settle the Irish troubles, is that some "Hidden Hand" holds them back. There is no hidden influence at work upon this or similar critical situations, he goes on to explain. The reason why certain things are not printed is that any discussion on the progress of events of a critical nature for the time being would be dangerous. The Press, as has been shown again and again, in recent years of trouble, is animated by a sense of responsibility and public spirit which is a far surer guide than the Hidden Hand of the Government or any other power or influence. It is this sense of responsibility, the apprehension that the printing of a criticism or a piece of news of a certain character might do more harm than good, that sometimes keeps out of print things that short sighted people think ought to be published.

PERSONAL

JOHN H. TENNANT, managing editor of the New York Evening World, has just returned to his desk after a month's vacation spent at Paul Smith's in the Adirondacks.

Melville E. Stone, counselor of the Associated Press, has returned to New York after a vacation at Woodstock, Vt.

Frank B. Noyes, president of the Associated Press and publisher of the Washington Star, is spending several weeks at Winter Harbor, Me.

Howard Davis, business manager of the New York Tribune, has returned from a stay of a month in Canada.

Frank Francis, editor of the Ogden (Utah) Standard-Examiner, has announced his intention to seek re-election as mayor.

George Rogers, general manager of the Cleveland Plain Dealer, has returned from a two months' vacation.

Charles H. Allen, publisher of the Montgomery (Ala.) Advertiser, has just purchased a handsome home at 821 South Court Street, Montgomery.

Karl A. Bickel, vice-president and news manager of the United Press, accompanied by Mrs. Bickel, is spending several weeks at Castine, Me.

H. V. Kaltenborn, assistant managing editor and foreign news specialist of the Brooklyn Daily Eagle sailed September 4 on the steamship "George Washington" for Europe, where he will make a general survey of the social, economic and political situation. William V. Hester, Jr., son of the president of the Eagle, accompanied Mr. Kaltenborn and will travel with him in Europe.

James F. Conroy, formerly with the Brooklyn Eagle, has been appointed editor of the Flushing (N. Y.) Times.

Wallace T. Hughes, vice-president and associate publisher of the Louisville (Ky.) Courier Journal was married August 24 at St. Thomas Episcopal Church, New York, to Miss Jane Thomas of Louisville.

N. R. Buckley, formerly business manager of the Beaumont (Tex.) Journal, is now co-publisher of the Port Arthur (Tex.) Daily News.

Urey Woodson, editor and publisher of the Owensboro (Ky.) Messenger, will celebrate his fortieth anniversary in that capacity on October 1. He began his newspaper career at the age of 18 years.

Anna Louise Strong, active for many years in welfare and relief work, last week completed a 54-hour trip from Warsaw to Moscow and is now reporting developments in the famine-stricken Samara district for the International News Service.

J. Byron Cain, editor of the Belle Plaine (Kan.) News, has been appointed official photographer of the World's Press Congress which meets in Honolulu in October.

P. T. Foley, for six years owner of the Parsons (Kan.) Daily Republican, has sold it to A. D. Murlin, managing editor of the Parsons Daily Sun, an afternoon paper owned by Judge Clyde M. Reed.

Col. John Temple Graves, associate editor of the Hearst's International Magazine, addressed the Pratt (Kan.) Chamber of Commerce at their weekly luncheon last week. While there he was the guest of J. S. Lewis, city editor of the Daily Tribune.

J. E. Fortin, vice-president of the

Canadian Weekly Newspapers' Association, was the chief speaker at dinner to the visiting newspaper men on Press Day, September 2, of the Canadian National Exhibition.

George Ethridge, former president of the Sphinx Club of New York and Charles Dana Gibson, have been appointed by the Brooklyn Standard-Union, as a committee to select the most beautiful girl from fifty-six whose photographs have appeared in the newspaper.

IN THE EDITORIAL ROOMS

BEN E. ADAMS, agricultural editor of the Charleston (S. C.) News and Courier and adjutant of Charleston Post of the American Legion, is a candidate for state commander to succeed Major G. Heyward Mahon of Greenville, whose term expires in September.

J. H. Woods, managing editor of the Calgary Herald, has returned from a tour of the Orient.

William Gaynor, formerly on the staffs of Milwaukee newspapers, is now on the copy desk of the Chicago Daily News.

S. Perrin Schwartz, formerly connected with the Sunday department of The Milwaukee Journal, is now on the staff of the Chicago Daily News.

T. Larry Gantt, former editor of the Columbia (S. C.) Register and one of the oldest newspaper men in the South, is writing a series of reminiscences under the heading "Southland Series."

Wilton E. Hall, 19, the youngest city editor in South Carolina, has taken another step to the front. After holding the position of city editor of the Anderson (S. C.) Daily Mail for four months, he has been made managing editor of the Anderson Tribune.

Reuben A. Lewis of the New York staff of the Journal of Commerce has been made Washington correspondent. Mr. Lewis arrived in Washington this week to take charge of the Journal of Commerce Bureau here. He succeeds J. A. Truesdell, who has been offered a position as editorial writer on a New York publication.

Miss Nettie Chandler, society editor of the Mobile (Ala.) Register and one of the best known newspaper women in the South, is visiting New York and is a guest at the Hotel Embassy.

J. E. Clark, former state editor of the Charlotte (N. C.) Observer, has taken over the state desk of the Charlotte News.

Dick Young of the Charlotte (N. C.) Observer was recently married to Miss Jean Conklin of Ontario, Ore.

G. Carpenter of the Montreal Gazette's editorial staff recently married Miss Gladys Smith of Burlington, Vt.

Joseph Brandt, city editor of the Ponca City (Okla.) News, will go to England this fall to attend Oxford University as a Rhodes scholar.

Hannah Mitchell who for several years has been on the New York Tribune, first in the Sunday department and later as feature writer, has joined the Ivy Lee publicity organization, New York.

L. Mell Glenn, for several years managing editor of the Anderson (S. C.) Daily Mail, has resigned to become alumni secretary for Furman University, Greenville, S. C.

William Howard Ramsey, Olean (N. Y.) newspaper man, and Miss Grace Ellen Fisher were recently married in Greenwich, Conn.

FOLKS WORTH KNOWING

VICTOR C. FRENCH, the newly-elected president of the Canadian Weekly Newspapers Association, has

been vice president of the association for the past two years. He is editor and proprietor of the Times, at Wetaskiwin, a thriving town in the province of Alberta. Mr. French is a native of Clinton, Ontario, where he learned the printing business. Several

years ago he went to the Canadian West and after following his profession in several of the Western cities, he has become a leading citizen of Wetaskiwin.



VICTOR C. FRENCH

Earl Venable, formerly editorial and political writer on the Boise Idaho Statesman and later secretary to Senator Borah, has been made secretary of the Republican National Committee.

Jack Hunter, veteran police reporter of the Peoria Journal, lived up to his name several nights ago when he and his wife were attacked by two holdup men. Hunter, after recovering from the attack and washing the blood from his face, made a systematic search of the Peoria drink parlors and resorts until he found the two men, arrested them at the point of a gun, and turned them over to the police.

Monte Bourgailly, formerly city hall reporter for Cleveland newspapers, but for more than a year commissioner of public information, will have charge of the plans for formally opening the new \$5,000,000 public hall now being completed in the famous "Mall Group" of public buildings facing Lake Erie.

Henry P. Edwards, sporting editor of the Cleveland Plain Dealer, visited Buffalo friends after addressing the Rotary Club of Niagara Falls. In his talk Mr. Edwards defended American professional sport, saying it is the motive which actuates thousands to take up amateur games.

M. J. Dillon, founder of the Geneva (N. Y.) Daily Times, visited his old home recently for the first time in twenty years. Mr. Dillon is now in the insurance business in St. Paul.

N. F. Maddever, managing editor of the Niagara Falls (N. Y.) Gazette, discussed the city manager form of government in an address before the Zonta club in Lockport, N. Y.

Neil D. Callanan, formerly of the Buffalo Commercial city staff, and his brother, William J. Callanan, formerly of the Buffalo Courier staff, have formed a partnership under the firm name of Callanan Bros., selling grain and feed stuffs in Buffalo.

Osman W. Brown, news editor of the Lynn Telegram-News, is spending his vacation in Norway, Me. He is accompanied by Mrs. Brown and their son, Osman, Jr.

Luther R. Frame, who has been in the London office of the Associated Press, has returned to New York on account of the illness of his wife.

W. P. Flower, Jr., who has been correspondent for the Associated Press: Lima, Peru, has been transferred to Valparaiso, Chile. He has been succeeded at Lima by Forrest Spaulding.

W. J. Wilkinson, managing editor of the Toronto Mail and Empire, is away on his annual vacation taking a motor trip through the Eastern Provinces with Mrs. Wilkinson.

E. J. Archibald, former special staff writer of the Toronto Daily Star and latterly editorial writer of the Montreal Daily Star, has been made managing editor of that paper in succession to C. F. Crandall, who is leaving to take editorial charge of the Vancouver World. Albert Carman, who was a leading editorial writer of the Philadelphia Public Ledger during the war, is now editor-in-chief of the Star.

T. Stewart Lyon, managing editor of the Toronto Globe, has just returned from a motor trip through southern Ontario during which he visited Port Dover, Buffalo, and the south shore of Lake Erie, taking in Cleveland and Detroit on the way. He returned through Western Ontario.

George A. Martin, sometime Ontario press gallery reporter of the Toronto

(Continued on page 34)

When you can't find the answer to your question, don't give it up—ask Haskin.

ADS FOR "COAST" APPLES

Northwest Growers Will Spend \$100,000 To Win Eastern Markets

SEATTLE, Sept. 8.—Definite plans to raise and spend within the next 12 months not less than \$100,000 in a national advertising campaign to promote the sale of Pacific Northwest apples were laid at a recent meeting held in Seattle of representatives of all the larger apple-producing and distributing organizations of Washington, Oregon, Idaho and Montana.

Under the plan approved, the growers and shippers will be asked to contribute on a basis of one cent a box to the advertising fund. Growers and distributors' organizations and county farm bureaus will be largely depended upon to conduct the money raising campaign, thereby eliminating the expense of maintaining field organization for that purpose.

The proposed advertising campaign, it is expected, will place the Northwest-grown apple in permanent position throughout the country. Virtual failure of the Eastern apple crop this year means that Northwest growers can seize the Eastern market through an energetic campaign. Many Eastern markets use the barreled Eastern crop entirely, and do not know there is such a thing as boxed apples, it is declared.

FRUITERERS MUST ADVERTISE

N. Y. Growers Must Wake Up to Newspaper Opportunities

Co-operative merchandising was the subject discussed by speakers at a meeting of agricultural interests held in New York recently, for the purpose of

mutualizing the North American Fruit Exchange. Aaron Sapiro, a specialist on marketing, said the New York fruit organizers must merchandise their goods co-operatively if they were to be as successful as the fruit growers of the Northwest. "The growers in this state must wake up," he said. "They have hardly learned that newspapers exist."

Arthur R. Rule, vice-president and general manager of the Exchange, which last year sold for growers' organizations more than 30,000 carloads, valued at \$40,000,000, described the plan, which will be put into effect August 1. All service of the Exchange is to be provided on a service basis. The profits of the Exchange are to be limited to 10 per cent.

DROSS OF COMPLAINTS TURNED TO GOLD OF ORDERS

(Continued from page 9)

is wrong? Individuals lack confidence. Lack of confidence destroys business.

A master salesman in his day, than whom I know of no one in these progressive days greater in his work, said, "Faith is the substance of things hoped for, the evidence of things not seen." We must get back to fundamentals.

Faith and confidence, in prices, quality of merchandise and service is the basis of business development. We must rebuild confidence between employer and employee, between capital and labor, between manufacturer and wholesaler, between wholesaler and retailer, and between retailer and consumer. It is no longer a problem of what to do. Boiled down, it is a duty. It is my individual duty; it is your

individual duty to regain the confidence of everyone with whom we have business relations. And as soon as we all do this I believe the wheels of industry will turn faster.

The twelve months ending June 30th represents a period in which our concern arranged the greatest number of adjustments. The peak was reached in January, 1921. I do not know whether our experiences correspond with those of other lines of business.

During the early days of that trying period a dealer in Oklahoma explained to our representative the reason for his lack of confidence in our products. Instead of arguing about the justness or unjustness of his claim we sent him a supply of products that represented a trifle more than his loss. Following this up with the customary investigation we learned that the item complained of was damaged as a result of rough handling in transit. The salesman was in the drug store when our letter accompanying the replacement reached the customer. It was a very short letter, but it was enough.

The salesman wrote us as follows:

"I am sure that part of my success in getting this order is due to the adjustment you gave them on the — tablets. I happened to be in the store when the postman came in with the letter of adjustment, and the proprietor was very much pleased indeed. After reading the letter he turned and said, 'If you will go out to the other store you can sell a lot of pharmaceuticals, as we are now ready to stock our prescription case. I had intended giving the order to — & Co. (their man

has been in this territory ten years) but since you have gotten the adjustment for me I'll give it to you!"

Through such means as these complaints have been turned into real money orders.

FRANK H. SIMONDS

will interpret the

DISARMAMENT CONFERENCE

for over

Sixty of the Leading Newspapers of America and Europe

He is as familiar with European affairs and personalities as with American.

Wire to see if yours is one of the few territories still open

The McClure Newspaper Syndicate
373 Fourth Ave. New York

SELLS MORE SPACE TO CHURCHES

Advertising Manager Cultivates Field Previously Neglected and Increases Revenue with High Class Copy

By **HERBERT H. SMITH**

In Charge of Church Advertising, Presbyterian Department of Publicity

THE advertising manager of one small daily paper in a land where the oats price is so low farmers have almost quite buying is thanking the EDITOR & PUBLISHER for its suggestions about church advertising. Equipped with information which the paper gave him he had little difficulty in helping one pastor to see the advantage of taking 500 inches of space for a campaign, and at last reports was in a fair way of adding several other churches to his Saturday display space.

These articles with the weekly suggested ads are designed to help advertising managers with copy suggestions for pastors whose idea of church advertising is merely a card with the topic of the sermon.

An editor in Iowa, interested in educating the ministers of the town to think in larger terms of church publicity, had samples of the material issued by the Presbyterian denomination sent to pastors of every church in the city.

The wide awake manager of a Wisconsin daily has rearranged the church ads under a general heading with church news on the same page. A vigorous campaign for more space promises fair results.

If 30 per cent of the daily papers in a selected list can increase their church advertising 90 per cent in the past six months—as they have—it

What Does Your Family Think of You?

The real test of a man's religion is how he acts at home. Are you kind, amiable and sweet in your family circle? "Bear ye one another's burdens and so fulfill the law of Christ," is the teaching of Christianity.

We can follow Christ's teachings without going to church, but we thus deny ourselves many opportunities to help others. Help the church exert the influence in the community that it ought. Link your effort with the energies of those who are trying to build up the best things in town. Come to church Sunday.

Text of one of a series of fourteen illustrated ads being used in Atlanta, Ga., signed by all the Presbyterian churches of the city. The space averages six inches double column each week, with three lines to each congregation, for name, pastor's name and address and hours of service. Perhaps the churches of some denomination would unite in a similar series in your paper.

seems fair to suppose that a good many other papers can go and do likewise.

A church which begins its advertising with a special announcement for Rally Day may be persuaded to continue advertising for a full-fledged campaign during the winter.

Announcement

Effective September 1st

FRANKLIN P. ALCORN COMPANY

National Advertising Representatives

will be conducted under the name of

ALCORN-SEYMOUR COMPANY

INC.

Marbridge Building
New York

Marquette Building
Chicago

The business continues under the same management. Mr. Seymour and Mr. Turnbell have been admitted to the firm

Franklin P. Alcorn.....Pres. and Treas.
Howard W. Seymour.....First Vice-Pres.
John W. Turnbell.....Second Vice-Pres.
E. N. Schwager.....Secretary

Newspapers Exclusively

Correspondence invited with publishers desirous of knowing about our service

New York
Franklin P. Alcorn
John W. Turnbell

Chicago
Howard W. Seymour
Daniel J. Hickey

Giant Permanent Markets

For Nationally Advertised Goods and the

Greatest Transient Population

of Any State

These two outstanding features of *New York State* make it the most attractive "hub" for all national advertising campaigns.

Select the list of newspapers printed in this announcement and determine to make New York the foundation of your Fall and Winter sales effort.

These newspapers assure complete distribution of your printed message throughout the great market represented by cities and rich agricultural districts.

Advertising campaigns in these news-

papers assures "catching the eyes" of thousands of tourists who will spread the fame of your products to the far corners of the entire United States.

The merchandising organizations of the New York State newspapers guarantee co-operation that is safe, sane, sound in principle and certain to link the sales organization with the advertising endeavor so strongly that success is certain for all merchandise of merit.

Study these circulation figures and advertising rates.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
*Albany Knickerhocker Press..... (M)	32,235	.09	.09	*New York American..... (S)	1,045,959	1.25	1.25
*Albany Knickerhocker Press..... (S)	45,278	.11	.11	*New York Globe..... (E)	164,429	.45	.45
Auburn Citizen..... (E)	6,926	.04	.035	New York Evening Mail..... (E)	155,148	.41	.40
*Brooklyn Daily Eagle..... (E)	56,487	.20	.20	*New York Evening Post..... (E)	38,596	.32	.25
*Brooklyn Daily Eagle..... (S)	70,493	.20	.20	*The New York Herald..... (M)	198,527	.50	.45
*Brooklyn Standard Union..... (E)	65,939	.20	.20	*The New York Herald..... (S)	218,642	.50	.45
*Brooklyn Standard Union..... (S)	44,017	.20	.20	*The Sun, New York..... (E)	189,384	.50	.45
*Buffalo Courier and Enquirer..... (M&E)	84,478	.18	.18	*New York Times..... (M)	327,216	.65	.636
*Buffalo Courier..... (S)	117,634	.27	.22	*New York Times..... (S)	505,023	.75	.727
*Buffalo Express..... (M)	36,065	.12	.10	*New York Tribune..... (M)	142,310	.40	.36
*Buffalo Express..... (S)	62,747	.18	.14	*New York Tribune..... (S)	142,835	.40	.36
*Buffalo Evening News..... (E)	104,221	.21	.21	New York World..... (M)	346,626	.60	.56
**Buffalo Evening Times..... (E)	79,541	.15	.15	New York World..... (S)	621,489	.60	.56
***Buffalo Sunday Times..... (S)	96,063	.15	.15	New York World..... (E)	313,143	.60	.56
**Corning Evening Leader..... (E)	7,478	.04	.04	Niagara Falls Gazette..... (E)	12,292	.05	.05
*Eimira Star-Gazette..... (E)	24,451	.08	.07	Olean Times..... (E)	5,021	.025	.025
*Glens Falls Post-Star..... (M)	7,323	.03	.03	**Poughkeepsie Star and Enterprise... (E)	11,043	.05	.05
Gloversville Leader-Republican..... (E)	6,126	.03	.03	Rochester Herald..... (M)	27,757	.08	.08
Gloversville Morning Herald..... (M)	6,129	.035	.03	Rochester Times-Union..... (E)	64,031	.20	.18
Hornell Tribune-Times..... (E)	6,553	.035	.035	Schenectady Union Star..... (E)	13,442	.06	.05
*Ithaca Journal-News..... (E)	7,133	.04	.04	*State Island Daily Advance..... (E)	7,140	.05	.04
*Jamestown Journal..... (E)	6,821	.025	.025	*Syracuse Journal..... (E)	43,844	.10	.10
*Jamestown Morning Post..... (M)	9,248	.05	.03	*Troy Record..... (M&E)	22,794	.05	.05
*Middletown Times Press..... (E)	5,861	.04	.03				
*Mount Vernon Daily Argus..... (E)	7,032	.04	.04				
*Newburgh Daily News..... (E)	10,726	.05	.05				
*New York American..... (M)	299,703	.60	.60				

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 **A. B. C. Auditor's Report, April 1st, 1921.
 ***A. B. C. Publishers' Statement, July 1, 1921.

HOWARD CALLED AGAIN IN PRESS CLUB PROBE

**President Testified He Bought Life
Membership At Third of Regular
Rate—Seek Funds From 1920
Annual Dinner**

Edward Percy Howard, president of the New York Press Club, admitted on the witness stand September 7 that he had paid \$100 for a life membership in the club six years ago, although the by-laws provide \$300 as the fee for life active membership. In his previous testimony Howard had stated the club was in a bad financial condition at the time.

The testimony was given before former Supreme Court Justice Peter A. Hendrick, who is sitting as a referee in the proceeding brought by newspaper men who are petitioning the Supreme Court to make a thorough investigation of the club's affairs. The petition arises out of the sale of representation in a proposed history of the world war, wherein the trustees voted to give John J. Wohlman, the promoter, 60 per cent of the proceeds. More than \$110,000 was collected under this agreement, according to the testimony.

During the hearing yesterday the matter of the annual dinner in 1920 was brought out. Howard testified that he presided over the dinner, which was held in the Hotel Astor, and at which there were about 700 persons present. They paid \$10 a plate.

It was brought out that President Harding, then a Senator, had accepted an invitation to be one of the guests of honor. During a discussion as to the relevancy of this testimony, H. Francis Dyruff, counsel for the petitioners, stated to the court that he would show that

Wohlman's solicitors had used the anticipated acceptance by President Harding to this year's dinner as a bait to get \$1,000 subscriptions to the world war history.

Mr. Howard was then shown the club's financial statement for the year 1920. This lists two items under the heading "Annual Dinner." The account given as receipts from the annual dinner was \$284.76, and the disbursements for the dinner as \$8.70.

"If there were 700 present, and they paid \$10 each, that would be \$7,000 received for the dinner, would it not?" asked Mr. Dyruff.

"That is a matter of arithmetic," replied Howard.

During the hearing it was brought out that at the request of Howard, the defendant trustees had passed a resolution barring the petitioners' counsel from the club house.

In connection with the sale of 300 life memberships for \$100 to members of the club, it was also brought out that two such memberships had been sold by the Board of Trustees last year, at a time when there was \$26,000 in the treasury. In the discussion Counsellor Dyruff contended that this was one of the ways in which the members of the Board of Trustees were enabled to perpetuate their control of the club's affairs.

Now Alcorn-Seymour Co.

A reorganization has been effected by which the Franklin P. Alcorn Special Agency, New York and Chicago, will hereafter be known as the Alcorn-Seymour Company, Inc. The principals are Franklin P. Alcorn and Howard W. Seymour, who has been in charge of the Western office for five years.

Dearborn Independent Case Up Again

Mayor Babcock of Pittsburgh, Public Safety Director Alderdice and the city are restrained in an injunction granted September 8 by Federal Judge Thompson from interfering with the sales of Henry Ford's Dearborn Independent. A hearing will be held September 17. In Chicago the Dearborn Independent, has been made the subject of a State investigation, following the filing of charges with State's Attorney Crowe that the publishers were violating the criminal laws by printing inflammatory articles attacking the Jews.

Acks "W. P. C." Forestry Support

(Special to Editor & Publisher)

WASHINGTON, Sept. 8—The American Forestry Association, in a statement issued today, calls upon the World Press Congress at its October meeting in Honolulu, to take steps to support the organization's efforts to obtain national and state legislation protecting and replacing America's forests, upon which, it is pointed out, newspapers must depend for their future existence. "There are 81,000,000 acres of idle land in this country which should be put to work growing trees at once," the association declares.

"K. K. K." Threats for N. Y. World

The New York World's articles on the Ku Klux Klan, which are attracting national attention, have resulted in the receipt by the newspaper of a number of anonymous threats of violence. As a result, for several days and nights the World Building has been under special guard of police and U. S. Department of Justice agents. Thursday night was particularly singled out for trouble by note writers, but nothing happened.

N. Y. Golf Championship

The Greater New York Press Championship golf tournament will be held over the line of the Knickerbocker Country Club, at Tenafly, N. J., September 13 and 14. All bona fide newspaper men, whether members of the New York Golf Club or not, are eligible to compete.

Agency Changes Name

The Ostenrieder Advertising Agency, Chicago, has changed its name to the Osten Corporation.

The Atlanta Journal

ATLANTA, GA.

5c
Daily

10c
Sunday

Associated Press
United Press

Leased Wire Cable and
Financial News

An outstanding
newspaper

Advertising in The
Journal Sells the Goods

INTERTYPE

"THE BETTER MACHINE"

**Publishers and Printers—Put It Up to Your
Mechanical Staffs—**

Sooner or later you are going to adopt Intertype Standardization—

*The value of Standardization whether in machinery or methods,
is too well established to-day to be the subject of any debate.*

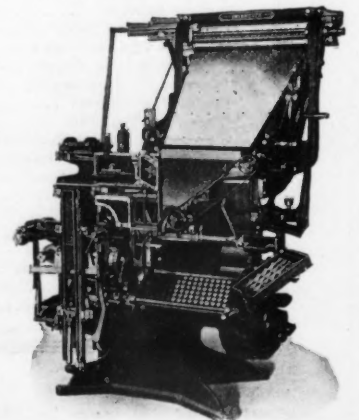
Over 5,000 Intertypes are in operation in plants of successful publishers and printers who acknowledge the benefits derived through Intertype Standardization and Simplicity.

INTERTYPE CORPORATION

BUILDERS OF "THE BETTER MACHINE"

General Offices: 50 COURT STREET, BROOKLYN, N. Y.

Middle Western Branch
Rand-McNally Building, Chicago, Ill.
Canadian Representatives—Toronto Type Foundry Co., Ltd.,
Southern Branch
160 Madison Avenue, Memphis, Tenn.
Toronto
Pacific Coast Branch
86 Third Street, San Francisco, Cal.
Winnipeg
Regina



Pennsylvania

A GREAT MARKET

Pennsylvania, as a State, has a number of advantages well worth careful consideration by manufacturers who are desirous of either creating a market or extending a market.

There are nearly nine million people in Pennsylvania, all kinds, and plenty of each kind.

There are seven cities of over 30,000
 There are nine cities of over - 50,000
 There are two cities of over - 100,000
 There is one city of over - 500,000
 There is one city of over - - 1,500,000

Pennsylvania's payrolls, by and large, run higher per capita than do the payrolls of any other State.

Pennsylvania's daily newspapers reach the people who buy merchandise.

These Newspapers Will Help You Get Leadership

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
Allentown Call (M) Item.....(E)	32,561	.10	.10	*Lancaster Intelligencer and News-Journal(M&E)	23,143	.08	.08
*Altoona Mirror(E)	23,556	.06	.06	**Oil City Derrick.....(M)	5,808	.04	.035
Bethlehem Globe(E)	7,764	.04	.04	Philadelphia Record(M)	111,883	.25	.25
*Chester Times and Republican (M&E)	15,110	.065	.05	Philadelphia Record(S)	125,555	.30	.30
Coatesville Record(E)	5,429	.021	.021	*Pittsburgh Dispatch(M)	57,521	.17	.15
Connellsville Courier(E)	5,267	.0179	.0179	*Pittsburgh Dispatch(S)	76,651	.22	.18
**Easton Express(E)	13,126	.05	.05	Pittston Gazette(E)	3,847	.03	.025
**Easton Free Press.....(E)	10,642	.05	.05	*Pottsville Republican(E)	11,416	.055	.05
*Erie Dispatch (M) Herald (E) (M&E)	19,493	.065	.065	Scranton Republican(M)	31,190	.12	.10
*Erie Dispatch-Herald(S)	18,738	.07	.07	Scranton Times(E)	35,904	.12	.10
*Erie Times(E)	27,787	.08	.08	*Sharon Herald(E)	4,942	.021	.021
Harrisburg Telegraph(E)	34,445	.095	.095	**Washington Observer & Reporter (M&E)	14,849	.06	.05
				*Wilkes-Barre Times-Leader....(E)	18,346	.05	.05

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 *A. B. C. Publishers' Statement, April 1, 1921.

**A. B. C. Auditor's Report, April 1, 1921.

IN THE EDITORIAL ROOMS

(Continued from page 29)

Globe, and more recently managing editor of the Kitchener (Ont.) Telegraph, has been appointed editor of the Oshawa (Ont.) Reformer.

John E. Kern, associate editor of the Scranton (Pa.) Republican, has been appointed Director of Publicity for the Majestic Theater, in Scranton.

James F. Mitchell, managing editor of the Scranton (Pa.) Republican, has been named chairman of the press committee which will help plan for the silver jubilee of Bishop M. J. Hohan of the Scranton Catholic Diocese.

Harold Myers, political editor of the Scranton (Pa.) Republican is back at his desk following a two weeks' sojourn at Lake Como, Pa.

James Gray, former dramatic and music critic for the St. Paul Dispatch-Pioneer Press, has returned to those papers and is doing editorial paragraphs.

Miss Margaret Allen of the society department of the St. Paul Dispatch-Pioneer Press has become the bride of John R. McMahon. She will continue her connection with the papers.

E. J. Tarbell, recently with the Minneapolis Journal, is now on the St. Paul Daily News.

Donald Hough, late summer outing editor of the St. Paul Dispatch-Pioneer Press has joined the St. Paul Daily News as feature writer.

Thomas Alexander Boyd, literary editor, and Arthur Sheekman and R. S. McIntire, reporters, of the St. Paul Daily News have been enrolled as students in the University of Minnesota.

Miss Frances C. Boardman, dramatic editor and feature writer of the St. Paul Daily News, has been granted a year's leave of absence for service with the Denver Express. H. B. R. Briggs, editor of the Newspaper Enterprise Association in Cleveland, has taken charge of the latter paper.

Bernard Vaughn, editor of the Rural Weekly of the St. Paul Daily News, took his vacation in South Dakota.

Lawson May, formerly U. P. bureau manager at Houston, Texas, has sailed for Manila, P. I., to join the news staff of the Manila Bulletin, of which his uncle D. H. Lawson, is general manager.

C. E. Clark, city editor of the Lawton (Okla.) News, is enjoying a month's vacation with relatives at Spokane, Wash. Mr. Clark was formerly connected with the newspapers of Evansville, Ind., and has been with the Lawton News since July, 1919.

Thomas Murphy, associate editor of the Scranton (Pa.) Times, is a candidate for the Democratic nomination for treasurer in Lackawanna County.

J. D. Keator, managing editor of the Scranton (Pa.) Times, has returned home after a two weeks' automobile trip through New York state. He was accompanied by his family.

M. E. Sanders, correspondence editor of the Scranton (Pa.) Times, is a candidate for city councilman in Scranton. He has been employed on Scranton newspapers for the past 40 years, and is pointing to his long experience as a newspaper man as a guarantee that he will prove well qualified to act as one of the city fathers.

Alexander R. Smith, formerly editor

of the Marine News, has been appointed editor of the Marine Journal. Mr. Smith succeeds Henry C. Wiltbank, who has been made secretary of the National Merchant Marine Association, Washington. Homer Sheridan, formerly director of the editorial promotion department of the New York American, is now managing editor of the Marine Journal and to its staff comes Oliver C. Hall, formerly on the editorial staff of the Brooklyn Eagle and Brooklyn Times.

THE BUSINESS OFFICE

JAMES L. EWING, business manager of the New Orleans Daily States, is visiting New York and is a guest at the Hotel Ambassador.

L. J. Van Laeys, vice-president of the Houston Post, is in New York on a business trip.

Jim Holliday, foreign advertising manager of the Atlanta Constitution, is in New York and is staying at the Hotel Majestic.

William J. Morton, president of the William J. Morton Company of New York and Chicago, special newspaper representative, who has been visiting in Oakland and San Francisco, will visit Portland and other cities before returning home.

Clement O'Neill has been appointed to assist Ralph Pryne, head of the national advertising and service departments of the St. Paul Dispatch-Pioneer Press.

Miss Hazel C. Gleason of the classified advertising staff of the St. Paul Pioneer Press has resigned to become a high school teacher.

Mrs. Harvey R. Young, wife of Harvey R. Young, advertising manager of the Columbus (Ohio) Dispatch, was stricken with apoplexy on August 19 while visiting Boston with Mr. Young. She was removed last week to her home in Columbus, where she is improving.

Boh Calloway, assistant classified manager of the Birmingham News, has become classified ad manager of the Memphis (Tenn.) News-Scimitar. He will assume his new duties September 12. Mr. Calloway has been connected with the Birmingham News for seven years. Simultaneous with the announcement of his new position Mr. Calloway announced his engagement to Miss Wilmot Darnell, also on the classified staff of the Birmingham News.

Albert Landers, assistant business manager of the Colorado Springs (Colo.) Gazette, spent his vacation in Hutchinson.

George A. Perry, business manager of the Galesburg (Ill.) Daily Republican-Gazette, is on a visit to New York.

John C. Morris, former advertising manager of le Bulletin des Agriculteurs, Montreal, has joined the Montreal staff of McConnell & Fergusson, Ltd., advertising agency.

Mrs. Lillian McKeown will sail on October 5 for Honolulu to attend the Press Congress of the Word, as a representative of the New York Sun and Evening Telegram. Mrs. McKeown is in charge of national advertising.

Ralph J. Sprague, promotion manager of the New York Evening Post, has been appointed advertising manager of the Nation. Mr. Sprague, who was a captain in the 306th Infantry, 77th Division, during the war, was formerly with the advertising departments of the New York Times, the Annalist, and the New York Tribune.

E. C. Conover and Robert H. Flaherty have been appointed as Eastern and Western managers respectively, in

charge of national advertising, has been announced by the New York Evening Post. Mr. Conover comes to the Post from the executive board of the William H. Rankin Company. Prior to his connection with the Rankin Company, he was advertising manager of the Nast Group, a member of the George Batten Company staff, and Western manager of Metropolitan Magazine. Mr. Flaherty has been for the last seven years with the Leslie-Judge Company, of which he was Western Manager, and previously was a Western representative of the Review of Reviews.

WITH THE AD AGENTS

NELSON S. GOTSHALL has joined the staff of Grandin-Dorrance-Sullivan, Inc., of Illinois as a vice-president. He spent several years as distributor in both St. Louis and Kansas City for the Cole Motor Car Company and was also connected as a sales executive with the Studebaker organization. For two years he was western sales manager of the Smith Form-A-Truck Company.

At a meeting of the stockholders of Carl S. von Poettgen, Inc., the following officers were elected for the ensuing year: Frank S. Callender, president; R. F. Moore, vice-president and general manager, Catherine von Poettgen, secretary-treasurer. Business will be under the direction of Mr. Moore, who has been vice-president of the company since its organization.

The Schimpff-Miller Company has been established as an advertising agency in Peoria, Ill. It is a coalition of the forces of H. V. Miller, formerly of the Mace Advertising Agency, and H. C. Schimpff, former principal in the Schimpff Advertising Company. Schedules were released in August to one hundred and fifty newspapers, farm papers and trade papers for the publicity campaign of the National Swine Show and National Implement and Vehicle Show.

Richard C. Fowler, formerly commercial manager of the Detroit City Gas Company, returned to Detroit September 1 to become vice-president of Campbell, Trump & Co., advertising agency.

Mr. Fowler has recently been assistant sales manager of the Delco Light Company. Gage C. Tremaine, who has been in charge of the copy and production departments, becomes secretary of the company. Harvey Campbell continues as president and Hal G. Trump is treasurer and general manager. With the addition of the new officers the name of the firm is changed from Campbell, Blood & Trump to Campbell, Trump & Co.

Wilbur Beach and Associates is the name of an advertising service which has been formed, with offices at 25 Broad street, New York, by Wilbur Beach, Kendrick W. Taylor and John C. Adams.

Cancel A. P. Executive Meeting

The executive committee of the Associated Press, scheduled to meet September 28, will probably cancel the meeting because of the short time between that date and the session of the board of directors on October 5. The following papers have been admitted to membership: Havana (Cuba) La Prensa; Carbondale (Ill.) Free Press; West Frankfort (Ill.) American; Joliet (Ill.) Sunday Herald-News and Middletown (Ohio) Sunday Journal.

A NEW SHERLOCK HOLMES

C. A. Rook, Jr., Catches Thief of Pittsburgh Dispatch's Cash

C. A. Rook, Jr., assistant to the president and circulation manager of the Pittsburgh Dispatch and son of Col. C. A. Rook, has won a new title. This time it is "Sherlock Holmes of Pittsburgh." For some time the cashier, when he reported for work, had missed small sums of money and car tickets.

Close watch was kept on his office and detectives employed; wires were run from the cashier's office to a nearby building, but still the thief was able to keep right along at his work and small sums and tickets continued to mysteriously disappear from his desk. The other day young Rook decided it had gone about far enough and that he would take a hand in trying to stop it. So one recent evening young Rook sneaked into the cashier's office and hid back of a lot of files and among the steam heating pipes. He only had about 8 inches space, but as the night was warm and no heat on, he was fairly comfortable, that is, he was until the janitor turned on the steam to dry the tile floors. He held on and about 4 o'clock was rewarded by seeing a man sneak into the room and abstract money and tickets from the cashier's desk. Mr. Rook had marked the money and tickets and had carefully cleaned all finger marks off the desk, so that he took no chance in not being able to land the right man. As soon as the thief had stowed the money and tickets in his pockets, young Rook jumped from behind the files and pipes, and with his automatic in full view marched the gentleman to police headquarters.

URGES ADVERTISING TO WOMEN

They Buy for the Home, Retailers' Congress Is Told

CHICAGO, Aug. 31—Optimism as to the business outlook and advice to "advertise to women" was expressed by J. R. Mooney of Temple, Okla., in his address as President of the National Congress of Retail Merchants, which opened its annual convention here.

"The men will be content to let things slide along," said Mr. Mooney. "But remember that it is the woman who reminds the man when the shirt is dropping off his back and that he needs a new one. Women do the buying so address your advertisements to them."

Kennedy Edits London Advertiser

Announcement has just been made by the London (Ont.) Advertiser of the appointment to its staff of Arthur R. Kennedy, as editor-in-chief, effective September 10. Mr. Kennedy, who is at present in the editorial department of the trade paper division of the Maclean Publishing Company, Toronto, was formerly with the Guelph (Ont.) Mercury and the Brantford (Ont.) Expositor. As a mark of their esteem and appreciation the members of the Maclean Publishing Company held a dinner at the Arts and Letters Club in honor of Mr. Kennedy, at which he was presented with a mantel clock.

Van Gelder Finally on Vacation

When the Lima (N. Y.) Recorder, came out with its weekly edition a day earlier than usual its subscribers wondered as to the reason. They discovered the editor, Fred A. Van Gelder, was taking his first vacation in ten years and had published his paper a day early to permit an auto tour.

PHILIP S. BATES DEAD

Former Secretary of Oregon Editorial Association and Long Active

PORTLAND, Ore., Sept. 3—Philip S. Bates, one of the best known of Oregon newspaper men, died in Portland on August 29 after a brief illness of diphtheria. He was a former secretary of the State Editorial Association, in which capacity he served for a term of years and at all times had taken a deep interest in promoting a spirit of co-operation among the publications of the state of Oregon.



PHILIP S. BATES

Mr. Bates was born in Southampton, Mass., in 1868. He came to Portland in 1887, but it was not until 1902 that he engaged in newspaper and publication work. For some time he was editor and publisher of the Pacific Northwest, and up to the time of his death was associated with Col. E. Hofer in the publication of the Manufacturers' News. He is survived by his widow and two sons.

Obituary

THOMAS M. KANE, for more than 37 years an employe of the Great Northwestern Telegraph Company, and latterly chief operator for the Canadian National Telegraphs died last week while copying a message for Kingston

newspapers. Death was due to apoplexy.

ELMER E. JOHNSTON, manager of the Iowa City (Ia.) Citizen and chairman of the cost finding committee of the Inland Daily Press Association, died in Iowa City recently.

MISS GENEVIEVE F. BARRY, formerly of the Buffalo Express staff, died at her home in Buffalo.

SAMUEL MEYER, former Buffalo newspaper man, and recently vice-president and general manager of the Niagara Petroleum Products Company, Jamestown, N. Y., committed suicide at the Elks' club in New York August 29. His estate includes \$50,000 in insurance. Meyer was for many years a reporter on Buffalo newspapers.

SAMUEL KUEST HARDT, aged 66, owner and editor of the Port Clinton (Ohio) Progressive Union Times, died August 31, at his home. He was founder of the Ottawa Zeitung, which he reorganized into an English language paper during the world war.

Yellowstone's First

Yellowstone Park (Wyo.) has its first newspaper, "The Tourist Tattler," edited by Al Collins of Washington, Don Anderson of Montana, and Woodward Dutton of Montana. It is a six-column four-page publication. Offices are maintained in the government buildings at park headquarters.

Hood River Papers Win

First award in the rural service contest conducted among Oregon newspapers by the Oregon Agricultural College went to the Hood River Glacier. The basis of the award was the amount and quality of rural news, features and

editorials. Another Hood River paper, the News, won second place. Other papers that received honors were: the Enterprise Record-Chieftain, Dallas Polk County Observer, Ontario Argus, Newberg Graphic, Forest Grove News-Times and McMinnville News-Reporter.

Soup and Cigars 100 Miles Apart

The first progressive flying dinner in the world, was given by the St. Paul and Minneapolis Aero club on the night of August 4, with newspaper men of the two cities and several women as guests. The party began with soup at the Speedway field, St. Paul; had fish at White Bear Lake; roast beef and vegetables

at Curtiss Northwest field; head lettuce and thousand island dressing at Brown's field, Robbinsdale; coffee and cigars at Lake Calhoun, Minneapolis, and dessert at Lyndale air field. The course was 100 miles or more and the affair was directed from the Security hangers at the Speedway. Eight planes were used.

Starting New Waxahachie Paper

The Tribune Publishing Company has been organized at Waxahachie, Tex., with a capital stock of \$8,000, to begin publication of a new weekly. Thomas N. Herring, formerly business manager of the Cameron Milam County Enterprise, will be editor of the Tribune.

A "Real Dry Mat"

IMPORTED

The Shrinkage is Always Under Your Control
Plenty or Little—As You Desire It

We are proving daily to the newspapers the advantage of using the "Flexideal Mat" and are rapidly gaining new friends and customers

Let Us Convince You by Making a Trial in Your Own Plant

Uniform Thickness—Uniform Shrinkage—Uniform Results

Honest Prices for Honest Merchandise

We Guarantee 25 Casts

Order a trial case of 500 sheets. Price, 18c. F. O. B. Brooklyn, N. Y.

W. B. WHEELER CORP.
Sole U. S. & Canadian Distributors
6 CHURCH STREET
NEW YORK CITY

We carry 200,000 sheets in stock at all times, assuring you a constant supply.

Halifax, Canada, August 25th, 1921

We announce the appointment of **KNILL-BURKE, INC.**, as representative of our publications, **Halifax, Canada, Morning Herald, Evening Mail and Sunday Leader**, with offices in **New York, Brokaw Bldg., 42nd Street and Broadway—Chicago, Gas Bldg., 122 Michigan Boulevard.**

W. H. DENNIS
Publisher

Effective September 1st, 1921

INDIANA

35,910 Square Miles
2,930,544 People

- 175,000,000 bushels of corn produced annually.
- 45,000,000 bushels of wheat produced annually
- 60,225,000 bushels of oats produced annually
- 4,400,000 bushels of potatoes produced annually
- 5,300,000 bushels of rye produced annually
- 1,400,000 bushels of barley produced annually
- 15,200,000 pounds of tobacco produced annually
- 3,000,000 tons of hay produced annually
- 1,000,000 sheep raised annually
- 27,300,000 tons of coal produced annually

These figures show part of what Indiana produces to sell.

Not only is Indiana prolific in producing merchandise and crops, coal and cattle, oil and automobiles but Indiana is a good buying state.

Indiana as a market is all right.

Put your goods into Indiana and you have a ready made market.

USE THESE DAILY INDIANA NEWSPAPERS TO BLANKET THE STATE

	Circulation	Rate for 5,000 lines
Decatur Democrat(E)	3,114	.025
Evansville Courier(M)	23,513	.05
Evansville Courier(S)	21,318	.05
*Fort Wayne Journal-Gazette and Evening Press(M&E)	45,829	.07
*Fort Wayne Journal-Gazette(S)	26,888	.07
*Fort Wayne News and Sentinel.....(E)	34,715	.08
**Gary Evening Post and Tribune.....(E)	8,218	.05
*Indianapolis News(E)	118,205	.20
LaPorte Herald(E)	3,638	.025
Richmond Palladium(E)	11,937	.05
South Bend News-Times(M)	10,617	
South Bend News-Times(E)	6,551	17,168
South Bend Tribune(E)	17,028	.055
Terre Haute Tribune(E&S)	21,670	.06
*Vincennes Commercial(M&S)	4,532	.025

Government Statements, April 1, 1921.
*A. B. C. Publishers' Statements, July 1, 1921.
**A. B. C. Statement, July 1, 1921.

FORUM OF FEMININE FRATERNITY OF FOURTH ESTATERS

A DEPARTMENT OF NEWSPAPER WOMEN, FOR NEWSPAPER WOMEN,
AND BY NEWSPAPER WOMEN
Conducted by MILDRED E. PHILLIPS

NEWSPAPER women all over the country are interested in the result of an effort by twenty-five New York



ALICE AVON

Art Galleries to have Miss Alice Avon reinstated in her former position as art critic of the Morning Telegraph, from which she was dismissed recently.

The petition is signed by names of prominent art exhibitors, and endorses Miss Avon for her able criticisms of the various art exhibitions held in New York. The petitioners state that: "Miss Avon has been unjustly condemned because of her firm convictions; that the so-called radical art movement, consisting of the cubist, futuristic, dadaistic and other abnormal tendencies, cannot succeed. She feels that these "isms" are a distortion of art and all that is beautiful and sane.

"Such an exhibition as that of the Independents Miss Avon condemned as being a travesty, a burlesque on all that is sacred in art, 95 per cent of it proving to be insincere and serving no purpose but to create confusion and chaos among art lovers.

"Miss Avon has startled the art world by her amazing knowledge of the craft, making her writings at once constructive and interesting. Her criticisms were not filled with meaningless praise, rather based on truth, splendid ideas and ideals, all of which we feel to be the legitimate mission of an art critic."

Miss Avon believes she was dismissed from the Morning Telegraph because of the combined efforts of two art critics who also acted in the capacity of press-agents. These critics were continually sending her copy which she did not use for the reason that she considered it unethical for any critic to act in the capacity of press agent and exploit anything that pertains to the thing he is supposed to criticize. She believes that no critic has the right to base his criticisms on the comments of others.

An interesting thing about the whole matter is that the names of the very galleries and artists whose exhibitions she condemned appear on the petition. "So truth sometimes does reap its own reward," Miss Avon philosophically remarks.

The young woman has nothing but praise for the Morning Telegraph. She declares her association with this newspaper was very pleasant until this

breach occurred. She found everyone there ready with high praise and encouragement for her efforts.

As a matter of fact Miss Avon's brief career on the Telegraph caused much comment among metropolitan newspaper folks. Within six months after she joined the staff she was quoted editorially by other papers, declared "ingenious" and proclaimed as the most promising of present day writers on the subject of art. * * *

RUTH PEITER, of the Toledo (Ohio) Times, according to reports, is making a name for herself on the only morning and Sunday newspaper in northwestern Ohio. She doesn't talk about her efforts, however, just credits her "M. E." with whatever she may have accomplished up to date. Which unquestionably shows that Ruth possesses the right kind of stuff with which to make a true success. When all's said and done where would any of us be were it not for our long-suffering "M. E." * * *

RUTH A. ABELING, women's editor of the N. E. A., deserves congratulations for the success of her first serial "When a Woman Tells." * * *

"WE are one class of women who can go on doing things that require a lot of brains and much more initiative and no one ever says a nice word about it," one mighty clever newspaper woman told me the other day. "That's why I like the column so. It's giving some of the old girls their due before they die!"

All the reply I could think of was that very apropos remark of the chorus girl: "Ain't it the truth now, dearie, ain't it the truth!" * * *

HELEN BROWN, of the Dallas Dispatch (Tex.) expects to enter Columbia University this September.

"There are a few things more I want to know before I go on with my work," she says.

Cæsar died because of his ambitions. Typical of the modern woman, Helen is making life more worth the living with hers. * * *

WINIFRED VAN DUZER has the distinction of being the only woman directly engaged by the Universal Service, although women special feature writers all over the United States are indirectly members of the Universal staff: Universal being a feature news service rather than a spot news service. Mrs. Van Duzer has just finished her vacation, returning to her work September 4.

CHURCH ADS IN CEDAR RAPIDS

Ad Club Wrote and Solicited Copy for Saturday Newspapers

The Ad Club of Cedar Rapids, Iowa, during the last few weeks has been putting into practice its community ideals in writing and financing a series of ads for union open air church services. At a recent meeting of the club ministers of the city were invited for a discussion

of publicity in relation to churches. The pastors asked the advertising men to proceed and show them how advertising ought to be done. The club forthwith wrote the copy and solicited funds to pay for 10 inch six columns of space in Saturday evening papers.

"There is no doubt that the ads pulled hard," says Dr. A. E. Magary, pastor of First Presbyterian Church. "We have had something like 1,500 people out each Sunday."

UNDER THE JACKET

By FRANK LEROY BLANCHARD

THAT chemistry is one of the most important subjects in the range of human knowledge is a well established fact, but beyond a few months study in the high school and college the average person knows little about it. And yet chemistry contributes so much to our daily life that every man and woman should be better acquainted with it than they are at present. Probably one reason why so many persons are ignorant of the part chemistry plays in the raising of crops and in the production of substances that are indispensable in the arts and industries is that they regard the subject too technical for them to understand. The unfamiliar words employed in writing upon chemical topics look so formidable that when they run across articles in the newspapers or magazines in which they are used they pass on to others that seem easier to read.

It was with a desire to interest the general reader in a recent achievement in the chemical industries that Edwin E. Slosson, literary editor of the Independent, has written an entertaining and informative volume published by the Century Company, New York, entitled "Creative Chemistry." The book is so well done, and is so absorbingly interesting, that it ought to be in the hands of every intelligent American. Dr. Slosson has a pleasing, simple style that never grows tedious or wearisome.

In the introduction written by Dr. Julius Stieglitz, of the University of Chicago, the author shows why a knowledge of chemistry, which he defines as "the science of the transformation of matter," is important. Its laws govern the transformation of salts, minerals, humus of our fields and the components of the air into corn, wheat, cotton and the innumerable other products of the soil; they govern the transformation of crude oils into steel and alloys which may be given almost any degree of hardness, elasticity, toughness or strength. From our birth to our return to dust the laws of chemistry are the controlling laws of life.

After briefly outlining the development of chemical progress Dr. Slosson proceeds to discuss nitrogen as the preserver and destroyer of life. Nitrogen is essential to the growth of plant life. Out of the eighty elements only thirteen are necessary for crops. Four of these are gases—oxygen, hydrogen, nitrogen and chlorine. A ton of wheat takes from the soil about 47 pounds of nitrogen, 18 pounds of phosphoric acid and 12 pounds of potash.

Without nitrogen there could be no explosives. All of them from gunpowder down contain nitrogen as the essential element. Dr. Slosson tells of the source of nitrogen and describes the processes employed in obtaining it from the air and from rocks and ores. The simplicity of the phraseology employed makes these descriptions easily understandable by the layman. Had Germany not been able to get a fair supply of nitrogen from the air, after her supplies from other countries had been cut off, for the manufacture of explosives, she would have been whipped by the Allies a long time before she was.

Our own government expended \$20,000,000 to develop a process for the production of nitrates from the air with the result that we are today able to manufacture enough not only for making all the explosives we may need but also for the fertilization of our fields.

No more marvelous story has been told than that of the development of coal-tar colors and other products. Dr. Slosson says that coal-tar is one of the most useful things in the world. It supplies munitions and medicines. It is like the magic purse of Fortunatus from which everything wished for could be drawn. The chemist puts his hands into the black mass and draws out all the colors of the rainbow. This evil smelling substance beats the rose in the production of perfume and surpasses the honey-comb in sweetness. While there are only a dozen primary products extracted from coal tar, from these the chemist is able to build up thousands of new substances. This is true creative chemistry for the most of these compounds are not to be found in plants and never existed before they were made in the laboratory.

Dr. Slosson describes some of the processes by which colors and perfumes are produced.

Other subjects taken up in "Creative Chemistry" are the following: "Cellulose;" "Synthetic Plastics;" "The Rose for Rubber;" "Rival Sugars;" "What Comes from Corn;" "Fighting with Fumes" and "Metals Old and New."

* * *

THE whole world is this year celebrating the 600th anniversary of the death of the immortal Dante, whose Divine Comedy is acclaimed by many scholars the greatest poetic work of all the ages. For a thousand years previous to his birth, the period known as the Dark Ages, the torch of learning had burned so low that only a spark was left. It was then that Dante the scholar, Dante the mystic, appeared unheralded and wrote the great group of poems that have been the wonder and admiration of students, of ecclesiastic and of the literati of all countries ever since.

The Divine Comedy, his greatest work in its conception, scope and execution was such as required concentration of an amazing character. In imagination, in the power to delineate character and to portray the consequence of sin and the rewards of a Christian life Dante has no equal in all the world's history. He was the author of the New Life, the greatest love poem in literature. His adoration of Beatrice whom he first saw as a child of eight and whose death at the age of twenty-four as the wife of Simone dei Bardi, caused him unutterable grief, have been the theme of many a story and many a poem.

According to Dr. John T. Slattery, whose book "Dante, the Central Man of All the World," published by P. T. Kennedy & Sons, New York, is one of the best issued on this subject in recent years, there is no proof that Dante's affection was reciprocated or that Beatrice was even aware of it. That she married another would seem to indicate that the young woman's heart was untouched by Dante's adoration, possibly because he never had a chance to declare it.

Although Dante two years after Beatrice's death took unto himself a wife who bore him several children, his passionate love of Beatrice never left him. In Paradise, which Dr. Slattery says is "truly his medieval miracle of song, and the supreme achievement of his genius" Beatrice is his guide and companion, during his visit to the nine Heavens.

Dr. Slattery's outline analysis of the Inferno, Purgatory and Paradise give the reader a clear idea of the beauties and the wonders of the immortal trilogy. Lovers of Dante will find much that is illuminating and helpful in Dr. Slattery's book.

IOWA

MARKET POSSIBILITIES GREATLY ENHANCED BY INTENSIFIED COMMUNICATION

In addition to the wealth and prosperity of a community, it is necessary that the national advertiser also consider the distribution and communication facilities of the territory he wishes to cover.

A glance at the map of Iowa will show the gigantic network of railroads, and the extent of possible telegraphic communication. It does not however reveal the fact that on the farms of Iowa there are 183,852 telephones—or one for every two farms in the state.

In addition to having the largest percentage of total automobiles, Iowa with 177,558 leads in the number of automobiles owned on farms. There are also 8,910 motor trucks on these farms.

Aside from being an indication of the prosperity and buying power of the state; it also serves as an indication of the tremendous market possibilities.

These farmers almost without exception are readers of a daily newspaper. How to reach them, and their use for your product will be gladly explained to you by these newspapers.

	Circulation	Rate for 5,000 lines
Burlington Hawk-Eye	(M) 10,401	.035
Burlington Hawk-Eye	(S) 12,960	.035
*Cedar Rapids Gazette	(E) 19,005	.055
Council Bluffs Nonpareil	(E&S) 15,147	.05
*Davenport Democrat & Leader	(E) 15,153	.06
*Davenport Democrat & Leader	(S) 17,332	.06
Davenport Times	(E) 24,322	.07
Des Moines Capital	(E) 49,805	.14
Des Moines Sunday Capital	(S) 32,931	.14
Des Moines Register and Tribune....	(M&E) 111,560	.20
Des Moines Sunday Register	(S) 92,761	.20
†Iowa City Press-Citizen	(E) 6,847	.035
*Mason City Globe Gazette.....	(E) 9,376	.035
*Muscatine Journal & News Tribune....	(E) 7,991	.035
Ottumwa Courier	(E) 12,373	.05
Sioux City Journal	(M&E) 51,723	.11
Sioux City Journal	(S) 33,795	.11
*Waterloo Evening Courier.....	(E) 15,861	.05

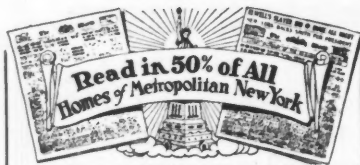
Government Statements, April 1, 1921.

*A. B. C. Statement, April 1, 1921.

†Publisher's Statement.

The Best Paper
in
New Orleans—
New Orleans States

Watch for next ABC
Statement from New Orleans
Papers.



**THE WORLD AND
THE EVENING WORLD
ARE NEW YORK'S
NEWSPAPERS**

and sell the most prestige,
and the most circulation for the
least money.

The Personal Contact

Few advertising mediums where
readers take a personal interest in
all the news and advertising excel

**The
Pittsburg Dispatch**

Pittsburg's Best Advertising Medium.

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

Perth Amboy, N. J.

Merchants report good
business despite the general
business depression.

Evening News

F. R. NORTHRUP
350 Madison Avenue, New York City
Foreign Representative

The amalgamation of the two leading
progressive Jewish newspapers of
New York

**THE DAY
AND
THE WARHEIT**

brings into being the most powerful
advertising medium in the Jewish field



The National Jewish Daily

ASSOCIATION AND CLUB NEWS

THE Advertising Club of St. Louis is planning a trade-mark masque ball for the evening of October 7 in connection with St. Louis, Missouri, Centennial, which will be celebrated October 5 to 15. The ball will be held in the Village of St. Louis, which will be erected on Twelfth street, between Olive and Market streets, a distance of three blocks. The Club will also present an advertising trade-mark pageant. The scenario for the pageant has been written and will be under the direction of Donald Gordon-Wylie of the Gardner Advertising Company.

Formal organization of the Topeka (Kan.) Advertising Club was completed there last week with the election of officers, at a dinner addressed by Charles Henry Mackintosh, president of the A. A. C. W. Mr. Mackintosh was the guest of honor and principal speaker. The officers were as follows: President, Fred Voiland; vice-president, Charles Adams; secretary, Arthur Guettel; treasurer, Charles H. Mitchell.

Buffalo Rotarians listened to an illustrated lecture on Edinboro, Scotland, by Rev. George Jack at their weekly luncheon meeting. Mr. Jack reviewed the ancient city's history for 1,000 years and showed pictures of its historic places.

The Town Criers of Providence, R. I., are going to The Hummocks, Hamilton, for their annual outing on September 14. The Women's Advertising Club of Providence is going to join the Town Criers in the outing. Special athletic stunts are being arranged for the women.

The Idaho Reclamation Association has invited the publishers of Eastern periodicals of national circulation to come and see what reclamation has done for Idaho, as guests of the association.

Original cartoons by Henry Benfer, Jr., of the Wichita (Kan.) Beacon staff and B. F. Hammond, of the Eagle staff, have been framed for the Wichita Press Club. A number of pictures by other well known Kansas painters and artists have also been framed. The club has added cold lunches to the menu of the club's dining room, in addition to the hot lunches and regular evening dinner service.

Excelsior Springs, Mo., has been chosen as the meeting place of the Missouri Press Association, whose annual fall meeting is scheduled for Sept. 22-24.

The Chamber of Commerce of Wilmington, Del., is raising a fund of \$4,000 to expand the wholesale business of the city by advertising.

All the civic organizations of Jacksonville, Fla., have combined to raise an initial advertising fund of \$10,000 to be spent in making the city more widely known as a business center.

The Washington (D. C.) Advertising Club has got President Harding's endorsement of the motto proposed for use in the advertising campaign for the Capital City—"Washington, the Heart of the Nation." The device is a heart set in the dome of the Capitol. All business men and organizations in Washington are asked to use the picture on their stationery and in their advertising copy.

The Rotary, Kiwanis, Advertisers', Gyro and Exchange clubs of Cincinnati held a joint meeting just for the purpose of getting better acquainted with each other.

The Essex County (Mass.) Press

Club will hold its annual fall outing next Thursday at the boys and girls camp of the American Woolen Mills, Boxford. President William M. Wood, of the American Woolen Company; Former Senator Albert J. Beveridge of Indiana, Frank P. Sibley, of Boston and others will make addresses. John Thomas of Gloucester, will present a one man pageant of the landing of the Pilgrims.

The Troy (N. Y.) Press Club has drawn up a memorial to the late Edward Clark, Jr., night editor of the Troy Record, to be hung up in the club's rooms.

The Anderson (Ind.) Advertising Club is interesting business men and manufacturers in an effort to establish a permanent system of advertising the city.

The Cleveland Advertising Club ran a "teaser" ad for ten days before it marshalled an automobile parade and started for its annual outing at the Cleveland Yacht Club. In the parade was a five-ton truck loaded with prizes for the winners of a number of athletic contests.

The Advertising Club of La Grande, Ore., has interested business organizations of Baker and Pendleton in a joint outing with the business men of its own city in an effort to further cooperation between the three towns.

Twenty-five automobiles were used to carry the members of the St. Joseph Mo., Advertising Club and their friends to the Savannah Chataqua.

The Advertising Club of the Denver (Colo.) Civic and Commercial Association is co-operating with the Denver Y. M. C. A. in conducting a school of advertising. F. D. Zimmerman, vice-president of the A. A. C. W., is dean of the faculty.

The Girls' Junior Advertising Club of Tacoma is planning to issue its own magazine.

The Richmond (Va.) Advertising Club thinks it can beat the baseball team of the Rotary Club, which has just defeated the Kiwanians by 11 to 10, and has said so challengingly. Some people in Richmond doubt it.

The Houston (Tex.) Advertising Club will be the guests of the Galveston Advertising Club September 13, at a dinner in Galveston.

The annual outing of the Scranton Advertising Club was held recently at Hollisterville. The program was devoted to athletic games and dancing. Rain prevented a baseball game between the married and single men's teams.

The Anniston (Ala.) Advertising Club has been formed with M. J. Black, president; W. B. Pruet, first vice-president; C. H. Jamison, second vice-president; Miller Herren, third vice-president; A. D. Haitiwanger, secretary; and J. C. Taylor, treasurer. The club was formed primarily for the purpose of promoting trade days for Anniston. The first of these trade days will be held the first Tuesday in October.

Bars "Readers" From City Briefs

Advertising readers, which formerly were included in the "city briefs" of the Duluth (Minn.) Herald, have been tabooed. Large numbers of advertisers preferred to have their ads distributed among the city briefs because of the reader-attraction that the column possessed.

**The Mount Vernon, N. Y.
DAILY ARGUS**

carries more display advertising than any other newspaper in Westchester County.

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

**Million
Dollar
Hearst
Features**

The World's Greatest Circulation
Builders

International
Feature Service, Inc.
New York

A business depression has no terrors for the North Jersey Shore—the field dominated by

THE ASBURY PARK PRESS
(Evening and Sunday)

This territory has factories that produce \$25,000,000 annually; farms yielding \$10,000,000 annually; and a huge resort business besides.

It requires a panic, indeed, to seriously affect all of these lines of endeavor.

Member A. B. C. Standard Rate Card
Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago, Ill.
J. LYLE KINMONTH, Publisher
Asbury Park, N. J.

Few Papers—(if any)—surpass the
TRENTON TIMES
NEW JERSEY AS

A Food Medium

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times.

Circulation 30,237 Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg. Lytton Bldg.
New York Chicago

THE
**NEW YORK
EVENING
JOURNAL**

has the largest circulation of any daily newspaper in America.

WHAT OUR READERS SAY

No Vigilance Fund Secrets

NEW YORK, Sept. 7, 1921.
 TO EDITOR & PUBLISHER: My attention has been called to a little item which appeared on page 25 of your edition for September 3, headed "Wants Vigilance Fund Audit" and signed "One from Missouri." The item is interesting from several viewpoints. First, because it is the only unsigned item on the page containing a number of letters. Second, because the man who signs it—whoever he may be—hides behind a dummy signature. Third, because the Vigilance Fund has been audited, and is audited frequently, and when audited, is spread broadcast.
 Since copies of the audit taken in June were distributed freely at the Atlanta Convention—circulated through the mail—printed in Associated Advertising, and sent to its more than 24,000 readers—sent to every sustaining member who contributes any sum whatsoever to the Fund, and put into the hands of every

The CHICAGO HERALD AND EXAMINER reaches the great Chicago territory—the wonder market—intensively and effectively. It is gaining steadily, despite the competition of other papers that sell at a lower price.

Write for a printed exposition of our Merchandising Plan. A request involves no obligation.

HERALD & EXAMINER

"Peak of Printing"

OFFSET GRAVURE PICTORIAL SUPPLEMENTS

Offset Gravure Corporation
 351 West 52d St. New York
 Telephone Circle 7395

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

Editor and Publisher

Classified Advertisements

find good positions for good newspapermen

advertising organization in the world, the name of which we have been able to learn, it would perhaps be a waste of valuable space to re-print it again at your expense just for the benefit of the man from Missouri. But this does give us an excellent opportunity to say again what we have said previously on many occasions.

There is no secret about the source from which we get our money or the manner in which we spend it—they are open to the world.

We get our money from men whose advertising vision reaches beyond the end of their nose; men who look beyond copy and the mere sale of goods—who see not only the economic value, but the economic possibilities as well, of advertising as a marketing force—who believe that this force will lose its power and its position in the world's affairs if it is brought into disrepute through misuse, and who, for that reason, are willing to back our efforts with real money. And they do this without asking immediate personal return.

Not only do we encourage others to broaden the possibilities of our work through the contribution of funds, but we believe in it ourselves to such an extent that in order to further its ends and to give us more funds for carrying out the things in which we believe, every man in the Vigilance Department accepted a cut in his salary early in the year, and the salaries are still being paid on that basis.

If we did nothing other than put truth in the mind of every copy writer so that it might run with his copy, the work would pay tremendous dividends to the publishers of the country since the only thing a publication has to sell to an advertiser is the confidence which is reposed in the columns of his publication. It is not enough to say that it is his biggest asset—it comes more nearly to being his only asset, and it cannot be guarded too zealously. But we have done more than that. By educational methods we have brought the publisher and the advertiser to know that it is a sound, sane business principle which must be followed if advertising is to survive and continue to grow as a means of distribution. We have brought the public to understand the high ideals and the good intentions of business with which it comes into contact through advertising; that it is not waste, but rather an economic method of sales contact through which they may know what to purchase, where to buy it, and the price to pay.

As to the legal status of the committee, we haven't any, and have no desire to have any. Our rights, however, are those of any organization devoted to the protection of the public—to the upbuilding of the best there is in industry, and to the protection of the good name of the country.

Barring the drawing of inferences before he gets his information, the letter from this contributor is perfectly proper and we can conceive of no reason why it should not have been signed.

If this or any other individual "from Missouri" will furnish his name and address to the committee so that we may know where to mail the information, we will be more than glad to tell him anything he wants to know. We will deem it a distinct favor if he will give us this additional opportunity to tell the world how we do so much for so little.

RICHARD H. LEE,

Counsel, Associated Advertising Clubs of the World.

"Promotion Idea" Column's Value

SPRINGFIELD, Ohio, Sept. 3, 1921.

TO EDITOR & PUBLISHER: You may be interested in knowing that a brief item, published under the "Promotion Ideas" head on page 34 of the August 13th issue of EDITOR & PUBLISHER, concerning a "More and Better Homes for Springfield" page being run by the Springfield (Ohio) News, brought a letter to the News from the Daily World, of Vancouver, B. C. The World said it was running a somewhat similar page and suggested that ideas be interchanged.

BERT A. TEETERS.

F. P. A. GOING TO WORLD?

Will Leave N. Y. Tribune January 1, It Is Reported

Park Row gossip has it that Franklin P. Adams, who has conducted "The Conning Tower" over the signature of F. P. A. in the New York Tribune for the past eight years, will leave the Tribune January 1 and join the New York World staff.

At the Tribune office, it was said that Mr. Adams' contract expired with the end of 1921 and that no arrangements had yet been made for its renewal.

Herbert Bayard Swope, executive editor of the World, would not confirm or deny the report, stating that he preferred that any statement on Mr. Adams' plans come from Mr. Adams. The latter is on vacation and is expected back September 19.

Heywood Broun, whose column was neighbor to the Conning Tower on the Tribune until two weeks ago, is now doing book reviews and a column entitled "It Seems to Me" for the World.

NO MARTIAL LAW IN LOGAN, SAYS CENSOR

(Continued from page 8)

while it was true that the defenders of the Logan line were not Baldwin-Felts men, the fact remained that the miners did not speak of them as 'the army of Sir Galahads,' nor yet as 'those brave boys beyond the ridge.' Most of their references were unprintable. As a matter of fact, there were, I am reliably informed, only seven of these private detectives in the defending line, and they had come with other volunteers from Mingo County.

"Too much cannot be said for the bravery and self-sacrifice of the men who did pour in from other portions of the state to defend this town, but when the 'Rednecks' that I talked with spoke of them they invariably said 'Baldwin-Felts dogs' or 'Baldwin-Felts thugs,' or worse. Whether this was a misconception caused by the mendacity of their leaders I do not know, but those were the terms they used. They professed to believe they were fighting men of that organization in alliance with sheriffs, deputies and the state constabulary. The miners I talked with did not discriminate between these organizations.

"There was another line from Blizzard in which he explained that all of the miners were to be disarmed by the Federal troops, but that 'the Baldwin-Felts' men were going to keep theirs and shoot at the first chance.

"Take that out!" said Tony.

"This next paragraph was censored entire sob stuff for the 'Rednecks':"

"As Blizzard talked on the rear of the troop train he watched a tall, thin, stubby-faced miner who sat on the porch of his small house near the tracks. On his overalled lap was a baby. His wife held one of his hands and with her free calico-clad arm waved smilingly to the soldiers. Two other children stood beside them, looking happily into the faces of their 'pappy.' They seemed to feel that the trouble was over and their parents out of it unscathed.

"My intention in writing that was to show that the miners were not merely footloose men of the migratory worker type, but that many of them had left their homes and families to participate in the rebellion against their state and county authorities.

"Major Gaujot listened to that explanation, pursed his lips thoughtfully and shook his head negatively. The paragraph came out. This was the only other deletion:

"The move (quoting Blizzard) is not just to get regular army men in here. They got a couple of hundred of our fellows in jail over there in Logan, which is under the Governor's martial law. They've got no troops to enforce it."

"Take that out, it isn't so; there is no martial law in Logan County," said Gaujot. "I don't care who said it, and accordingly it was censored, although, as Tony Gaujot said, as he affixed name and o. k. to the last page of the copy: "There is no martial law in Logan County."

Howland & Howland Appointed

Howland & Howland, New York and Chicago, have been appointed foreign representatives of the Buffalo Commercial.

No Hesitancy

Advertisers' statements are implicitly accepted in a newspaper that possesses an integrity which is not questioned.

In the great Pittsburgh district the element of hesitancy is removed from the prospective purchaser's mind when he reads an advertising proposition in

The Pittsburgh Post

For more than three-quarters of a century one of the big aids in the promotion of Pittsburgh.

DAILY AND SUNDAY

Buffalo Evening News

again leads in national field first four months, 1921, six-day evening papers. List of leading six-day publication figures compiled by Indianapolis Evening News:

Lineage 1921

Buffalo Evening News	785,118
Indianapolis News	727,572
Minneapolis Journal	640,766
Detroit News	633,500
Brooklyn Daily Eagle	631,676
Chicago Daily News	629,187
Pittsburgh Press	603,108
Toledo Blade	568,628
Hartford Times	550,039
Cleveland Press	499,072

Newark Evening News did not furnish separate foreign display lineage figures.

FIRST

In eight months of this year The New York Times published 13,786,778 agate lines of advertising, 4,387,298 lines in excess of any other New York newspaper.

The New York Times

BUILD UP YOUR CLASSIFIED

A series of forty-eight display ads by T. Ridgway Longcope. Has been sold to many of the leading papers throughout the U. S. and Canada. Offered in 1, 2 and 3-col. sizes.

The International Syndicate BALTIMORE, MD.

SHOWALTER Advertising Promotion Service

Founded by W. D. Showalter

Carried on by E. J. Craine

Temporary Address:

8431 120th St., Richmond Hill, N. Y. City
 For Newspapers and Magazines

Monthly promotion copy for use in building up classified and store advertising. A Service that educates readers to read the advertisements and stimulates merchants to advertise adequately. Are you interested in a campaign for classified or store advertising? Sets of 12 back numbers of the Service may be obtained at a great reduction. They are full of all that is best in advertising promotion.

Write for particulars and rates.

"The African World" & "Cape-to-Cairo Express"

Published every Saturday in London.

AMERICAN OFFICE

No. 1 West Thirty-fourth St., NEW YORK CITY

Telephone Fitz Roy 2969

PAPER WASTE TOTALS \$6,000,000 A YEAR

**Faulty Packing and Careless Handling
To Blame, S. M. Williams Tells
Paper Mill Superintendents
At New York**

"The price per pound that a publisher pays for paper too often does not represent the real cost," S. M. Williams of the New York World told the Association of Superintendents of Pulp and Paper Mills in their recent convention in New York. "His paper expenses are not f. o. b. shipping point, but are based upon the number of printed copies that come from the press. Between the finishing room of the mill and the circulation department of the newspaper there are many slips that profit or loss to both manufacturer and publisher.

"Practically 90 per cent of the damage and waste in newsprint," continued Mr. Williams, "is due to the following: bad splices, poor winding, improper wrapping, careless loading, rough unloading and trucking and press room operations. In this list we have four charges against the mill, one against transportation and one against the newspaper. The two indictments that I am obliged to sustain against many respectable paper mills are based on bad splices and poor winding. Some of the common deficiencies are: paster tape overlapping edge of the sheet, with gummed side sticking fast; part of the tape turned gummed side up, catching the next layer of paper; overlapping selvage not trimmed off; sheet crumpled at the splice, paper burned with too hot iron."

"Ninety-five per cent of the external damage done to a roll of paper is at the edges around the ends. I don't care how much whether the body of the roll has any wrapper around it so long as the ends are well protected. A cut or dent on the end may spoil fifty or a hundred laps while a similar perforation on the side would not go through ten laps. It is largely guessing, but I venture another broad assertion that external damages to ends of rolls amounts to one per cent of the total weight. Our annual U. S. and Canadian production of rolls is 2,000,000 tons. Say damaged ends cause only one-half of one per cent waste, which at current prices means a million dollars.

"Mere weight of wrapping paper is not adequate protection. The protection most needed is a tough but spongy wrapper that will act as a buffer or bumper to guard the end and edges of the roll.

"A good standard of wrapping adopted by a number of high class mills is predicated on a roll having an indicated top and bottom end and whenever it is stood up it must always be on the same end. The body has a single thickness of wrapper, the top has three bands and the bottom five bands, plus the overlapping body wrapper, well crimped and the customary circular end piece pasted on.

"Another precaution needed at our mills is in the loading. Car inspection is highly important. Leaking roofs, openings in floors, projecting bolt-heads and nails and careless door battening are constant sources of damage to paper. During the war-time car shortage, mills were often obliged to take whatever cars they could get. Now, however, no bad order car should be loaded. The key-roll at each door should be blocked with a 4x4 check nailed to the floor. Rolls are liable to jump over anything less than four inches in height.

"The old-fashioned hand truck, with its sharp iron toe-blade, used at railroad

stations and sometimes in mills, is another enemy of paper. If you use hand trucks, cover the toe-blade with a wooden shoe.

"Invariably it is the end of the roll and particularly the tender, susceptible edge that gets the worst of it—banged, bounced and bumped at every turn. The ideal handling would be to have the roll on its side always, never ended up. We experimented recently with paper from a mill near enough to New York to permit of automobile transportation. At no time in its existence from paper machine to printing press were the rolls stood on end. Result: practically no damage, no waste, no breaks in the presses.

"It is not fair to hold the mill superintendent for every failure of the fragile sheet to run the gauntlet of strains and rough usage endured on the long road from spruce tree to the printed newspaper. I marvel that your product comes through so well as it does. But by more watchful care and closer co-operation all along the line, each doing his part, we can hope to reduce the tremendous bill for waste newsprint that averages from three to five per cent of the total production, amounting at present prices from six million to ten million dollars annually."

The next convention, to be held in Washington, October 18-23, will be a joint one between the American Pulp and Paper Superintendents' Association and the Technical Association of the Paper Industry.

Hints For Sterotypers

To insure stereotypes which will print sharp and clear, the publicity director of Paramount pictures has offered the following suggestions:

Heat mats thoroughly over the metal pot for not less than ten minutes, or in the roaster to remove all dampness.

Do not have metal too hot; let it be as cold as possible, particularly for first cast—to avoid blistering. If first cast shows marks of a chill, heat metal; for the first cast will have taken out all moisture.

To insure a good, clear print, see that open spaces in mats are adequately backed.

Examine plate, and route out any high spots in the "white."

Scranton Times to Enlarge Space

The owners of the Times Printery have moved from the Scranton (Pa.) Times building to their new plant, and in the near future E. J. Lynett,

owner and publisher of the Times, contemplates extensive alterations to his plant. The printery occupied the entire second floor, and part of the third. It is proposed to devote the entire third floor to the news departments, and morgue.

Mexia Daily Changes Owners

The News Publishing Company of Mexia, Tex., publishers of the Mexia Evening News and Weekly Herald, has been sold to J. L. Martin of Roysce City for \$18,000. DeWitt Lamb will be managing editor. N. P. Houx, veteran newspaper man of Mexia, retires from active newspaper work with the change in ownership.

New Plant in Wilkes-Barre

The Sunday Independent of Wilkes-Barre, Pa., is now installing its new plant. For the past several years it has been published at the plant of the Wilkes-Barre Times-Leader.

Fire's Damage Repaired

The Cohocton (N. Y.) Times-Index has resumed publication in its own plant, which was damaged by fire in June. The damaged portions of the plant have been restored.

SUPPLIES and EQUIPMENT FOR NEWSPAPER MAKING

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	Purdum
Atlanta	St. Louis	Springfield
Buffalo	Minneapolis	Winnipeg

The National Bond Corporation

No. 12 Upper Camden St., Dublin
BUY AND SELL

French, Belgian, Roumanian, Canadian
and All Government BONDS
Prospectus Free on Application

EDITOR & PUBLISHER

Equipment

Advertisements

find the
Prospective Purchasers

Wanted

Routing and jig-saw machine, second hand, for
stereotype department. Daily Argus, Mount
Vernon, N. Y.

Only 4 more available this year (Sept. 3, 1921)

World Series Base Ball Player Board

Reproduces Every Play Instantly in Wonderful
Manner. Guaranteed Superior to Any Player
Board. Inexpensive and Easy to Operate

N. Y. Times and 36 Other Leading
Newspapers Use It

Wire today, tomorrow may be too late
Standard Magnetic Player Board Corporation
NEW BEDFORD, MASS.

Ready for Immediate Shipment Goss Quadruple Press

Goss four-deck two-page wide "Straight-Line" Press. Capacity 4, 6, 8, 10, 12, 14 or 16 page papers, 24,000 per hour; 20, 24, 28 or 32 page papers, 12,000 per hour. Length of page, 22 3/4 inches.

This press might suit you.

WALTER SCOTT & CO.
PLAINFIELD, NEW JERSEY
New York: 1457 Broadway
Chicago: 1441 Monadnock Block

Established in 1912 to sell and
equip Newspaper Plants

PECKHAM MACHINERY CO.
MARBURGH BLDG.
34TH & BWAY
NEW YORK CITY

QUICK-ACTION BARGAINS

Late Model GOSS Straight Line,
printing 24 pages. Can remain
present location for some months.

HOE PRESS FOR SALE

For Sale—owing to combination of
papers—Hoe 12-page, Single Plate
Newspaper Press; speed, 9,000 an
hour. Includes motor, shafting and
stereotype equipment. Can be seen in
operation. Will sell at attractive
figure and on easy terms.

Telegram Printing Company
Elmira, N. Y.

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

NEWSPRINT AND ROTOGRAVURE

Reasons for buying from us

Quality of paper
always uniform.
Regular deliveries.
Shipments made in
from five to six weeks
at prices below present
contracts.

J. & J. SCOTT, Ltd.

33 W. 42nd St., Phone
New York City Vanderbilt 1057

Introduction to Employer and Employee

SITUATION WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Business and Advertising Manager

Twelve years' experience, executive ability, copy writer, salesman, practical printer, desires to connect with Southern daily where ability is appreciated. Open October 1st. Best references. Address Box A-874, care of EDITOR & PUBLISHER.

Circulation Manager

Experienced and competent to manage large department, or organize and promote difficult proposition, wants connection with newspaper in large or important or growing city. Address Box A-867, care of EDITOR & PUBLISHER.

Circulation Manager

A-1 circulation man, schooled in all departments and familiar with practically all distribution systems; good organizer and exceptional promoter; gilt edge reference; 27 years old; married; employed at present. Prefer western or northwestern field; will pay half expenses anywhere for interview. Address Box A-853 Care EDITOR & PUBLISHER.

Classified Advertising Manager

Age 38, fifteen years' experience on several of the best classified mediums in the country, now employed, but desires a change. I know how to build and hold the business. Highest references as to integrity, ability and character. Address Box A-864, Care EDITOR & PUBLISHER.

Editorial Writer—Paragapher

Connected with widely known dailies, wants opening. Address Box A-859, EDITOR & PUBLISHER.

Thoroughly Trained Newspaperman

Thirty-six, ten years New York reporting and rewrite experience; also experience as copy reader, night city editor and city editor. Immediately available: \$75. Address Box A-871, care of EDITOR & PUBLISHER.

Wanted

Position as managing editor of live newspaper in competitive Western city of not less than 50,000. Mature age, years of experience, aggressive and courageous; last two years news editor of highest class afternoon daily in America, but hotted up by restrictions that hinder. Most attractive opportunity will be accepted. Complete details requested in first letter. Address Box A-854, EDITOR & PUBLISHER.

Young Man

Graduate of a School of Journalism, wants to start with small town newspaper in any capacity. Willing to start at bottom. Can furnish best references. Box A-813, EDITOR & PUBLISHER.

Graduate of Cornell

Position on editorial staff of city daily, leading eventually to editorial writing. Twenty-two years of age. Editor-in-chief of Cornell Daily Sun (8 page, 7 col. daily with A. P. service). Experienced in news gathering and writing, and particularly in editorial and feature writing. Winner of editorial writing competition, Eastern college dailies. Competent to handle column, semi-humorous, semi-literary, such as Bowling Green, Conning Tower, in addition to routine journalistic work. Address E. P. White, 48 Mesereau Ave., Mount Vernon, N. Y.

Circulation Representative

Available at once. Have four years' office and road experience. Know the office viewpoint and capable of putting it into effect when in the field. Personally acquainted with 300 wholesale independent distributors in the middle west. Best references. A. W. S., 5825 Wayne ave., Chicago, Ill.

HELP WANTED

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

Reporter

For Ohio daily, town 9,000. Must get and write most of local news; read copy; write heads; take pony call. Will work with man who has been city and managing editor on metropolitan papers. \$25 to start; \$30 in three months. Address Box A-866, care of EDITOR & PUBLISHER.

Wanted

Thoroughly dependable and experienced advertising solicitor. Must be able to prepare attractive layouts, write descriptive and sales-compelling copy, initiate its use and to secure additional business by this method. Only high-grade man willing to devote his days and thought to this work is wanted. Newspaper is dominant in its field—a fine, modern, small city—and substantial. Place is permanent to competent person so long as results indicate he retains interest in the work. Give full information as to your ability, what you can and are willing to do, together with samples of advertisements you have written. Michigan daily. Address Box A-868, care of EDITOR & PUBLISHER.

Wanted

City news editor for progressive paper in growing city of 35,000 in the Southwest. Must be thoroughly qualified, have initiative, able to handle staff, and be in good health. Address Box A-872, care of EDITOR & PUBLISHER.

FEATURE SERVICES

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

Editorial and Feature Service

Congressional service throughout session. Comment impartial. Editorials, entirely individual, furnished newspapers not maintaining separate editorial writers. Skilled writers only. Reasonable rates Washington and Congressional service in uniform syndicated form. Issued promptly on publication of Congressional Record and Government Reports. Write for samples and rates. Cincinnati Editorial Syndicate, 64 Southgate Avenue, Fort Thomas, Kentucky.

BUSINESS OPPORTUNITIES

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

On the Quiet

This is an opportune time to buy a newspaper. I have some desirable daily and weekly papers for sale. It will pay you to see or write to me before selecting a paper. J. B. Shale, Times Building, New York.

Want to Buy Evening Newspaper

Preferably in Ohio or an adjoining state, but would consider South. Would take rundown sheet if field exists. Will pay down from \$25,000 to \$50,000 cash. Give full particulars in your first letter and details will be kept confidential. Address Box A-869, care of EDITOR & PUBLISHER.

STRIKERS PRAY FOR VICTORY

Divine Aid Asked for 44-Hour Week in Toronto by Printers

Striking printers of Local 91, I.T.U., Toronto, prayed for success in their fight for the 44-hour week after a meeting in the Labor Temple on August 30. That by prayer the union might obtain the results which it had so far failed to secure was the suggestion made by one of the members. Following the meeting in the assembly hall therefore a number of the strikers proceeded to one of the smaller rooms in the building for a prayer meeting.

It was the first time a trade union had turned to prayer in its fight with employers, and it is doubtful if such a scene was ever before witnessed in the Labor Temple. William Hopper, a member of the Montreal union, addressed the meeting. He reported that the union was making headway in Montreal and that it had secured the signatures of fifty out of ninety shops to agreements conceding the 44-hour week.

Newsprint Mills Shut Down

OTTAWA, Ont., Sept. 6.—The Booth Paper Mill and one of the Eddy Mills are closed as a result of cancellation of orders by publishers. Cancellations are said to reflect the general trade depression which has resulted in reduced newsprint consumption. The mills expect that the shutdown will be of short duration.

Chinese Daily Opens N. Y. Office

The Peking Leader, a Chinese-owned daily newspaper published in English in Peking, has opened a New York office at 1 West 34th street for the transmission of news and a general advertising business.

Walter James Killed

Walter James, an auditor for the Mergenthaler Linotype Company, Brooklyn, N. Y., was killed September 7 when an automobile in which he was riding, skidded and overturned near Centerport, L. I. Norman Dodge, vice-president and general manager of the company, rushed him to a hospital in

his automobile, but he died shortly after reaching there. James was a member of Foreman's Club of the company, which was enjoying an outing. Four other men were hurt in the accident.

MAJOR MANNING BURIED

Washington Correspondents Attend Funeral at Arlington Cemetery

The body of Major William Sinkler Manning, D.S.C., formerly member of the Washington bureau of the New York Times, and son of former Governor Richard I. Manning of South Carolina, who was killed in France, was buried with military honors at Arlington Cemetery Friday afternoon.

Kinsmen and friends of the late Major Manning, including virtually the entire corps of Washington correspondents, followed the flag-draped casket, mounted on a gun caisson, to the grave. An army band and a military escort detailed from Fort Myer made up the cortege from the memorial amphitheater. The six surviving brothers of Major Manning, five of whom were his comrades in arms overseas, acted as pallbearers.

The Washington newspaper correspondents were represented by a committee announced in behalf of the Standing Committee of Correspondents as follows:

Charles S. Albert, New York World; Rodney Bean, New York Times; C. C. Brainerd, Brooklyn Eagle; H. E. C. Bryant, New York World; Donald A. Craig, New York Herald; Jesse S. Cotterell, Fort Worth Star-Telegram; Stephen T. Early, Associated Press; J. Fred Essary, Baltimore Sun; Carter Field, New York Tribune; Bond P. Geddes, Associated Press; Arthur S. Henning, Chicago Tribune; George R. Holmes, International News Service; Robert Barry, Philadelphia Public Ledger; Gus J. Karger, Cincinnati Times-Star; G. Gould Lincoln, Washington Star; Foster Murray, Charleston (S. C.) News and Courier; John J. Marrinan, Boston Herald; Charles R. Michael, New York Times; Elmer Murphy, Kokusai News Service; Richard V. Oulahan, New York Times; Roy A. Roberts, Kansas City Star; Hal H. Smith, New York Times; Robert B. Smith, Chicago Tribune; L. C. Speers, New York Times; John Snure, Des Moines Register; Julius A. Truesdell, New York Journal of Commerce; Theodore Tiller, Atlanta Journal; Leroy T. Vernon, Chicago Daily News; Lewis Wood, New York Times; Grafton S. Wilcox, Chicago Tribune; James L. Wright, Cleveland Plain Dealer, and Frank Whitehead, Washington Post.

BRITISH PUBLISHERS PROTEST

Canadian Copyright Act Said to Work Hardship on Authors

It is the opinion generally among the publishers and authors of Great Britain that Canada has performed a retrograde action in passing the recent Copyright Act. The clause that affects them most is that any work published in Great Britain, and any foreign country as a matter of fact, may at any time be reprinted in Canada, under a license given by the Minister, unless the owner prints or reprints his copyright work in Canada, when he must keep the market reasonably supplied with copies. No copies of the original pro-

\$15,000

cash or less for first payment on a newspaper property. Pennsylvania, New York and Ohio locations preferred.

Proposition W. L.

CHARLES M. PALMER

Newspaper Properties

225 FIFTH AVENUE NEW YORK

Unusual Opportunities

Daily & Weekly
NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine
Properties

Times Building, New York
Established 1910

PRESS FOR SALE

COX DUPLEX, 4, 6, 8, 10 and 12-pp.
of 7 cols., 13 ems.

In A-1 condition and may be seen in operation. Equipment includes 20 galley chases and an extra roll stand which give metropolitan margins with the use of 16 3/4 and 33 1/2 or 50 1/2 and 67 inch rolls thereby effecting saving in newsprint. Also 10 h.p. motor and two sets extra roller stocks, wrenches, etc. Delivery about October 1.

For Sale by

Southern Publishers Exchange, Inc.

Newspaper Properties and Equipment

No. 203, Carneal Bldg., Richmond, Va.

duction, whether British or foreign may be imported into Canada during the period (not more than five years), any of these licenses, are in existence.

Major Cresson Sues Newspapers

Major C. C. Cresson, judge advocate at Fort Crook, Neb., has begun a series of libel suits against newspapers which he said had printed a statement to the effect that he had been accused by the Congressional committee investigating the Grover C. Bergdoll escape, with having been in the conspiracy to free Bergdoll, a notorious slacker. The first suit was for \$200,000 against the New York Evening World. Major Cresson also will file suit for \$250,000 against the Associated Press for sending a similar news dispatch over its leased wires.

New York Weekly Plant Sold

The plant and equipment of the Varysbury (N. Y.) Sheldon Democrat, has been sold to Robert Luttrell of Rochester and Edward Luttrell of LeRoy. Equipment will be removed to LeRoy where it will be operated as a job plant by the Luttrell brothers. Poor health of L. B. Scott, publisher of the Democrat, forced suspension of publication.

Worcester Limited Quits

The Worcester (Mass.) Limited which appeared a few weeks ago unheralded has not been published since a summons was issued last week for Daniel J. Lucey, whose name appeared as publisher, to answer to a charge of publishing a paper manifestly tending to the corruption of youth. Mr. Lucey did not appear.

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

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. Editor & Publisher will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR. When they appear clip them and mail them in and receive payment by return mail. Unavailable hunches will not be returned.

THE Seattle Times has launched a contest to determine the most popular fireman and policeman in the city that is producing interesting news articles daily. The public is asked to vote through coupons printed daily in The Times for their favored fireman and policeman. The winner in each department is to be the guest of The Times at the next world's series, with all expenses paid.—R. A.

with its style illustrations, is, of course, essential, but it does not meet the thousand and one problems that confront every amateur seamstress. Such a department, well edited, will draw a surprising number of inquiries. Not every dressmaker is equipped to cover the wide range of topics that must be discussed. One newspaper has found it satisfactory to employ a dressmaking teacher in this capacity.—H. E. T.

Money Talks

FOR A half century Indianapolis retailers have spent more money for space in The News than in all the other Indianapolis newspaper combined. They ought to know.

The
Indianapolis
NEWS

FRANK T. CARROLL
Advertising Manager
New York Office
DAN A. CARROLL
160 Nassau Street
Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

What features of your city make the greatest impression upon visitors? What do they see to commend it? And what conditions impress them as being drawbacks? A daily feature along these lines could be easily developed, and would likely bring to the attention of the municipal authorities and public-spirited local organizations many defects which they have come to regard as a permanent condition solely because no special effort has ever been made to remedy them. Opinions should be obtained from all classes so far as possible.—O. J. H.

The Overland automobile branch in Buffalo has set up archery targets in various parts of the city and offered prizes for the best scores made with bow and arrow. Reports are that the idea has taken hold and contestants are plentiful. The same idea could be worked by newspapers to increase interest.—W. S.

Men have left your city and made their mark in other places. Their names probably appeared in their home town papers frequently, also their photographs, but since they left, there has been practically a void, they have been forgotten. A half-page feature with photos and stories of the success they have made will be read with pleasure by many readers who were accustomed to see those peoples' activities recorded in the home town papers. Such a story worked successfully in the St. Paul Daily News.—Skd.

Pawnbrokers have an interesting story for special feature writers. During the present hard times few people are buying from their large stock of pawned goods and the brokers are loaning very little money on watches, rings, and other valuables. Their comments upon present conditions, their method of driving a bargain, the rates they charge, and similar details can be made into a bright yarn.—A. C. R.

Another local feature which pleases the persons interviewed is to quiz prominent citizens as to what they would do if they were President; for instance, what recommendations would you make in the tax revision law.—R. B.

It will be found that advice to home dressmakers is one of the most widely-read woman's departments that can be printed. The usual fashion department,

Ask the school children of your town what they consider are the attributes of an ideal school teacher. You will get answers that will form highly entertaining reading.—G. H. D.

A few hours' investigation by the New Orleans Times-Picayune showed that even the marriage business was "getting back to normal" and that folks were marrying older. The marriage ages of men and women for the last month were added and the average was stricken; the same was applied to the marriage license records for the corresponding months ten years before and twenty years before. Death records were subjected to similar calculation and, when assembled in a section-front feature, the tables showed that persons not only were marrying older but living 15 years older now than they did twenty years ago.—E. K.

New silver dollars will appear on the market in a few days. A local bank can tell when the first shipment will arrive.—E. K.

If the best looking member of the force will spend a few days travelling within a fifty mile circle of your editorial office cultivating the acquaintance of the head central girl in every little suburb and village, and giving her with his best smile a box of chocolates, with the suggestion that every time anything turns up that looks like real news that she get him on the phone at once to tip him off, the result will be that your paper time after time will secure the first tip on news stories and every once in a while a worth while story will result, where, but for the friendly interest of the telephone girl, the story would have been missed. Stage drivers are also excellent sources of news tips.—F. L.

Once a week, on the church page, if paper has one, publish 10 questions from the Bible and publish the correct answers the following week together with a new set of 10 and so on. Offer prizes to the one who sends in the greatest number of correct answers before they are published. One paper that started a contest of this sort was obliged to discontinue it temporarily in self defense. The deluge of replies was such that the church page editor found it a physical impossibility to keep up the department. It is soon to be resumed, however, when better preliminary arrangements for handling are perfected.—A. O. E.

TO REACH THE RICH
TRADE OF KANSAS

Topeka
Daily Capital

Sworn Government Report
for 6 Months ending March 31, 1921

35,472

Its sales promotion department is
at the service of advertisers. And
it really promotes.

Arthur Capper

Member A. B. C. Publisher.



THE Detroit
Sunday News
city circulation is
89% ahead of its
only Sunday competitor.

LOS ANGELES
EVENING HERALD

Leads and increases its lead in
LOS ANGELES

More readers, more subscribers than a
year ago. Sworn government report: Daily
average

143,067

More advertisements, more advertisers than
a year ago. 132 use The Evening Herald
exclusively in afternoon field.

Representatives

New York Chicago
H. W. Moloney G. Logan Payne Co.
604 Times Bldg. 432 Marquette Bldg.

The
Pittsburg Press

Daily and Sunday

Has the Largest

CIRCULATION
IN PITTSBURG

MEMBER A. B. C.

Foreign Advertising Representatives
Metropolitan Tower, Wrigley Bldg.
I. A. KLEIN JOHN GLASS
New York Chicago

WIRE
NEWS

For Evening and Sunday Newspapers
International News Service
World Building, New York.

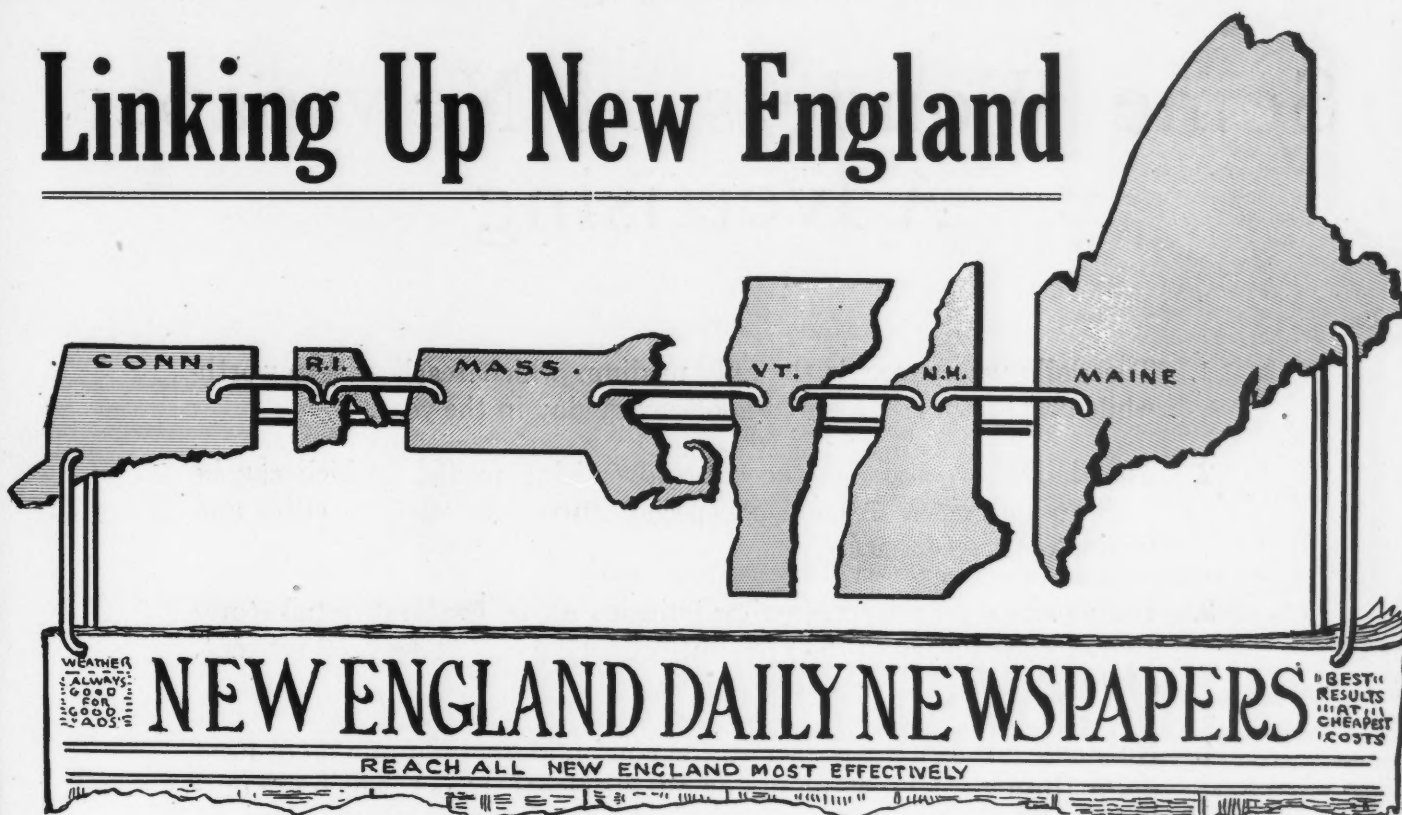
America's Best
Magazine Pages

Daily and Sunday

Newspaper Feature Service

241 WEST 58TH STREET
New York City

Linking Up New England



New England daily newspapers link up New England with a chain of advertising publicity that has no weak links—because of the perfect distribution given.

New England will buy of your best, if you advertise it and distribute it well.

It is characteristic of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut to read local newspaper advertisements. The local stores depend upon them, make news of their announcements from day to day and profit by it.

You can do the same if you try. The New England spirit is to look to advertisements for information. They particularly study the

DAILY NEW ENGLAND NEWSPAPERS

There is only one way to get to a New Englander. That is through his newspaper

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
*Attleboro Sun.....(E)	5,053	.025	.0175
*Boston Sunday Advertiser... (S)	380,680	.55	.55
*Boston American.....(E)	266,006	.50	.50
*Boston Globe.....(M&E)	295,618	.40	.40
*Boston Globe.....(S)	310,015	.45	.45
*Boston Post.....(M)	408,789	.60	.60
*Boston Post.....(S)	432,949	.55	.55
Boston Transcript.....(E)	37,012	.20	.20
Fall River Herald.....(E)	11,035	.035	.035
*Fitchburg Sentinel.....(E)	9,685	.05	.035
*Haverhill Gazette.....(E)	14,983	.055†	.04
*Lynn Item.....(E)	16,165	.06	.04
*Lynn Telegram News... (E&S)	17,206	.05	.05
Lowell Courier-Citizen... (M&E)	17,044	.045	.045
*New Bedford Standard-Mercury (M&E)	27,827	.07	.07
*New Bedford Sunday Standard (S)	23,953	.07	.07
*Salem News.....(E)	19,818	.09	.07
Worcester Telegram-Gazette (M&E)	72,922	.24	.21
*Worcester Telegram.....(S)	42,900	.18	.15

MAINE—Population, 768,014

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

NEW HAMPSHIRE—Population, 443,083

Keene Sentinel.....(E)	3,222	.03	.02
*Manchester Union-Leader (M&E)	26,554	.08†	.06
Portsmouth Times.....(E)	4,027	.02	.015

Government Statements, April 1, 1921.

*A. B. C. Statements, April 1, 1921.

RHODE ISLAND—Population, 604,397

	Circulation	2,500 lines	10,000 lines
Newport Daily News.....(E)	6,129	.03357	.02928
*Pawtucket Times.....(E)	23,404	.06	.06
Pawtuxet Valley Daily Times (Arctic).....(E)	2,130	.021429	.021429
*Providence Bulletin.....(E)	59,108	.135	.135
Providence Journal.....(M)	31,374	.08	.08
*Providence Journal.....(S)	51,737	.12	.12
Providence Tribune.....(E)	23,798	.10	.09
*Westerly Sun.....(E)	4,486	.025	.025
*Woonsocket Call.....(E)	13,315	.04	.04

VERMONT—Population, 352,428

*Barre Times.....(E)	7,035	.025	.02
Battleboro Daily Reformer (E)	2,825	.03	.015
Burlington Daily News... (E)	7,242	.04	.04
*Burlington Free Press... (M)	10,874	.05	.05
St. Johnsbury Caledonian-Record.....(E)	2,920	.0214	.015

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram (E&M)	47,434	.145	.14
*Bridgeport Post.....(S)	21,264	.085	.08
*Hartford Courant.....(D)	29,856	.08	.07
*Hartford Courant.....(S)	43,511	.10	.09
*Hartford Times.....(E)	42,537	.14	.14
New Haven Register..... (E&S)	30,803	.09	.08
*New London Day.....(E)	10,853	.06	.045
Norwich Bulletin.....(M)	10,755	.07	.05
*Norwalk Hour.....(E)	4,101	.025	.025
*Stamford Advocate.....(E)	7,839	.0375	.03
*Waterbury Republican... (M)	11,155	.05	.04
*Waterbury Republican... (S)	12,272	.05	.04

§Publishers' Statement.

†Rate on 3,000 lines.

Some Wonders of Newspaper Advertising

1. The daily newspaper is the only medium which reaches every worthwhile prospect for advertised goods every day in the year.
2. The daily newspaper is the only advertising medium which can be used to-morrow with copy of special appeal in various cities and sections of the country.
3. Daily newspaper advertising has built up all of the large retail stores all over the country to their present proportions. At least 50 per cent. of their business is dependent on it.
4. National advertising is merely the combination of hundreds of local units through contact points or outlets (local stores), which are outspoken in their preference for newspaper advertising, in the full confidence that it is the only sort of advertising which actually sells goods.
5. Newspaper advertising is the best aid in quickly and effectively securing national distribution.
6. Newspaper advertising over the names of local dealers is the best dealer help that has yet been devised.
7. Newspaper advertising will sell properly priced goods of general use and of superior quality any time.
8. Newspaper advertising costs less per individual reached than any other kind, and more intensively covers any territory.
9. The public has greater confidence in newspaper advertising.
10. Newspaper advertising presents the most interesting part of the paper to many of its readers.

THE NEW YORK GLOBE

Member
A. B. C.

JASON ROGERS, Publisher

Member
A. B. C.

LORENZEN & THOMPSON, Inc.
Special Representative

New York

Chicago

