

THIS ISSUE: STRIKES AND LOCKOUTS ARE NATIONAL MENACE—I. L. Stone



EDITOR & PUBLISHER



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

Original second-class entry—The Journalist, March 24, 1864; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry, Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the Act of March 3, 1879. Published every Saturday.

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53 No. 45

NEW YORK, SATURDAY, APRIL 9, 1921

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

Turnover

We have passed through a period when sales were assured and big profits easy.

We are going through a period when competition is keen and profits much smaller.

What's the solution?

As the margin of profit narrows, markets must expand. As gains shrink, turnover must be more frequent.

Energetic, far-visioned business men have been quick to recognize that fact and to act upon it. What they have lost on shrinking

profits they are making up on quickened turnover.

How? Through advertising—intensive, sales-stimulating, result-producing, business-getting advertising.

When you speak of turnover, you speak of sales. When you speak of sales, you speak of buyers. And when you speak of **Chicago** buyers you naturally speak of one newspaper that, through its more than 400,000 circulation, actually reaches over 1,200,000 of the dominating, Chicago buying public.

THE DAILY NEWS

First in Chicago

"OHIO

In addition to the millions of dollars of wealth produced from natural gas and oil, in which Ohio ranks third, and from coal mines, Ohio quarries produce more stone, fire clay, lime stone and cement rock than any other state.

Ohio is the fifth state in the Union in mileage of steam railways and second in mileage of electric railways.

There are over thirteen cities with a population of 50,000 or more each. This great transportation system will enable you to transport and distribute your merchandise more easily. Ohio daily newspapers will help you move your goods from the dealers' shelves should your advertising copy be strong and in sufficient volume. Use these daily newspapers.

FIRST"

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
Akron Beacon-Journal (E)	34,678	.085	.085	Ironton Irontonian (M)	3,150	.014	.014
Akron Times (E)	23,566	.06	.06	*Lima News and Times-Democrat (E&S)	13,930	.06	.05
*Athens Messenger (E)	8,608	.03	.03	*Lima Republican-Gazette (M&S)	8,598	.035	.035
Bellaire Daily Leader (E)	3,642	.02	.015	Middletown Journal (E)	4,466	.0143	.0143
Bellefontaine Examiner (E)	3,756	.014	.014	Newark American-Tribune (E)	6,300	.025	.025
*Cambridge Daily Jeffersonian (E)	6,983	.03	.03	New Philadelphia Daily Times (E)	4,462	.0175	.0175
Cincinnati Inquirer, 5c. (M-S)	66,442	.17-.35	.17-.35	Piqua Call and Press-Dispatch (M&S)	6,109	.025	.025
Cleveland Plain Dealer (M)	183,187	.32	.32	Portsmouth Times (E)	12,144	.04	.04
Cleveland Plain Dealer (S)	214,328	.37	.37	Portsmouth Times (S)	8,979	.04	.04
Columbus Dispatch (E)	79,468	.15	.14	*Springfield News (E)	15,763	.04	.04
Columbus Dispatch (S)	79,949	.15	.14	*Springfield News (S)	13,381	.04	.04
Columbus (O.) State Journal (M)	55,672	.12	.11	Toledo Blade (E)	88,490	.22	.20
Columbus (O.) State Journal (S)	28,603	.12	.11	Warren Daily Chronicle (E)	5,537	.025	.025
Dayton News (E)	38,145	.10	.10	Youngstown Telegram (E)	22,418	.07	.07
Dayton News (S)	31,221	.085	.085	Youngstown Vindicator (S)	23,750	.07	.07
‡Dover Daily Reporter (E)	3,950	.017	.017	Youngstown Vindicator (E)	23,648	.07	.07

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

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

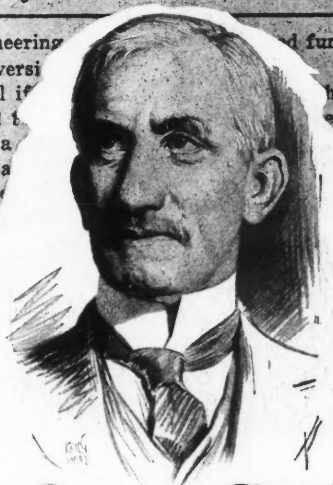
PUBLIC & LEDGER
 GEORGE W. CHILDS
 Editor and Proprietor from 1864 to 1894
PUBLIC LEDGER COMPANY
 CYRUS H. K. CURTIS, President

BUSINESS AND FINANCIAL SECTION

Philadelphia, Monday, January 31, 1921

MEN AND BUSINESS
 By **RICHARD SPILLANE**

THE Buffalo Engineering and funds for two scholar-
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**“How does Spillane
 get the stuff?”**
-a rival business writer asked

He gets it in two ways. He goes where men meet and things happen. And his style is so clear, interesting and forceful that people gladly talk to him because they know their facts or ideas will be well presented.

All Philadelphia is talking about Spillane's daily column "Men and Business." He is in constant demand as a speaker at important meetings, luncheons, and dinners. Therefore he gets away from his desk and into the whirl of active affairs as few business

writers are privileged to do. And next morning he prints the "stuff" to which many a reader turns even before the front page headlines.

Spillane's column has far more than local significance. Its scope is so broad that many newspapers in other cities print it regularly by arrangement with the Ledger Syndicate.

Through the Ledger Syndicate newspapers may obtain exclusive city rights to Mr. Spillane's letters.



The Evening Bulletin

has pleasure in announcing that
its net paid average circulation
for March, 1921, was

516,405 copies a day

and exceeded all its previous
circulation records.

Philadelphia
April 4, 1921



Vol. 5

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EDITOR & PUBLISHER



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

Vol. 53

NEW YORK, SATURDAY, APRIL 9, 1921

No. 45

STRIKE AND LOCKOUT A NATIONAL MENACE

Industrial Adjustment Lies in Law and Not in Force, Says President of the Duplex Printing Press Company—Favors Unions

By I. L. STONE

INTRODUCTION.—Few men in the United States have given more serious study to the labor problem than I. L. Stone, Chairman of the Board of the Duplex Printing Press Company, Battle Creek, Mich. His attitude toward his own employees has been such that no general strikes have occurred in this factory which has been open to both union and non-union men. The machinists' union on several occasions attempted a boycott of the Duplex product and occasionally refused to erect their machines. This union later threatened to prevent the company from exhibiting its products at a general exhibition in the Grand Central Palace, New York. The Duplex Company thereupon obtained a temporary injunction and afterward made a petition that it be made permanent.

This action led to litigation in the United States Court and resulted in a decision handed down by the Supreme Court of the United States early in January, 1921. In this decision the principle was established that when the labor union departs from its "normal and legitimate objects and engages in an actual combination or conspiracy in restraint of trade" it violates the Clayton amendment of the Sherman Anti-Trust Law.

It is generally believed that no decision rendered by the United States Supreme Court in recent years is more important and far-reaching in its effect upon the newspaper industry than the one handed down in this case. It was a long, uphill fight that Mr. Stone carried on against the union before the victory was won.

As Mr. Stone is a warm friend of labor and believes in unions when they confine their activities to the purposes for which they should be organized, and as he has never exhibited any bitterness of feeling toward the International Machinists' Union when fighting it in the courts, **EDITOR & PUBLISHER** has invited him to contribute to its columns his views on the labor problem with the belief that he might be able to throw some real light on the subject. His views follow.

—THE EDITOR.

REPLYING to your inquiry as to my views regarding the industrial unrest and so-called "warfare" which now, as for many years past, unhappily prevail throughout the United States, I would say that they are very simple. This industrial situation, with its numberless strikes, its lock-outs, its disorders, its idleness and all manner of violence and crime constitute today the chief menace to the perpetuity of our Republic. An enlightened statesmanship will seek for the underlying cause of the evil. This will not be found in superficial conditions but in fundamental principles. Coming directly to the root of this nation-wide disorder it may be said to be a general disregard of one of the three essential elements of all government, whether of the family, the community or the state, namely, *the judicial function.*

This function is essential to the very idea of government. Without it government cannot exist. Any government, whether it be an autocracy or a democracy, is triune. It has three essential functions, legislative, judicial and executive. Lacking either of these government is impossible. The judicial function expresses itself in law. Disregard of the law subverts the government. Any nation that ignores, or over-rides the law is headed toward

destruction. Any cause that proceeds in violation of law cannot, in the end, succeed.

In a savage community physical force takes the place of law. Savages settle their disputes by an appeal to the tomahawk and the bludgeon. In a civilized community men appeal to the law. The degree of civilization to which any community, or state, may have attained is accurately measured by

often suffer from injustice and oppression, they sympathize with them in their attempts to secure their rights by force and tolerate the resulting strikes, or other disorders, with their monstrous evils. The distressful condition of multitudes, thus striving to better themselves by force, appeals to the best impulses of human nature, so that the clergy, our leading educators and philanthropists, the best classes of society generally, not clearly apprehending the essentially vicious nature of all resorts to force instead of law, often sympathize with and justify them.

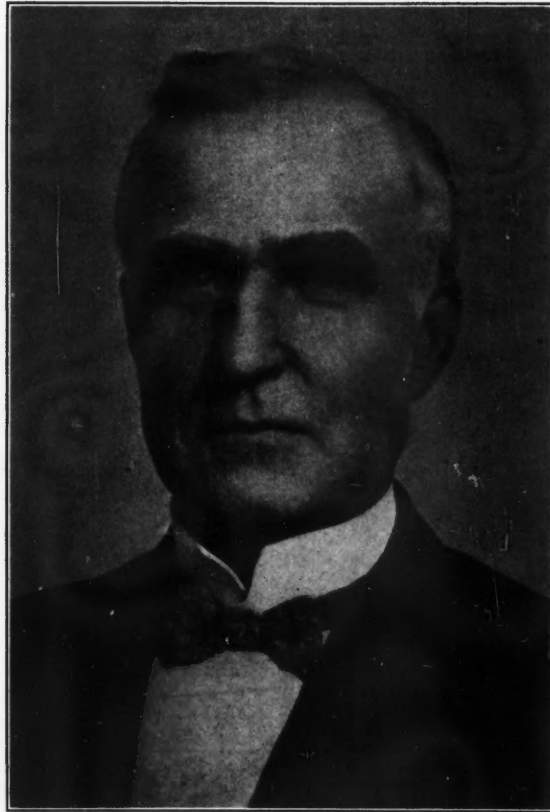
The whole argument by which it is attempted to justify industrial warfare is fallacious. It proceeds upon the assumption that men, feeling themselves aggrieved, or unjustly treated, are justified in taking the matter into their own hands, determining the equity of the case themselves, and administering rewards and penalties according to their own will. This is directly opposed to the fundamental principles of the government of the United States or of any free government. When there is a clash of interests between man and man, or between groups of men in a civilized community, it is not permissible that one of the interested parties should assume the right to dictate what the settlement must be and to proceed accordingly. To follow such a course would be to ignore utterly the judicial function of government without which government, whether in the family, the community or the state, cannot exist. It would be a reversion to barbarism wherein physical force settles all disputes.

The sympathy, above referred to, for the laborer in justification for his acts rests upon the assumption that he is helpless. He is poor and alone and weak. The company for which he labors is rich and strong. What can he do? His only means of defense and relief is to conspire with his fellows to *force* his employer to treat him justly.

Here is the fallacy which lies at the root of the evil of the industrial unrest and the strikes and disorders resulting therefrom, which disturb our nation to-day. This fallacy is *fundamental.* It relates, as above explained, to one of the chief bases upon which our government rests—the administration of justice. If it be true that industrial peace is impossible, if a state of war must continue, and intensify as it will, in the very substructure of our national life, the doom of our republic is already set.

Let us see if we are thus doomed. Let us see whether in our industrial policy we are on the right track. Let us see just what the menace that threatens us results from. Looking below the surface to fundamental causes it will be seen that it results from the efforts that have heretofore been made to secure justice in the industrial world by *force.* It can never be secured in this way. The attempt to secure justice by force is war. The "strike" is such an attempt. While strikes are permitted warfare exists, and were there no degree of civilization to which we may attain in which law should secure justice between man and man then there would be no hope.

The specious plea that the laborer is helpless before the world. This plea is not true. The laborer is not helpless. Labor is mighty, and when organized well-nigh omnipotent. I rejoice in this. I believe in union. I am a unionist heart and soul. I



"I AM A UNIONIST HEART AND SOUL."—I. L. STONE

the obedience it yields to law. The test is very simple and is easily applied.

Now, what of the industrial strife that fills the land? Why is it currently designated "warfare"? Because it is warfare. War prosecutes its aims, not by law under the rule of reason, but by force under the rule of passion. The numberless strikes, lock-outs, picketings, accompanied by all degrees of violence, accounts of which fill the columns of the daily papers, are evidence of the fact that law is either ignored or over-ridden, and that the instincts of the savage prevail over the intelligence and virtue of the patriot.

And yet there are multitudes of well-meaning persons who, failing to perceive the inevitable result of this appeal to force and the proper remedy for it, excuse it. Realizing that the laboring classes

do not object to labor unions organized and conducted for wise and lawful purposes. Labor unions are a power and rightfully so, but the vital question is: How is this power now being used? Is it loyal and law-abiding, or, under disloyal leadership does it seek its end outside the law? Grown great and mighty, does it attempt to over-ride the government, ignore the courts and be law unto itself?

The poor, weak laborer, all alone in his poverty? Yes, were he thus alone. But a single organization of laborers has today millions of dollars in its treasury, and millions of members subject to assessment to the tune of millions of dollars more. It is the proper business of this organization to protect its members and laborers everywhere against any oppression and injustice of employers. The courts are open for this very purpose and its has plenty of money for it. And if there were not enough there are thousands of employers who would themselves contribute abundant means to protect, under the law, laborers everywhere from oppression and injustice. The great heart of the American people is just, yea, generous, and beats true to righteousness and patriotism and honor. Suppress self-seeking, disloyalty and greed among those who lead the laboring hosts, and a glorious future awaits America.

Still further, this is a republic governed by majorities and the so-called laboring classes are in the vast majority at the polls, and doubtless always will be. They are free to express their will and determine the laws which shall govern all of us alike. Herein lies the safety of every citizen and of any class of citizens which, for any reason, may consider itself oppressed. Protection and defense are in the law and nowhere else. Ignoring and over-riding the law ultimately to destruction, and they who, under whatever provocation, resort to force instead of the law to obtain redress are simply, in so far, demolishing the only possible shelter under which to find safety from the storm that is sure to break if disregard for law becomes general.

NATIONAL ADS FOR BERRIES

Growers of Washington and Oregon Form New Selling Corporation

With the completion of the organization of a \$10,000,000 corporation to handle as a unit the canning and marketing of the berry crops of the states of Washington and Oregon, plans are being discussed for the launching of an extensive national advertising campaign to exploit the Northwest products. It has not yet been decided as to the size of the appropriation to be made for advertising or as to when the campaign will be started.

The new corporation will be known as the Oregon-Washington Canning & Preserving Company. The corporation will be conducted by a board of directors, eight from each state. All canning and preserving plants in the two states will be investigated and those found efficient will be taken over. If there are not sufficient plants new ones will be built. Although the corporation has just been organized, it has already progressed so far that the promoters declare they would be able to handle this year's crop.

Payne Opens Up on Pacific Coast

LOS ANGELES, Cal.—The G. Logan Payne Special Agency has opened a Pacific Coast office in this city in charge of Milton F. Harris, late advertising manager of Armour & Company,

ASK COURT PROBE OF N. Y. PRESS CLUB

Solicitation of Associate Memberships and Efforts to Publish War History Made Basis of Complaint—Pres. Howard Denies Irregularities

The associate membership evil, which has driven to the wall and into extinction countless newspaper men's organizations, has forced into court, for an airing of its internal troubles, the New York Press Club, one of the country's oldest and in days past the strongest organization of its kind in the United States.

A group of active newspapermen, members asked the Supreme Court, April 5, to put an end to alleged abuses existing in the organization, and the methods of soliciting membership on a commission basis. The action took the form of an order to show cause why there should not be a thorough and complete investigation of all the club's affairs.

This order was signed by Justice Edward J. Gavegan and made returnable April 19. If the petition for an inquiry is upheld by the court it is expected that a referee will be appointed to make the examination, based upon a petition signed by Patrick McEvoy, G. Selmer Fougner, August C. Reimer and Abraham Baerman. The petition in turn was supported by affidavits sworn to by John R. Binns, vice-president, and Alexander A. McCurdy, a trustee of the organization. The latter two officers, with William L. Curtin, another trustee, although technically made co-defendants, are on the side of the petitioners.

The other officers and directors of the club named defendants are: Edward Percy Howard, president; Walter E. Warner, financial secretary; Channing A. Leidy, treasurer; Lawrence P. Covington, C. Fred Crosby, Oscar Watson, Timothy Gorman, Thomas Ford, John A. Hennessy and George Dobson jr., trustees.

The court action is the direct result of long dissatisfaction among the active newspaper element, which came to a head at the last election, when three of the "actives" John R. Binns, William L. Curtin and Alexander A. McCurdy—were elected to office. Their efforts to put up an end to the alleged abuses by action within the club itself having failed, they decided to appeal to the courts.

It is alleged that the Press Club misappropriated funds. This charge is based upon several grounds, among

them being the allegations that two members were admitted to life membership during the last year for the sum of \$100, in violation of the club by-laws, which provide that \$300 is the fee for active life membership.

The charge is made that John J. Wohlman, a member, in accordance with an alleged agreement with the board of trustees, has been engaged in soliciting representation in a publication to be known as "The New York Press Club History of the World War on a commission basis, under which Wohlman receives 60 per cent of the money and the club 40 per cent. The papers allege that approximately \$115,000 has been collected under this arrangement during the last two years.

Exhibits assert that employes of Wohlman, in soliciting special associate memberships in the club, capitalized the tentative acceptance by President Harding to be the club's guest of honor at its forthcoming annual dinner in their arguments to induce prominent citizens and wealthy foreigners to become members. In this connection the papers charge that on March 1 last a resolution was passed putting an end to such solicitation and the paying of commissions. A similar resolution was passed by the board of trustees on March 5.

Says Pres. Harding's Name Misused

The papers charge that on March 11, William E. Malone, a representative of Wohlman, solicited and obtained from Manuel Vargas, fiscal agent of the Mexican government, a check for \$1,000 for associate membership. Photographs of this check and a letter said to have been written to Señor Vargas by Wohlman are attached to the papers. The letter is to show that Señor Vargas also had been informed President Harding was to be a guest of the club. It is charged that, after Señor Vargas' check had been indorsed and presented for payment, the bank on which it was drawn held up payment pending the clearing up of a technicality concerning his signature. After investigation, Señor Vargas then stopped payment.

The complainants further allege that in December a check for \$1,000 was received as a result of similar solicitation from a high official of the present city government for life associate membership in the club. Affidavits were furnished to show that of this sum \$600 was paid to Wohlman and \$400 to the club in violation of the by-laws, which provide that \$500 is the stipulated fee for life membership in the associate class.

It was alleged also that \$15,000 in Liberty bonds had not been properly de-

posited by Wohlman in a deposit account of the club or its officials.

The treasurer of the club, it is alleged, failed to post a required itemization of receipts and disbursements, in accordance with the by-laws, and for more than a year had on deposit a sum in excess of \$1,000 which, under the by-laws, he may bank to draw upon for current expenses.

Subsequent to February 1, 1919, prior to January 21, 1921, said the petitioners, large sums have been collected for the history and appropriated upon checks signed by C. Fred Crosby, secretary of the Board of Trustees, and Edward W. Drew, former chairman of the board, all of which transactions were alleged to have been in violation of the by-laws. For these collections Wohlman was alleged to have received 60 per cent. commission and for special classes of memberships 50 per cent and more.

Statement By Petitioners

H. Francis Dyruff, counsel for the petitioners, said that there is strong backing for the reform movement.

"My clients," he said, "feel that the organization is of sufficient importance and dignity among real, conscientious newspaper men to stand on its own merits without the use of methods which can in any way bring reproach upon its management or membership. It is his wish that no money shall be obtained in any manner that can in the slightest degree create suspicion, no matter how unfounded. This attitude they cannot too strongly emphasize.

"My clients having been unsuccessful under conditions at present prevailing in bringing about the reforms they consider essential by mild measures within the club itself, have deemed it necessary for the protection of the club and of the large body among the members who have its best interests at heart, to seek relief and reform through an appeal to the courts."

The court petitioners made public names taken from a list which they had been furnished to them as a complete roster of the members of the club. The names were those of men whose membership classifications are not included in the classes of members authorized by the club's constitution and laws. Despite diligent efforts, they they have been unable to gain access to any club records which would reveal when and under what circumstances these men became members and how much they paid in fees.

"Absurd" Says Howard

When asked whether he cared to make any statement on the Press Club affairs, President Edward Percy Howard said the charges were "too absurd on their face to require any comment characterizing the entire proceeding as 'the stunt of a press agent.'" He said any court investigation that is made and he doubted if the case will get far, will show the Press Club's business to have been conducted entirely within the law. Mr. Howard further stated he did not feel that he was in any way personally responsible in the litigation as the entire business management of the Press Club is in the hands of the board of trustees, of which the president is only an ex-officio member.

Edward W. Drew, formerly chairman of the board of directors, made the following statement to EDITOR & PUBLISHER: "I am not conversant personally with some of the matters stated in the charges and do not care to discuss them. I am more fully informed. But as the \$15,000 in bonds, I will state that charge is unqualifiedly and absolutely true."

(Continued on page 18)

WORKING WITH A BUDGET

DO you have to wait until the end of the fiscal year to learn the lesson your balance sheet has to tell? If so why don't you change your system?

Men who have operated their business under the budget plan credit it with being insurance against ninety per cent of the causes that put balance figures in red ink.

By operating under a budget system you can forecast your expenditures instead of waiting to reflect on your mistakes. Banks favor firms working under a budget when making loans.

The budget system is worthy of the attention of every publisher and every newspaper business executive in the United States.

C. W. Buggy, of the Oklahoma City Daily Oklahoman, is going to tell all about the budget system for newspapers and its advantages in

EDITOR & PUBLISHER

APRIL 23

RADICAL HEADLINE CHANGES URGED TO FORCE READING OF STORIES

On the Theory that Only One Person Out of Fifty Reads Below Headline, One Man Suggests a Unique Cure That Would Also Save Space

By GEORGE W. GREENE

EDITORIAL NOTE—Mr. Greene has worked on the Tribune at Wisconsin Falls (Wis.) and the Tribune at Bismarck (N. D.) While at Beloit College he was editor of the Roundtable. Editor & PUBLISHER does not advocate the new style head suggested in this article. The treatment is so unusual, however, that editorial men may find in it a suggestion that will result in general good.

CRITICS of the newspaper claim fifty people read the headline of a story for every one who reads the entire story. Others say the headlines now used waste space.

Followers of "Brass-Checkism" claim headlines are inaccurate.

There are the three big objections to the present day newspaper headline.

When the eye strikes a conventional headline the reader generally reads through the top, deck or first sentence. Can we blame the reader if he takes advantages of this splendid opportunity to stop and leave the story? Every dash, every dash, every punctuation mark every jump in type size or style is a direct invitation to quit and pass by the story. The size of the type used in the various banks is selected for the display and balance, not as a general rule, for harmonious appearance or ease in reading.

Granted that fairly large type must be used in order to attract the readers eye to the story and allow a pleasing make-up of the page, still the "drop" typically from a three line deck in 24 or 30 point gothic caps to the body type is too great.

Space is wasted by the repetition of facts stated in the headline in the first paragraph or lead.

Inaccuracies in headline statements can be largely excused because of the new short words which the copy reader can crowd into a few lines of large type.

The accompanying proofs show the plan proposed of using gradually decreasing type sizes for each line of the head until the body of the story is reached.

Advertising copy writers make use of this plan in drawing one's attention down into the paragraph of an advertisement.

Before considering these examples of a new head it must be mentioned that the type available somewhat limited the work in some ways. For example in

whereas it could be set 7 point on an 8 point slug. This would make some difference in computing the percentage of space saved.

The Chicago Tribune head about U. S. Steel was re-set according to this new plan. The lead was combined and run in as the bottom of the head.

The type used for this and the World heads, as re-set, was:

- Top line in 30 point Cheltenham bold italic.
- Second line in 24 point Cheltenham bold italic.
- Third line in 18 point Cheltenham bold italic.
- Fourth line in 14 point Cheltenham bold italic.
- Fifth line in 12 point Cheltenham bold italic.
- Sixth line in 10 point Cheltenham bold.

to see if he can not decipher the phrase. The same psychology causes the person who starts to read this new headline to draw the paper closer and finish the sentence, even though it is set in smaller type.

The one sentence, summary, lead is now used as the first paragraph by some papers. This proves that the one sentence summary is possible. Likewise it is possible to start this sentence with an interesting and attracting word or phrase. Therefore this new head could have the same snap and action that the present head has.

From Copy Reader's Angle

The experienced newspaper man immediately starts to talk about the work which this type of head would make for the man on the copy desk. But he is mistaken.

When a story came to the desk it would be edited as usual. Then the copy reader would write the combined head and lead. This sounds harder than it is. The first two or three lines are the only ones which would cause any trouble; after that the lower lines would be easy for a good deal of spacing could be used. The use of one sentence and continuing the thought from one line to the next makes the writing of the head much easier than it would be if each line or two must be a complete sentence, as at present.

Obviously each line contains a different number of letters, but the fact that that number increases with each line makes the task of writing the head fairly simple. Pyramid heads are written day in and day out in most Hearst offices. This style is less troublesome than the three or four line pyramid.

Date Lines and By Lines

Where to put the date lines and by-lines when using a head such as this would be a problem. The credit slug could be run at the bottom of the story. Just as some papers now do.

The date line, mentioning the city at least, could be written into the first sentence, as in the case of the "Clara Smith" and "U. S. Steel" heads.

In composing rooms where the headlines are hand-set from the shop's own type, difficulties in setting this new head would not arise.

Where the heads are machine-set a dozen or so heads could be taken at a time, the top line of each cast and so on. To separate the lines and arrange the heads would be simple for the bankman.

Even so the composing room would probably have to do more work in setting these new heads than they do on the present ones, but if the advertiser can afford to use graduated type sizes it would seem that the newspaper could afford to.

Examples No. 4, 5, and 6 show how this plan might be used for headlines without combining and eliminating the lead or first paragraph.

Used in this way the deck of the headlines would be eliminated, together with the separating slug or dash. The single sentence or linked phrases would be more readily and widely read than two separate decks. The last line in fairly small type would permit the story to start at once without the barborous typography which would result if a three line 24 point head were used next to the body type, without a deck.

The head with each line flush, as in No. 4, "Ford Paper", would probably be best, as drop-lines would be harder to write exactly right.

Capitals and lower case letters are used in all of these specimen headlines because the use of capitals in the top or other decks would necessitate a shift

SAYS CLARA SMITH DID NOT FLEE LAW

Attorney Asserts She Left Ardmore at Deathbed Request of Jake L. Hamon.

LEARNED THAT HE DIED WHEN IN EL PASO, TEX.

Statement Denies She Rode in Chauffeur's Taxi, as He Told Border Sheriff.

ARDMORE, Okla., Dec. 24.—Clara Barton Smith will enter a plea of "not guilty" to the charge of murder against her in connection with the death of Jake L. Hamon, Republican National Committeeman, when the case comes up for trial here in January term of court, James H. Mathers of counsel for the accused woman announced in a signed statement issued here to-day.

Examples No. 1 and No. 2.—On the left we have a reproduction of a headline clipped from the New York World. On the right (above) is the same head set according to the style advocated by Mr. Greene; (below) he makes use of the lead paragraph of the story as a head. In the original the clipping from the World measured five inches. Each of the others measured three inches.

Clara Smith Did Not Flee the Law, but Left Ardmore at Deathbed

Request of Jake L. Hamon, News of Whose Death Reached Her when in El Paso, Tex., said James H. Mathers of counsel for the woman accused of murder in connection with the death of the Republican National Committeeman. The signed statement given out to-day also said a plea of "not guilty" will be entered when the case comes up for trial in the January term of court there.

Clara Smith Will Enter a Plea of 'Not Guilty' to the Charge of Murder

Against Her in Connection With the Death of Jake Hamon, Republican National Committeeman, when the case comes up for trial at Ardmore, Okla. in January term of court, James H. Mathers of counsel for the accused woman announced in a signed statement issued to-day.

Seventh line, and body, in 8 point century, leaded.

The Clara Smith head was first set using the lead of the World story, as shown in No. 2. In this case the lead was evidently not a complete summary of the story.

Therefore a new head and lead (combined) was written and set, as shown in No. 1. Unfortunately it could not be set in condensed new gothic because the type was not available. If this condensed type had been even more space would have been saved and a better idea of the relative display obtained.

Notice especially in these heads the way in which the eye follows down into the body of the story. At first sight this head is of course so novel that it startles one but the typography is much more harmonious than that found in the average newspaper headline.

When one is reading a magazine or book and comes to a poorly printed word or two he invariably looks closely

U.S. Steel to Share Profits With Employes on Basis of Corporation's Earnings During the Year It

announced at Sharon, Pa. today. On profits of \$100,000,000 to \$150,000,000 a bonus of 2 per cent; to \$200,000,000, 3 per cent; and in excess of this amount 4 per cent will be distributed. [By A.P.]

Example No. 3.—On the left is a headline clipped from the Chicago Tribune, and on the right is style advocated by Mr. Greene in heading the same story. The original clipping from the Tribune measured four inches and the other measured two and a half inches. Notice how easily the reader is carried from the top line into eight-point by the Greene treatment.

U.S. STEEL WILL SHARE PROFITS WITH EMPLOYES

Corporation Plans a New Bonus System.

Sharon, Pa., March 30.—[Special.]—Announcement of a profit sharing plan for employes of United States Steel Corporation plants here has been made. On profits of \$100,000,000 to \$150,000,000, a bonus of 2 per cent; to \$200,000,000, 3 per cent, and in excess of this amount 4 per cent will be distributed. The profit sharing plan is a revision of a plan which has been operative

from capitals to capitals and lower case letters as well as a jump in type size.

This new headline saves from 10 to 60 per cent of the space as compared to present headlines. This space is saved without sacrifice of display because this new head gives as great display as the present types.

The reader's eye and attention are caught by the first line and drawn down into the body of the story.

The new headline is more pleasing, typographically, than the present forms.

The elimination of the first paragraph or lead ends space-wasting repetition.

The greater number of words which may be used in this headline allow more exact statements to be made than can be squeezed into the present type and thus will help to eliminate the cause of some criticisms of newspapers.

By drawing the reader down into the first sentence of the story it increases the chances of his reading more of the

Ford Paper Loses \$11,500 Libel Suit; Mecca Not Salacious Revue Is Court Verdict; Gaze on Cleo

45 Killed as Pioneer Limited Is Blown Off Track By 100 Mile Hour Gale

Love Bandit Stabs Wife For Refusing to Return Juicy Wad of Spearmint

Examples 4, 5 and 6—Here we have three examples of one column heads carried down to the break to eight-point and telling a connected story.

story. When a man glances over a newspaper at arm's length and reads the top headlines he finds too many excellent stopping places before he reaches the story. The fact that the body of the story cannot be read without moving the paper nearer helps him decide to turn the page and read some more headlines or comic strips.

Glance at this new head again. Notice that you almost unconsciously draw the page nearer as you read down through the first sentence. When you have finished the sentence you can continue the story without moving the paper anymore. The possibilities of your reading the next paragraph are increased.

American people are said to read their papers carelessly. A headline such as this will help to change their habit—which in itself has been partially caused by the newspapers themselves.

The man who reads headlines only is not the best type of reader. He does not follow the minor details of the news. Up to a certain point the more closely men read newspapers the more newspapers they read. The headline reader is not the type which subscribes to the paper readers will make more subscribers.

Above all other considerations then this head will make more newspaper readers, who will read thoroughly.

NEW GLOBE BUSINESS MANAGER

H. H. Knickerbocker Well-Known In N. Y. State Newspaper Circles

Harry H. Knickerbocker has been appointed business manager of the New York Globe, a position which has been vacant since the resignation some months ago of A. B. Chivers. Mr. Knickerbocker was formerly for eleven years general manager of the Middletown (N. Y.) Times-Press and later was publisher of the Westfield (Mass.) Journal. For the past year he has been assistant publisher of the Fourth Estate, a trade publication. Mr. Knickerbocker is a past president of the New York State Associated Dailies.



H. H. KNICKERBOCKER

Whitaker Sues for Discharge

ALTOONA, Pa., April 5.—Milo W. Whitaker, former general manager of the Times, has brought suit against the paper to recover \$18,000 damages. He asserts that he was discharged in violation of his contract, January 23 last, after the paper was merged with the Altoona Tribune. He further alleges that it was due to his negotiations that the merger was effected and that he was to be retained in the management.

HOLD FAST!

By CHARLES W. HOYT

[EDITORIAL NOTE—Mr. Hoyt is president of Hoyt's Service, Inc., New York.]

WHEN everything than can happen is happening to upset the equilibrium of the Executive—the man who steers the ship—of the man who guides and makes the decisions for a business organization—what shall he do?

When he meets all sorts of temptations to disrupt a good organization, to upset carefully-laid plans, to make reductions or cuts because of urgent, momentary need, even in the face of his positive conviction that such things are not wise as they pertain to long periods of time: what, then, shall a man do?

When collections are poor, when orders are few, when cancellations are plenty—and when (to express it somewhat roughly) things are simply "on the rocks"—what is the guiding man of the firm to do?

To start with, this man had better admit, right off at the start, that he is not the only fellow who is in trouble. He may as well admit that a lot of fellows have much more trouble than he has; admit that most people, including himself, have had a lot more serious situations to face than this one. Thus, why not recall the conditions which business faced at the latter end of 1914?

If such a man will just become rational, concentrate on his problems and use every possible bit of common sense and reasoning, he will arrive at a conclusion that will be of help to him.

"Hold fast" is the advice I would give. Look out and not in. Plan to secure things and not to lose them.

The Bible says, 'Hold fast that which thou hast so that no man take thy crown.'

"Hold fast!" Make your decisions based not on to-day, to-morrow or this week, but on many months, or years. Every time you hire or fire; every time you buy or sell; apply the standard of three years. Ask yourself, "What will be the effect of this decision during the next three years?"

Have another thing under which you hold fast. Have an Ideal for your business. What do you want to make of it? Do you desire to be the largest—the best—one of the leaders—or what? At any rate have some Ideal, some goal, no matter what it is. No man, no nation, no business organization, ever did a big thing in the world's history unless there was an Ideal in the minds of those behind the enterprise.

Day after day this past three or four weeks I have met men in conference. I have discussed business problems with them, and it has been clear to me that they had succumbed. The mental strain brought about by the things which have been happening to all of us had finally broken their usual good judgment. They proceeded to make decisions that played havoc with their old policies, with their Ideals. These decisions will leave scars for years on their business structures, which could have been avoided if they had held fast.

What are you planning to do with your business during the next three years? Have you started?

MUST USE LOCAL PAPERS TO REACH PEOPLE

F. L. Blanchard, Addressing Brooklyn Club on "Essentials of Advertising" Urges Wider Knowledge of Its Principles by Executives

"The Essentials of Advertising" was the subject of an address delivered recently by Frank LeRoy Blanchard, of EDITOR & PUBLISHER, before the Brooklyn Advertising Club at the Brooklyn Chamber of Commerce.

"It is surprising to me," said the speaker, "that more business men do not take up the study of the principles of advertising and learn how to apply them to the particular business in which they are engaged. While those who are national advertisers usually engage an advertising manager or an advertising agent to prepare and place their publicity, they should be in a position to know whether the work is being done properly.

"It is told of Mrs. William Astor that in the early eighties, when she was the leader of New York society, she one day told one of her maids to do something the latter did not want to do because she thought it beneath her dignity. Thereupon the stately old lady did the work herself and so shamed the maid that she never again hesitated to do any task that was required of her. Mrs. Astor knew how the work should be done because when she was a young woman she had mastered every detail of household work.

"If the heads of the big commercial concerns had a practical knowledge of the fundamentals of advertising they would know how to intelligently pass

upon the work of their advertising departments. The trouble with too many executives is that never having studied superficially seriously they possess only a superficial knowledge of the subject and are no more qualified to pass on the merit of a piece of copy than the office boy.

"Any business man who is willing to devote two evenings a week to the study of good books on advertising can in single winter acquire a pretty fair idea of the subject. He will not be an expert when he is through but he will know the principles upon which advertising practice is based and can apply them to his own advertising problems.

"Advertising men twenty-five or thirty years ago were looked upon with suspicion. The public placed them in the same class as lightning rod agencies. There was a good deal of bunk in the advertisements that were printed. Many were untruthful.

Ad Men's Advice Widely Sought

"Today advertising men are as representative a body as can be found in any line of business. Their advice and assistance are sought by captains of industry, by the clergy, and by the heads of great philanthropic enterprises. The most of the hot air, exaggeration and buncombe have been squeezed out of printed salesmanship. Advertising is now believable and therefore reliable.

"Much of the credit for the change that have taken place belongs to the Associated Advertising Clubs of the World, through whose efforts laws have been enacted in nearly forty states, making it a criminal offense to use untruthfulness and exaggeration in advertising copy."

Concerning newspaper advertising Mr. Blanchard had this to say:

"The most popular of all advertising mediums is the daily newspaper. If you have a business proposition to put across in any community the best and most effective way to do it is through the daily or weekly newspapers that circulate among the people of that community. The home paper is the one that receives the most attention because it contains news about people the reader knows either personally or by reputation. Brooklyn has several good newspapers—the Eagle, the Standard Union, the Times and the Brooklyn Citizen—that cover every section of the borough. If you want to reach the bulk of the people of Brooklyn you must use the newspapers because they go into the homes of the people. A local newspaper is regarded as a friend whose opinions are respected."

Advertising Can Be Taught

Mr. Blanchard disagreed with George Hopkins, president of the Advertising Club of New York, who said in a recent address that advertising could not be taught in schools—that the only way to learn it was in an advertising agency in the advertising department of a business concern.

"Advertising can be taught in a school just as other subjects are taught. This was a time when it was asserted that the only way to acquire a knowledge of medicine was in a doctor's office, or a knowledge of law in a lawyer's office. Today these subjects are successfully taught at Harvard, Yale and other universities. The same thing may be said of advertising. More than 35 Y. M. C. A.'s have courses in advertising.

"None of these institutions can more than ground the students in the fundamentals of the profession. Whether the graduates become good doctors, good lawyers or good practitioners of advertising depends upon the skill they develop later through experience."

"TELL-YOU-WHERE" BUREAU DIRECTS PEOPLE TO ADVERTISED GOODS

Group of National Manufacturers Co-operating in Boston Experiment, Which, if Successful, Will Be Extended Throughout Nation—Links up Advertiser, Dealer, and Public

By GEORGE McGUIGGAN

(Boston Correspondent of EDITOR & PUBLISHER)

THE final linking up of national advertising with the local dealer is well on the road to success with the establishment in Boston, the Hub of New England, of the Tel-U-Where Bureau at 142 Berkeley street. This new service is destined to do much in assisting the innumerable buyers of advertised and trademarked goods in locating the particular stores handling the products they seek. This service does exactly what its name implies, it tells the inquirer where anything may be bought. There is no charge to the public, for it is information gladly given by manufacturers who are co-operating with Tel-U-Where in order to make advertising more effective.

Tel-U-Where, in this particular stage, has been of especial advantage to holiday shoppers who are looking for quality goods described in advertisements. Many would-be buyers do not know who the local dealers are, and ordinarily would waste much time in hunting around, with the possibility of being forced to take a substitute. Now all they need do is call Tel-U-Where on the telephone and get the answer.

Record of Names Kept

The one demand made by the bureau upon the inquirer is that his or her name be given. This is not done for the purpose of assisting in a sale, however, for it is a point of honor with the Tel-U-Where Company not to furnish these names to manufacturers for "follow-up sales." Literature is on hand at the bureau, though, on the article the party is interested in, and this is sent out in the next mail to the inquirer. In this way a quicker reply is certain.

When a person calls Tel-U-Where, the message is received by one of a staff of specially trained information women, in the operating room of headquarters at 142 Berkeley street. The name of the inquirer is taken down on a printed slip, on which is a space to write in the article asked about. If the call be urgent, and the information readily accessible it is given over the telephone, but with the hundreds of calls coming in, it is more practical, and a more complete report can be given the caller by sending it out in the next mail.

The mail is more commonly used. When a letter is sent out, the catalog of the firm making the article asked for is generally sent with it; also the names of dealers handling the goods locally. In this way perplexed shoppers, who have read advertisements of articles they desire, but cannot find the Boston distributor, are aided in a direct, yet easy way to the solution.

A Simple, Direct Tie-Up

This service has met with the unanimous approval of manufacturers and dealers everywhere, for it provides what heretofore has been considered impossible, a direct, simple system of tying the various dealers to the advertised brands. For this achievement they have to thank Earle G. Knight, originator of the Tel-U-Where plan and head of the company.

"Everyone reads advertisements and everyone at some time or other wants to know where something can be bought," Mr. Knight explained to Editor & Publisher in describing the Tel-U-Where

system. "These people know that advertised goods are quality goods, and there comes a time when they will not accept substitution, but want the real thing, as advertised.

"No one today questions the power of advertising," he continued, with an enthusiasm that comes from seeing his plans succeed and go over big. "But it has one weak point, which greatly decreases the effectiveness of national advertising as a selling force, and that is the difficulty of telling the consumer in a profitable way where advertised, trademarked articles can be conveniently purchased. They have tried to overcome this in various ways, such as 'Insist on getting this brand,' or 'Write us if your favorite dealer cannot supply you,' 'Write for list of names,' etc.

"These methods fall far short, however, for few consumers will sit down and write. Too much of a burden is thrown upon the shoulders of the consumer. Nor can a consumer be expected to go from store to store hunting for a certain article, especially when clerks in each store offer a substitute. Most consumers will take a substitute rather than hunt through many retail stores.

"To meet this void in the selling system comes Tel-U-Where, a service which is the result of years of planning. It is bound to make advertising more effective, serving the consumer, the national advertiser, the newspaper, the magazine, the advertising agency and the retail dealer who handles advertised, trademarked products. Briefly, it is a service that tells the consumer quickly, conveniently and without charge the nearest retail store where he can buy any advertised, trade-marked article.

"A nation-wide chain of Tel-U-Where bureaus will soon be in operation, linking up the leading buying centers of the United States. Eventually we hope to have one in every city of 70,000 population or over.

"A unique feature that adds to the service of the bureau is the fact that a supply of the manufacturers' literature of all the best known manufactures is kept on hand, enabling the consumers in this territory to obtain first-hand information in the form of a catalog or circular in the next mail. Nothing has been overlooked to build up a plan that will form a real link between the national advertiser, the dealer and the public."

Taking Post-Graduate Course in Art

CHICAGO.—The seven artists of the Tribune's advertising department have organized a post-graduate class under Audubon Tyler, meeting on the fifth floor of the Tribune building. Mr. Tyler is an instructor at the Academy of Fine Arts, but is better known as the man who paints the portraits used in the copy of "Fatima" cigarettes.

PROVE WOMEN ALIVE TO ADVERTISING

Five Hundred Attend "An Hour in the Business World" Meeting in Chicago as Prelude to Impression of Printed Word

CHICAGO, April 4.—Is the stay-at-home, the "lady of the house," really interested in advertising and its influence on her home life?

No more impressive answer could be given than the sight of over 500 Chicago women—club women, business women, housewives, women representatives of every walk of life—gathered together at the Hotel La Salle today to spend "An Hour in the Business World" as arranged by the Women's Advertising Club of Chicago. Miss Mary Crowley, president, explained the object of the meeting—to point out to the women of Chicago the advantages of buying advertised merchandise and to foster a better and clearer understanding of advertising and its value in the home.

One of the organizers of the club, Mrs. Leona A. Krag (Jean Prescott Adams) food expert for Armour & Co., and a well-known magazine editor and feature writer, spoke on "Taking the Guesswork out of Buying." "How many of our great grandmothers could come to this meeting on a Monday afternoon?" Mrs. Krag inquired. She went on to explain how not only the invention but the advertising of all the modern household conveniences and canned goods have freed woman from her household drudgery and given her the leisure for intellectual development.

"Advertising," Mrs. Krag said, "has saved us time as well as money. When it comes to individual buying we must exercise judgment in selection. Advertising helps us do that. Look at this morning's papers and look at them with the eye of the critical home manager. You will find their advertising columns teeming with splendid information of value to you—of far greater value, in fact, than the news of the latest murder trial. It was a wise man who said, 'Show me the advertising in your papers and magazines and I will tell you the condition of your country.'

"When you buy advertised merchandise you know you are buying dependable merchandise; for no article can profitably be advertised until it has passed the most rigid examination of experts. Impress this upon your children when you send them to the store to buy and train them to be buyers of dependable goods when they grow up. Insist that your dealer supplies you with the dependable brands of advertised goods. The great consumer is the American woman and she will get what she demands. If she demands such goods from the dealer, she will get them."

Mrs. Jacob Baur, a director of the Federal Securities Corporation and vice-president of the Liquid Carbonic Company, talked on "Finance and the Woman" and Homer Buckley spoke of the constructive work that had been accomplished by the club in spreading the gospel of advertising among the women of the city.

In addition to the addresses, a musical program was provided by an orchestra of over thirty pieces and vocal soloists.

Sheridan Joins Hearst's

Hearst's International Magazine, New York, has appointed C. M. Sheridan in charge of advertising department promotion. He was at one time advertising manager for the American Social Hygiene Association.

THE EXPERT WHO HAD ANALYSIS ON THE BRAIN

A FABLE IN SLANG

THE Hush-Hush Advertising Agency was all in a Flutter. One of their sleek young representatives had just brought in a New Account.

Perkin's Electric Prune Pitters were to be Merchandised with the Assistance of the Hush-Hush experts.

Famous artists were Commissioned to Produce gorgeous Oil Paintings of the Perfect Prune Pitter.

Algernon Sidewise, bespectacled Space Buyer, was Instructed to make up a list for the advertising campaign.

The Printer was told to shake a leg and to rush the proofs, or Heaven help him.

Algernon had early developed a painful case of Cerebral Inflation. His Sarah-bellum had expanded like the Waistband of an Aged Duchess with High Blood Pressure.

It was Terrible to Pipe Algy's frown at Zealous Solicitors.

Let there be quiet, please. Mr. Sidewise is now Analysing the Prune Pitter. He had a List which had been o. k. for the announcement of the Philadelphia Centennial. Perhaps that List would be All to The Mustard for the advertising of the Perfect Prune Pitter.

But, no. Analysis—careful analysis would Solve the Prune Pitter Problem.

"Hm-mmm, ELECTRIC, I see," said the Fountain of Wisdom, "that means—ah—class, refinement, culture, as it were. 'Hm-mmm, hm-mmm, Prunes, they are a Quality Product surely, sought after by the Rich and Affluent. FARMERS will buy the Prune Pitter. I have read somewhere that Farmers sell their Crops for Many Millions. I shall use Farm Journals."

These were Busy Days for the Hush-

Hush Agency and no one had time to Check Up the Educated Space-buyer. No one could tell this Constipated Owl that daily Newspapers, with concentrated circulations, would help Sales in Territories having Proper Distribution.

Now it came to pass that Perkins was Red-headed and waxed Angry as a Sore Boil. He had sold no Prune Pitters worth Spouting About.

A Prolonged Investigation and Survey was Inaugurated by the worried Mr. Hush. The Live Wires, he found, live in cities. Electric current was Scarce on the Farms as Head Waiters out in the Sticks. Prunes were Consumed mostly by round-shouldered Bookkeepers the Inmates of Actor's Boarding Houses as well as other ordinary Run of Mine Folks. Hardly a Perkins dealer knew the Campaign was Running.

Perkins howled like a Scotchman stuck with a Canadian quarter. He said Words which made Mr. Hush feel like a 30-cent Russian ruble.

But all this happened in the Sweet Long Ago.

Today the Common-Sense Advertising Agency places the Prune Pitter schedules in newspapers, in cities and towns where there is distribution and where electric current is Available.

The Perkins Prune Pitter is now selling like Ice in a Turkish Bath.

Friend Algy is no longer a Media and Slant expert. He now Turns on the Power and Jiggles the Air-brake whenever the Conductor rings twice.

Mr. Hush has long since been Cast into Outer, Darkness.

* * *

MORAL: You'd be surprised.

NEWSPAPER ADS WON COURT VICTORY FOR "AUNT JEMIMA" TRADE MARK

Proved Good-Will Was Established That Must Not Be Infringed Upon Even by a "Sambo" That Resembled It, In U. S. Court's Opinion

By WALDON FAWCETT

AUNT JEMIMA, storied sponsor of pancake flour, is today the more alone in her glory as an advertising character because her master not only had the foresight to employ newspaper advertising in lavish degree, but also systematically equipped traveling salesmen with portfolios of newspaper advertisements.

In repeated instances evidence of heavy investment in advertising has served to impress a Federal tribunal sitting in judgment upon a conflict of trade-marks or trade names. It has remained, however, for the Aunt Jemima Mills Company to rely in court, as well as in sales practice, upon the portfolio of newspaper advertisements as a demonstrator of good-will.

This proof of the practical value of the portfolio of proofs and specimens of newspaper advertisements was afforded in a contest between the Aunt Jemima Mills Company and the Blair Milling Company which has but lately been decided. The two concerns are located only twenty-three miles from each other, the former at St. Joseph, Mo., and the latter at Atchison, Kansas.

The Missouri concern, which appears to have been first in the field with a negro mascot, felt aggrieved when the Blair company put its candidate before newspaper readers, and when the Blair company essayed to register its pictorial figure as a trade-mark the Aunt Jemima people filed an "opposition" and the fight was on. It did not appear to weigh with the objector, either, that the Aunt Jemima advertising campaign was of national scope, whereas its rival had restricted its newspaper space buying to a few States in the Middle West.

Trade Mark an Identifier

Conflict between these two advertisers of mill products was to be presumed only in the event that newspaper readers glance casually at pictorial copy placed before them and are equally heedless of detail when purchasing the packages with which they have been made acquainted in the newspapers. Here we had the owner of "Aunt Jemima," visualized by a dust picture of a full-faced smiling negress with a handkerchief wrapped about her head and shoulders, making strenuous objection to the proximity in trademark of the full length figure of a negro who answers to the name "Sambo" and is portrayed, in the approved copy, as bearing in one hand a plate of smoking cakes and in the other hand a cake turner.

When the judicial umpires came to weigh the claims of these two contenders for trade it became, however, not a question of whether the two dusky mascots were actual "doubles," but rather a question of whether the presence of the two smiling faces in the same commercial environment would be likely to cause "confusion in trade."

It is a well-established principle that all the powers of the Federal courts must be exerted to safeguard the symbols of good-will where it can be proved that good-will in business has been established.

This is where the portfolio of newspaper advertisements came in. It did as much as any other instrumentality, if not more, to prove the existence of a

valuable good-will in the name and visage of Aunt Jemima. And the Court of Appeals at Washington, which had the last word in the debate, reversed or overruled the U. S. Commissioner of Patents and gave Aunt Jemima the benefit of the doubt. For, reasoned the Appeals bench, the lower part of the figure of "Sambo," as printed, is so covered with reading matter that to the casual observer only the head and shoulders are plainly visible.

Furthermore, suspicioned the court of last resort, if registration should be granted the printed matter that already partially submerges Sambo could be extended until there remained only a bust picture, similar in its main characteristics to Aunt Jemima.

Salesmen Carry Them

Robert R. Clark, president of Aunt Jemima Mills Company, brought the portfolio of newspaper advertisements into the limelight when he went on the stand to testify in detail as to the various forms of advertising and sales promotion that have been employed continuously since the World's Fair at Chicago in 1893 to build good-will for the Aunt Jemima products.

The particular portfolio that was offered in evidence was not prepared specially for the occasion. Rather was it a standard portfolio of the kind with which the Aunt Jemima Company outfits its traveling salesmen in order that they may familiarize the retail trade with what the manufacturer is doing to create demand for his specialty.

Carried Balance of Power

In playing its part to win a victory for the Aunt Jemima Mills Company the portfolio of newspaper advertisements had in reality a double role. In the first place it stood as a cumulative array of advertising such as the courts have repeatedly conceded goes to create and entrench good-will. Secondly, it bespoke a consistent effort to translate the prestige, inseparable from extensive newspaper advertising, into dealer good-will.

That the highest court was impressed

on both counts was evident when it remarked:

"The Aunt Jemima flour has become so widely known that a glance at the picture would satisfy the average purchaser. In other words, while the goods are known by the name, the picture is the distinguishing feature by which the goods are visually identified."

Newspaper advertising, as attested by the contents of the stock portfolio from the Aunt Jemima Company's offices, supplied the balance of power that won acceptance by the court of another principle of good-will, viz.: that which ignores color as a distinguishing characteristic when color is not always present.

In the taking of testimony, in this clash between Aunt Jemima and Sambo, considerable attention was devoted to the color schemes of the packages of rival products. In the last analysis, however, it appeared that even though there be no dangerous duplication in the tints of the containers it must be taken into account that the newspaper advertisements, through which most prospects would gain acquaintance with the goods, are devoid of color and, consequently, the danger of confusion in trade must rest to a considerable extent upon an appraisal in terms of black and white.

The Court of Appeals in holding that contests such as the one between Aunt Jemima and Sambo, must be decided by main essentials—the essentials upon which newspaper advertising is pivoted—remarked that once the "Sambo" trade-mark was granted a certificate of registration by the Patent Office "nothing could prevent the registrant from using whatever coloring it desired in setting forth the mark so long as the style of dress and the features of the negro were retained."

Doubt is Against New Comer

In deciding that Aunt Jemima is entitled to hold all "doubles" or near-doubles at arm's length the Court of Appeals at Washington declared that where there is a doubt as to the danger of confusion in trade, the doubt must be resolved against the newcomer because the field from which a person may select a trade-mark is practically unlimited, and hence there is no excuse for his impinging upon or even closely approaching the mark of his business rival.

If any person supposed, however, that this Aunt Jemima episode would indicate that all that a trader has to do to find a ready-created demand for goods is to seemingly "trail" the advertising of an established, popular specialty he has received a rude surprise. Officials

of the Blair Milling Company confessed, under examination, that their "Sambo" had pulled but little trade until introduced to the public territorially through local newspaper advertising. This was the significant testimony of E. B. Hackney, manager of the Package Goods Department of the Blair Milling Company.

Got It All Back

According to the experiences related by Mr. Hackney, he was a believer in newspaper advertising when he took his present position with the Blair Milling Company in 1915, but Mr. Blair was not. However, the latter expressed himself as willing to make a trial of advertising if the product would not sell without its aid. With a view to ascertaining whether the goods would not move on their merits alone the Sambo flour was put out without advertising in the Coffeyville district and in certain sections of Colorado. "But it did not sell," relates the manager. "We got it practically all back."

Local advertising was then tried, reinforced by house-to-house sampling and demonstrations. The plan was to avoid national advertising for the time being, but to work one state at a time, moving then to another state. In this way the Blair company has conducted try-out campaigns of some proportions in Missouri, Kansas, Colorado and Illinois, with small ventures in adjoining states. The first year only \$192 was spent in this advertising. The next year the outlay was \$1,093. The following season the expenditure was \$7,629 followed by an outlay of \$10,172 and finally by a plunge of \$31,554.

The total investment of over \$50,000 in local advertising brought a corresponding growth of sales—from 250 cases of the goods the first year to 3,000 cases; to 26,000; and finally to 81,000 cases.

Mr. Hackney's comment on local advertising, as voiced for the benefit of the Appeals Court was: "Where we advertised it was a success and we are now getting a good distribution which is more than paying for the advertising."

Advertising Created Good Will

But meanwhile, the Aunt Jemima Company, under the impetus of proportionately more lavish advertising, had been building that progression of sales which was to convince the Federal court of the existence of good-will that must be protected even though the case was, as the Court remarked: "a close one."

The experiences of the Aunt Jemima Company, as related at Washington in connection with this tussle over advertising mascots, prove quite conclusively the value of demonstrations and souvenir distribution as a support to newspaper advertising in the building of good-will.

During the past few years the Aunt Jemima has distributed in the territory covered by its newspaper advertising a total of more than 10,000,000 of its rag dolls—"Aunt Jemima" and "Uncle Mose" and the pickaninnies. At the same time there was broadcast distribution of hundreds of thousands of the Aunt Jemima face-mask, to say nothing of millions of cut-outs and dealer helps.

No wonder the court was impressed to the extent that it was and remarked that it doubted the contention, which had been sustained at the Patent Office, that the rival goods would be distinguished as "Sambo" and "Aunt Jemima" brands instead of by the trade-mark figures rendered familiar through advertising.

The court concluded that the competitive maneuver that brought the case to court would admit of but one inference; "that of gaining advantage from the wide reputation" established in the Aunt Jemima goods.

ADVERTISING AND PRESENT-DAY BUSINESS

THE relation between advertising and present-day financial and industrial conditions was the general subject of an interesting talk one night recently by Preston F. Bryant, sales manager of the Babson Statistical Organization, before the members of the Sales Managers' Association of Philadelphia at the monthly banquet held at the Bellevue-Stratford. Some of the high spots in Mr. Bryant's talk were:

"The greatest mistake a business house can make today is to cut down its advertising appropriation.

"There is a dangerous tendency at present to curtail advertising. This inclination seems to strike the business interests when intensive advertising is most necessary.

"Without advertising the business outlook for the future is gray enough to be almost black.

"Many business men advertise when

their trade is good and save their resources in bad times.

"The wise plan is to cut down the advertising appropriation when sales are large and use the extra funds in advertising when orders are hard to get. In this way business runs on a level keel.

"Flexible advertising is the best way to smooth out the periodical fluctuations from which business suffers.

"We believe that business will see a temporary spurt in the spring, but that the permanent turn for the better will not come until fall.

"The change to normal seems to be coming more quickly in the East than in the West.

"The difficulties of the next six months can best be solved by intelligent selling and sales efficiency.

"We have found the use of automobiles has increased the selling capacity of a man threefold in many cases."

HART-SCHAFFNER & MARX POLICY STIRS UP RATES QUESTION AGAIN

Merchants Fighting Advertising Rates—Wide Interest in Market Survey Symposium—New Retailers' Paper—N. A. N. E. Plans Fall Meeting—Topics for Convention

By FRED MILLIS

Secretary-Treasurer National Association of Newspaper Executives.

NEWSPAPERS with vacillating policies as to local and foreign advertising are finding it necessary to tighten their ropes in a hurry these days.

In many instances foreign advertising rates on newspapers have advanced much more than local rates with the result that the local advertiser can buy space for much less than the outside manufacturer even when the 15 and 2 per cent discounts are taken off.

This condition has led Hart-Schaffner & Marx, whose advertising is handled by Williams & Cunnynham, to place their advertising through their retail store outlets at local advertising rates instead of through their agencies on the foreign rates.

This policy is being pursued in all cities where they have but one store handling their line of clothes. Where they have more than one representative they are continuing to send their advertising through the agency. Williams & Cunnynham probably are collecting a service fee on copy placed direct through the retailers. Although many of the larger newspapers have fought this they are gradually, one by one, dropping into line and accepting Hart-Schaffner & Marx copy from the retail stores.

This instance brings out the woeful lack of policy on the part of some newspapers. There is drawn no clear cut line of distinction as to what is foreign and what is local, and where the different rates are applicable.

This phase of newspaper advertising management was discussed thoroughly at the recent meeting of officers and directors of the National Association of Newspaper Executives at Louisville.

Of the twenty-five papers represented at the meeting there were not two that handled this phase of newspaper management exactly alike. It was the consensus of opinion after a thorough discussion that a few simple principles should guide any newspaper in handling this problem.

First, businesses in competition with one another should be put on an equal basis by the newspaper. Wholesalers and manufacturers, whether located in the city of publication or outside, should all be on an equal basis. Since their advertising is run in campaigns rather than year in and year out, it is more practical to handle them on a foreign rate basis. This is particularly necessary since a great bulk of their advertising is placed through advertising agencies. Newspaper advertising managers should make up their minds that whenever advertising is in competition, or in this class, it should go on the national rate. There should be no "ifs" or "ands" about it.

On the other hand, where the advertising is placed by a retail outlet it should go on the local or retail rate. If Hart-Schaffner & Marx advertising is turned into a newspaper by a retail store for the copy to appear over the name of the store and unquestionably is retail selling copy, there is no way in the world that the newspaper can get around accepting this business on its local rate card.

This Hart-Schaffner & Marx matter is but an instance. The important point

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

is that newspaper advertising managers must get themselves mentally straightened out as to their two sets of rates. Of course, there are "border line" cases but there is hardly one of these which cannot be settled by getting back to an established set of principles.

Merchandise advertised by either manufacturers or jobbers, to be sold through retailers to consumers, is national.

Merchandise advertised by retailers to be sold direct to consumers is local or retail.

It happens that in ninety-five cases out of one-hundred the above principles will obtain. The important thing, if the advertising manager does not do business along these established lines, is that he establish some different lines and do business in the same way with everybody.

The difference between local or retail and national or foreign rates will be one of the topics for discussion at the Atlanta convention of the association in June.

MERCHANTS MISINFORMED ON PUBLICATION COSTS

MERCHANTS' associations over the country are using considerable misinformation in attempting to beat down newspaper advertising rates. There is hardly a statement made by these merchants contending that rates should decrease which cannot be proven as unsound. For instance, merchants say paper prices have gone down. This applies to wrapping paper and spot newsprint, but on the other hand contract newsprint has advanced over last year.

Merchants say wages have gone down. This may apply to labor in general, but wage scales in publishing in practically every city in the country have advanced

MILLER TALKS STRAIGHT TO PUBLISHERS

IN a letter to newspaper publishers of the country, Charlie Miller, president of the National Association of Newspaper Executives, makes the following very pointed statements.

"Our association will meet in Atlanta to work and not to play. We will have morning, afternoon and night sessions, and if your representative does not come back full of new ideas and plans to increase your advertising, then it is time for you to change Advertising Managers.

"Last year several publishers did change advertising managers when it was reported to them that their representative instead of sitting in at the meeting held at Indianapolis, played

over last year. Right now 50 per cent of the papers are opposing demands for advances on the part of the unions.

Merchants say that the New York Globe for instance, has reduced its rates. Here's what Jason Rogers wires in answer to this:

"In answer to your letter of March twenty-third the Globe has not decreased its advertising rates. We made an increase October 1, 1920, and announced a further increase for January 1st on the strength of prospect of higher prices for paper. As expected high price of paper did not materialize we eliminated some details of intended increase in rate effective January 1st. The Globe was in more favorable condition regarding rates than most newspapers for we had made repeated slight increases during previous two years while other newspapers had deferred their increases until they were up against heavy increases in cost of paper and labor."

Merchants say that Minneapolis Tribune has reduced its rates. The fact is, the Tribune attempted to advance its rates but did not go through with them in a fear of facing a storm of opposition.

Merchants say newspapers should be powerful enough to beat down union wage scales. They say that if they force advertising rates down that the newspapers in order to live will force wage scales down. The merchants forget that the newspaper is a quasi-public institution. A fight with the unions would disturb circulation and with a 10 or 15 per cent decrease in circulation the merchants would immediately claim other decreases in advertising coming to them.

Harvey Young, the good natured, energetic advertising manager of the Columbus Dispatch has the best recipe for the situation.

"Aw, tell 'em to forget it. But get some steam behind your circulation department and show them enough circulation increase to justify your rates or more," says Harvey.

MERCHANDISING MEN INTERESTED IN ASSOCIATION CONTEST

INTEREST is already being evidenced in the symposium of market survey which will be made by the National Association of Newspaper Executives in co-operation of the American Association of Advertising Agencies. A letter being sent by Fred Millis, secretary-treasurer of the National Association of Newspaper Executives, to newspapers over the country urging that they take part in the contest, is as follows:

"You no doubt have noticed the announcement in EDITOR & PUBLISHER of March 26 of Awards of Merit which will be given by this Association to newspapers for producing the best market surveys. The judges will be a secret committee of three members of the American Association of Advertising Agencies, selected by Colin Armstrong. The survey must be in accord with the principles enunciated in the Standard of Merchandising Practice of Newspapers established by this Association in cooperation with the A. A. A.

"Reports to be entered in this contest must be in my hands no later than

around and missed all the good things that were there for them at our closed door sessions.

"Our association does not touch on the cost of paper, cost of labor or other things, but devotes the entire convention period to the discussion of advertising rates, agency co-operation, classified advertising and things that pertain only to the advertising department of your newspaper. We cover both the local and foreign field very thoroughly.

"Even if you cannot send a representative to the Atlanta session, you owe it to your paper to become a member of our association and help along the good work that we are doing in behalf of all the newspapers."

May 15th. Announcement of awards will be made at the Atlanta convention during the week of June 14th. All reports will be exhibited at the convention.

"It is not necessary of course, that you get up an original report. Take the best survey you have made during the past six months and 'dollar it up.' If you are not interested at all in getting for your paper an award of merit, why don't you go into this whole heartily so as to give us as much material as possible to use at Atlanta in selling to the advertising fraternity the newspapers as the national advertising medium?"

ENTER RETAILERS' JOURNAL

WHEN the Milwaukee Journal does anything, it does it right. This is the consensus of opinion among newspaper advertising managers. The Journal's recent entrance into the dealer publication field has been made with the same eclat as the other things it does. It's a monthly. It's called the Retailer's Journal. It sells for a dime. It's eight pages and full newspaper size and what's more it's very readable. In short, it's up to standard. It contains articles about Milwaukee stores and wholesale establishments, articles on better business by business leaders and accounts of merchandising activities from all parts of the United States. The publication is of standard newspaper size, and contains eight pages. It will be circulated among the 5,000 retailers, wholesalers the middle of each month.

AS GOOD AS RETAIL PUBLIC LEDGER

"YOU tell 'em! The Retail Public Ledger may be the 'Daddy of 'em all,' but, honestly, now, don't you think the Oregon Journal Trade News is a mighty promising son?" writes F. H. McMahon, director of the merchandising bureau of the Portland Oregon Journal.

"Not only are we trying to sell the dealer on confining his efforts to products advertised in the Journal, but we are trying to educate him along sound merchandising lines."

They are now getting out a 4-page regular-sized newspaper each month.

Cleveland News, Jr., another one of the retail publications of the newspapers of the country, has grown to eight pages in the last two or three issues. D. W. McKinney has recently become editor of the News, Jr.

CAME TWICE TO LOUISVILLE

BATTLE CLARK, vice-president of the National Association of Newspaper Executives for Tennessee, came twice to the recent meeting of officers at Louisville. He came up on February 20 and then, naturally, had to repeat on March 20 to attend the meeting.

Battle got his first notice of the meeting on February 18. He noticed the date, 20th—the month, March. So he grabbed his hat and started for Louisville, to be met with Bert Garstin's: "Hal! Hal! Come back next month."

TO HAVE MID-YEAR MEETING

IT was decided at the meeting of the officers and directors of the National Association of Newspaper Executives, in Louisville, March 20, to institute a mid-year meeting of all the members, starting next fall.

As expressed by Frank T. Carroll, manager of the Indianapolis News, "this organization has taken a very definite place in newspaper circles. It is without question a most practical brass-tacks organization for an advertising executive." It was decided that the one meeting a year in connection with the Asso-

ciated Advertising Clubs Convention would not be sufficient to keep up the interest in the organization."

Although it was pointed out that a large part of the membership of the National Association of Newspaper Executives would be able to attend but one meeting in a year, it is believed representatives of the larger papers would attend a conference sometime in January or February. It was suggested that the first mid-year meeting be at the same time that the A. B. C. Convention is held in Chicago in October. However, the exact time of the meeting has been left up to the officers who will be elected at the Atlanta meeting for 1921-22.

TOPICS FOR CONVENTION

AMONG the things which will be discussed at the Atlanta meeting of the National Association of Newspaper Executives will be the following:

- First. Rate question: How to combat attempts to reduce rates, flat rates—advise increased circulation rather than reduced rates.
- Second. What to do with advertisers and agencies who cancel campaigns after service has been given.
- Third. Setting of some standard for measuring advertisements.
- Fourth. There is a general demand for practical suggestions of selling space.
- Fifth. Cleaning up sales methods.
- Sixth. Discuss all merchandising service practice—who should pay for service.
- Seventh. What per cent should retailers advertise?
- Eighth. Selling preferred position to local advertisers.
- Ninth. Effect of daily circulation statements on advertisers and best way of selling circulation to advertisers.
- Tenth. Can a paper with 15,000 to 20,000 circulation afford a service man?

USES TRACER ENVELOPES

THE Des Moines Register-Tribune is using tracer envelopes instead of tickets in handling advertising in the composing room.

Harry T. Watts, the advertising manager, writes that the tracer envelope system is the most satisfactory method it has found.

"Our advertising room foreman has a set of pigeonholes corresponding to the days of the week—one set for the Morning Register and one set for the Evening Tribune. The copy is put in envelopes and as they are sent to the composing room they are filed in the pigeonholes and remain there until the advertising has been run.

"We have a somewhat similar system for foreign advertising which has also proved to be a very satisfactory system. When each day's issue is printed these tracer envelopes are sent back to the advertising department and the paper is charged both from the paper itself and from these tracers."

Mr. Watts says that he will be very glad to send a set of his tracer envelopes to any newspaper executive writing him.

SAYS DUMMY SYSTEM PREFERABLE

M. J. LOWENSTEIN, business manager of the St. Louis Star, says that for a paper having a considerable amount of one-time business or one in which position is sold, the dummy system is infinitely preferable.

"With it the publisher has a bird's-eye view of his paper in miniature and the managing editor can note on it the important items he wishes to display and where he wishes to put them. Late advertisements can be adjusted or shifted in advance and considerable saving of time of the make-ups can be effected."

NEWSPAPERS AS AD CENSORS

THE Advertising Forum of the Civic and Commerce Association, at Mankato, Minn., discussed "truth in advertising" at its latest meeting. "Splash"

advertising was given a black eye. It was brought out strongly that the advertiser must get away from the idea that his advertising in the newspapers must look like a billboard in order to attract attention. A committee was appointed to call upon the management of the Mankato Daily Free Press and ask that paper to act as censor on dishonest advertising.

Joseph Oshman said that the plan of having the Cedar Rapids (Iowa) newspapers act as censors had worked out beautifully and resulted in honesty in advertising. B. S. Boman said that no advertiser should object to honest criticism of his announcements in the newspapers; could, indeed, get valuable hints therefrom.

SEND FOR THESE ADS

A SERIES of eight advertisements have just been run in the daily newspapers of Marysville, Mo., by the Chamber of Commerce for the purpose of creating local confidence and better buying. The ads had a distinct appeal to the farmer, and already have had the desired effect in the community. Business men are reporting better business, and at the present time most Marysville stores are doing about a normal business for this time of year. "We confidently expect a good spring trade," declares H. E. Miles, advertising manager of the Marysville Tribune. Incidentally, Marysville is a town that has put herself on the map by local newspaper advertising.

DETROIT NEWS A-MEMBER

GOOD work is being done by Herbert S. Conlon, vice-president for Michigan of the National Association of Newspaper Executives, in securing new members. The state of Michigan has been very little interested in the Association work up to this time. Mr. Conlon's latest addition to the membership roll is the Detroit News.

SOME SELLING IDEAS

THE "Save the Surface" campaign committee will be glad to co-operate with newspapers in selling co-operative paint campaigns to dealers and distributors. Its address is: The Bourse, Philadelphia.

With the change in the labor market releasing women who are now only too glad to go into homes to do the family washing at a reasonable day's wage, laundries must fight to hold their business through educational and price advertising.

Real estate men everywhere predict that this will be a good year for them. Very few papers in the country go after this class of business in an intelligent way. The real estate men are allowed to put in one time "ads" instead of being sold campaigns.

Selling the newspapers of a city as the logical advertising mediums was accomplished in Columbus, Ohio, by the newspapers under the leadership of Harvey R. Young, advertising manager of the Columbus Dispatch. Write to Mr. Young about his Rotary Club stunt.

It is surprising how many papers in cities with about 30,000 population are taking a hold of the merchandising idea.

Electrical pages are being put over by a number of newspapers. Help in the way of mats and ideas can be secured from the Society for Electrical Development, New York City.

PUSH FOREIGN TRADE BY ADVERTISING

Co-operative Campaign to Be Urged at National Foreign Trade Council to Sell America on Export Idea

(Special to EDITOR & PUBLISHER)

SEATTLE, Wash.—A movement has been launched by Pacific Ports Magazine, looking toward the raising of a substantial sum among the exporters of this country for the purpose of launching an extensive campaign to "sell America on the idea of foreign trade." Attempts will be made to have the National Foreign Trade Council, at its annual convention in Cleveland in May, adopt a program for the execution of a co-operative advertising campaign.

It is pointed out by the promoters of the idea that the United States must continue to enjoy a healthy volume of foreign trade if it is to enjoy healthy economic conditions at home. On the other hand, it is declared, a very liberal percentage of the population of America lacks a true understanding of the importance of foreign trade to our industries and consequently to all workers in our industries.

Roy Alden, editor of Pacific Ports Magazine, in a letter to O. K. Davis, secretary of the National Foreign Trade Council, says:

"A co-operative advertising campaign that will carry home to the people of this country the value of foreign trade to each individual citizen would be the most effective way to accomplish the ends sought. The convention, if it deems the plan worthy of adoption, could recommend the collection of a fund from the manufacturers and exporters of the country. Surely those who brush up against the unsound arguments advanced against foreign trade would hasten to do their share in clearing the atmosphere.

"I believe you will agree with me that the time has long since passed when the pulling power of advertising can be questioned. The score and one different co-operative advertising campaigns, mostly of an educational nature, that have been prosecuted with such splendid results in this country during the past few years, shows what can be accomplished through the use of printer's ink."

Merger in San Bernardino

The San Bernardino (Cal.) Daily Sun owners have assumed control of the Evening Index, and are continuing it as the Telegram (and Index) operating both papers from the plant of the Sun. R. C. Harbison and James A. Guthrie are the owners and editors, while the business management is vested in Harry S. Webster, for years business manager of the Sun. Advertising will continue in the hands of Milton R. Standish.

Luncheon for Secretary Clark

Members of the Advertising Club of New York will give a luncheon May 4 for Sydney Clark, retiring secretary of the club. The committee in charge includes Charles C. Green, Cal J. McCarthy, Manning Wakefield, D. Morris-Jones, C. P. McDonald, Herman G. Halsted, A. C. Doornbos, Walter M. Ostrander and David D. Lee.

Editors Trustees of Science Service

Science Service, of which Edwin E. Slosson is editor, as announced in EDITOR & PUBLISHER last week, has been started as a non-profit-making organization for the purpose of familiarizing the

reading public with the progress of scientific research. Its control is vested in a board of trustees, ten of whom are scientists and five are journalists. The latter are: E. W. Scripps and R. P. Scripps of the Scripps-McRae Newspapers, William Allen White, editor of the Emporia (Kan.) Gazette, Chester H. Rowell, former Fresno editor; and Edwin F. Gay, publisher of the New York Evening Post. Co-operating with Mr. Slosson is Howard Wheeler, formerly editor of the San Francisco Daily News, Pacific Coast manager of the Newspaper Enterprise Association, managing editor of Harper's Weekly and for five years editor of Everybody's Magazine.

NEW DAILY FOR FORT WAYNE

Press Will Be Evening Edition of Journal-Gazette

FORT WAYNE, Ind. April 6.—The Evening Press will make its first appearance on Monday, April 11. L. G. Ellingham

of the Journal-Gazette also will be general manager of the Press. Ross S. Nelson is managing editor and A. J. Gruber advertising manager. The new daily will have its telegraphic and cable news supplied by International News Service and will carry a



L. G. ELLINGHAM

star comic and feature page of International Features Service and also the Newspaper Feature Service daily magazine page, together with special article by Arthur Brisbane and other Hearst writers. Besides its leased wire, the Evening Press will publish the International News Service daily photographs.

L. G. Ellingham has been all his life an Indiana newspaper man. For twenty years he was owner and editor of the Decatur Democrat.

He was elected secretary of the state in 1910, serving four years. In 1916 Mr. Ellingham, with E. G. Hoffman, purchased Journal-Gazette, which, under their management, has become one of the most successful newspapers in the Middle West. Though the Evening Press will be published from the office of the Journal-Gazette, the two newspapers will be separate and distinct entities.

Ross S. Nelson, who will direct the newspaper's editorial policy, has for fifteen years held executive positions on Indiana newspapers. For some time he has been managing editor of the Journal-Gazette.

A. J. Gruber, advertising manager of the Journal-Gazette, will assume the same position with the Evening Press. He, too, has been long a newspaper man. For years he had charge of the advertising for the Fort Wayne Evening Sentinel.

Miss Mahool in New Position

BALTIMORE, Md.—Morris & Co., manufacturer of women's apparel, have named Miss Katherine Mahool as advertising manager. The firm specializes in middie blouses. Miss Mahool has been with the Katz Special Agency.



ROSS S. NELSON

AUDIT BUREAU STARTED IN ENGLAND BY ADVERTISERS, AGENTS AND PRESS

American Organization Plan Followed—Advertisers Have Twelve Directors, Agents Two, and Publishers, Eight—Cost Apportioned in Three Parts

By HERBERT C. RIDOUT
(London Editor, EDITOR & PUBLISHER)

If there is one thing above others in American advertising practice that has been coveted by British advertisers, it is the circulation guarantee facilities provided by the Audit Bureau of Circulation. For some twenty years at least the subject of newspaper and periodical circulations has vexed the souls of British advertisers and advertising agents, and at various intervals efforts have been made by individuals and organizations to shed the light of day on this vital factor in advertising costs, but always without success.

I personally remember legal injunctions being obtained by important newspaper publishers against enterprising individuals who announced their intention to disclose what they believed to be actual sales of certain papers.

Northcliffe Behind Idea

During the last twelve months the question has been forced to the front by the London Daily Mail which, in consequence of statements made against its evening contemporary, the Evening News, commenced a "net sales campaign" to bring into the limelight the circulations of every publication which claimed the support of advertisers. This column in the Daily Mail has been, I believe, under the personal direction of Lord Northcliffe himself, and has been vigorous and fearless in its denunciation of what was not inaptly labelled the "dumb press."

It has been attended with excellent results, some 150 publications other than those under Lord Northcliffe's control having responded to its invitation to provide net sales certificates, and from the volunteered statements of many prominent advertisers, it became evident that a good proportion of future advertising was to find its way into those newspapers that had disclosed their sales in this way.

Advertisers Had Nucleus

Now, however, a very interesting and far-reaching development has taken place, one that seemingly can only result in British advertisers enjoying the same facilities in regard to circulation figures as their American brothers.

The Incorporated Society of British Advertisers has, of course, always taken an active interest in this matter, and by its own efforts has been able to furnish its members with reliable "net sales data" concerning some 400 publications. It is this body that has now taken action that promises to secure a uniformity of policy in circulation statements and its secretary announces that immediate steps are being taken to get the scheme into operation.

On March 10, the central executive of the Society passed a resolution that it endorsed a scheme outlined for the establishment of a British Board of Advertising Control over an Audit Bureau of Circulations, and invitations are being issued to the Association of British Advertising Agents, the Newspaper Proprietors' Association, the Scottish Newspaper Association, the Newspaper Society, and the British Association of Trade and Technical Journals to confer with them with a view to establishing a joint Board of Control on the lines suggested.

The scheme in question is to form a British Board of Advertising Control, as stated, on the lines of the Audit Bureau of Circulations. The functions of this Bureau will be:

1. Verifying the figures of circulations by the audit of the Bureau's own accounts.
2. Issuing standardized statements, classified according to the nature of the

publication, and embracing verified figures and facts bearing on the quantity, area of distribution and methods of distribution.

3. Disseminating data for the benefit of advertisers, publishers, and agents. All reports to be confined to facts (not opinions) such as will enable quality as well as quantity to be established.

Advertising Interests Control

The directors of the Board of Control, it is proposed, shall consist of twelve advertisers nominated by the Incorporated Society of British Advertisers, Ltd., two agents nominated by the Association of British Advertising Agents, eight newspaper proprietors (four nominated by the Newspaper Proprietors' Association, two by the Scottish Newspaper Society, one by the Newspaper Society and one by the British Associa-

tion of Trade and Technical Journals). This board would be elected yearly, and have complete control over the Audit Bureau of Circulations during its term of office.

Eligible for membership of the Bureau and for the benefit of its data service would be:

a. All bona fide advertisers, members of the Incorporated Society of British Advertisers, Ltd., who will receive the data and reports of the Bureau through the established channels of the Society for the dissemination of information. The Society will bear one-third of the cost of the Bureau.

b. Advertising agents who are members of the Association of British Advertising Agents or any other body affiliated to, or recognized by, that Association. The agents will bear one-third of the cost of the Bureau.

c. Publishers, who will also contribute one-third of the cost.

It is probable that some months will elapse before the Association is able to get its scheme into working order and possibly not until next year will the first fruits of it be seen, but it is generally recognized that the action comes at a time when it will provide a useful stimulus to British newspaper advertising.

ARMSTRONG JOINS MULLALLY

Sells Interest in Old Agency and Becomes Chairman in New

Collin Armstrong has disposed of his interest in Collin Armstrong, Inc., New York, to Frank G. Smith, William A. Sturgis, Harold A. Moore and their associates and has retired from the corporation. He became chairman of the board of directors of William T. Mullally, Inc., New York, on April 2.

There will be no change in the personnel of the Collin Armstrong Agency, of which Mr. Smith succeeded Mr. Armstrong as president last May. Mr. Smith had previously been vice-president.

Mr. Armstrong's connection with the financial advertising field began in 1878 when he was financial editor and downtown business representative of the New York Sun. He held this position for 25 years. He was secretary of the committee that organized the Association of New York Advertising Agents and served on that body's executive committee and as its chairman, treasurer and secretary. He has also been active in the national organization and is now chairman of its national newspaper committee as well as of the New York council's newspaper committee.

Fire Destroys Georgia Plant

The printing plant of the Dawsonville (Ga.) Advertiser was recently destroyed by fire, the total loss amounting to several thousand dollars, partly covered by insurance. Mrs. B. H. Howard is the owner of the paper, and has been assisted in its editorial conduct by her husband, Dr. Howard. Publication of the paper will continue.

Levis Bars Quebec Reporter

The Levis (Que.) City Council, on March 30, ordered the expulsion from the council chamber of the correspondent of L'Action Catholique, Quebec City, for alleged false reports and insinuations against the mayor and one of the councillors.

New York Representative Appointed

The Beaver Falls (Pa.) Tribune has appointed Bryant, Griffith & Brunson as its New York representatives.

EVERYTHING UNDER THE MANAGER'S EYE IN MASON CITY GLOBE-GAZETTE HOME



THE Mason City (Ia.) Gazette recently moved into its new home, which is said to be one of the best-appointed newspaper domiciles in the West. The new home is 44 x 120, four stories of tapestry brick with stone trimmings and strictly fireproof. Facing one of the main streets in the city on the north and with alleys on two other sides, there is a maximum of light and ventilation. The building was erected eight years ago for the Pythian Club, but the architect had in mind a future printing plant and it was so constructed that the Globe-Gazette management found an ideal building already erected.

Besides the usual apartments for a newspaper, there is a kitchen, dining rooms and a spacious hall on the second floor, all furnished with necessary equipment, club rooms and shower baths on the third floor.

For the present, the basement, an eleven-foot-high concrete room with four feet of daylight above the ground, and the first floor of the building will meet the necessities of the working quarters of every department. The front of the building is occupied by the business office and the Hoe sextuple press, which reaches through the first floor. Plate glass windows keep it in view of the passers-by and of the business department. An outside entrance leads through to a lobby in the rear and also to the stairway to the upper floors. The lobby leads to the news and composing rooms and the business office and is reached also by another entrance on the east side of the building. Back of the business office is the editorial and news rooms, and to the

rear of the news rooms the composing room.

There are no intersection opaque walls—all partitions separating rooms and halls are of plate glass so that the manager, whose office is just in the rear of the business office, can see every department from his office.

Another feature is that the Associated Press telegraph operator has a room by himself with outside window for light and air and completely shut off from all other employees, eliminating the annoyance from noise.

A luncheonette is also provided for the employees, where, with electric stove and other culinary outfit, they may prepare and enjoy their luncheon at noon time.

The 48-page press, with color deck, is equipped with the latest stereotyping machinery and is operated by the Jenney system of electric control. All machines are equipped with individual motors, and the battery of six linotypes have the latest type electric heated metal pots.

The basement furnishes ample space for boiler rooms, carrier and mailing departments and the stereotyping department, besides storage space for paper.

The entire building is furnished in oak with furnishings to match. An electric sign mantled by a large globe with the word "Gazette" on each side makes a unique ornament for the front of the building.

The Globe-Gazette has been for 22 years under the present management, with W. F. Muse, editor, and D. M. Conroy, manager. They have moved to better quarters four times and have used five presses.

FOUR FUNDAMENTAL WANTS OF MAN ARE BASIS OF "CLASSIFIED"

Food, Home, Job and Clothing Almost Exclusively Advertised in "Want" Columns of Newspapers—Some Suggestions in Systems, Rates, Collections and Other Vital Factors

By C. L. PERKINS

Executive Secretary, National Association of Newspaper Classified Managers

INTEREST in classified continues to grow. Publishers are giving it greater attention as is evidenced by the fact that more and more publishers' associations are devoting a part of their programs to this subject. Recently Charles T. Hardin, classified advertising manager of the Columbus Dispatch, spoke before the Associated Ohio Dailies. In part he said:

"Publishers, generally, I believe, are beginning to appreciate the importance of classified advertising. The classified advertising department can and should be one of the most important on a newspaper, not only from the point of revenue and net profit, but because it brings the paper closer to its readers, and is its most beneficial feature.

"To build classified two things must be done—use efficient sales method and create reader interest and confidence.

"To sell classified advertising has a certain definite plan—then stick to that plan. Some papers will decide they are going to put a lot of pep into the classified and will form a plan which they will follow for about a week, then they will have another plan for the next week, and finally they operate without any plan at all.

"If your town is not large enough to have a big classified department, at least have one party in charge of your classified. Make him responsible for that kind of advertising, and handle classified exclusively. Secure a person who will make a study of the Want-ads and try to advance by building up the classified and not work just for a meal ticket, or as a stepping stone into display.

"On the Columbus Dispatch we have about twenty in the classified department, and this department is subdivided into five departments as follows:

- Contract Solicitors
- Telephone Solicitors
- Telephone Ad Takers
- Counter
- Foreign Classified

"In order to secure repeat orders and hold your classified advertisers you must bring them results. To do this make your classified pages easy to read. Locate your classified in the same part of the paper every day.

"To secure the readers you must have in your classified columns the things that will fill his wants and desires. A buyer for a used Ford automobile naturally turns to the paper in which a dozen Fords are offered for sale instead of the paper in which only two are listed. So in order to secure reader interest, it is necessary to have something to offer the reader.

"Says another writer 'This is comparatively easy when you consider that a man's four fundamental wants are: 'FOOD, A HOME, A JOB AND CLOTHING.'

"Two of these—A JOB AND A HOME—are advertised almost exclusively in the classified columns. You supply the man these necessities—a job and a home through your paper, and you can sell him his luxuries through your paper also.'

"Secure reader confidence by eliminating all fraudulent or fake copy and advertisements of a questionable nature.

Mr. Perkins contributes an article to EDITOR & PUBLISHER each week on the possibilities of classified advertising—treating the subject from the viewpoints of both the space seller and the advertiser. Everyone is invited to bring classified problems and individual views to Mr. Perkins' attention.

The reader will soon know if he can believe the ads that appear in your columns. Any 100 persons in any city contains about the same number of males and females, children and adults, rich and poor, renters and landlords, employees and employers. They require about the same number of meals per day, the same amount of shelter, clothing, income, etc. In other words, their wants are about the same, and any failure to use Want-ads to satisfy these wants is due to lack of education and not to any really fundamental difference.

"In 1920 the Columbus Dispatch published over 4,000,000 lines of classified, which was a little over 17 lines for every man, woman and child in Columbus. Now, if the 234,000 people in Columbus could use this average of 17 lines of classified, I can see no reason why the people of Marion, Delaware, Athens, or any other town could not use the same proportion.

Systems of Collections

"Because of the amount of detail necessary in handling classified advertisements, it is important to have a good system and insist on everyone doing his work according to that system. It is very important to have an efficient collection system. Do not be too strict with your credit from transient voluntary advertisers.

"GIL" WANT-AD "GETTER"

MANY people in Topeka, when they want to place a classified advertisement in a newspaper first think of "Gil"

of the Topeka Capital, and though he has not made individual calls nor been "on the street" for several years, people call up daily and insist that W. R. Gilmore, classified advertising manager of Capital, take personal care of their advertising. This illustrates the reputation he has earned in his seventeen years with the Capper publications. From a Want-ad salesman he has graduated into classified manager of all seven Capper publications, all of which, under his direction, are making rapid strides as classified mediums. Personally Gilmore is a Kansas product, full of initiative and energy but modest and unassuming.

He "gets the business" which is the final test of a successful classified manager.



ADVERTISING ADVERTISING

FURTHER proof that classified advertising is a service which can be sold by means of display advertising as easily as drygoods or foods is contained in a recent letter from J. L. Irvin, classified advertising manager of the Des Moines Register and Tribune. In it he states that more space in the display columns than ever before is being devoted to the promotion of classified advertising. The result is that the Register and Tribune is not experiencing the decrease in voluntary advertising which many newspapers are now feeling.

"Many papers are very liberal with their credits, yet their losses are very small. The Milwaukee Journal claims it collects 99 per cent of all transient classified accounts by mailing the bills and then having one collector to handle delinquent accounts. The St. Louis Globe-Democrat says its losses are less than 2 per cent.

"Any experience any of you may have had with heavy losses have been due to inefficient collection and not liberal credit, because I am sure the people of your town are as honest as those of any city.

"Many newspaper publishers believe in advertising for the other fellow, but when it comes to their own business do not practise what they preach. To build classified they put all their effort on personal solicitation of the professional advertiser and overlook the general public from whom it is necessary to receive their voluntary classified advertising, which class of advertising is absolutely necessary to have in order to build a successful Want-ad medium. One of the best methods to secure this voluntary advertising is through promotional copy in your own columns. Advertise each classification separately. Don't make your copy general, to cover the whole classified in one advertisement.

Rates

"As I said before, the first function of the classified department is to turn a profit to the publisher. The way to accomplish this, of course, is to have your rates sufficiently high to bring the proper income. Classified rates should be as high as display rates.

"The real estate dealer who sells a \$10,000 piece of property or the automobile man who sells a \$1,000 automobile can surely afford to pay a rate equal to the merchant who sells 25c handkerchiefs or \$3 hats.

"But you say classified does not consist exclusively of \$10,000 deals or \$1,000 automobiles. You think only of the poor woman who has a room to rent or the man or woman who wants a job.

"A room rents for about the same in any city, yet it costs the party in Chicago 80c to rent a room, while the resident of Dayton can rent a room for 25c. The workman in Cleveland pays 50c to get a job and the New York workman pays \$1.

"The truth is these advertisers are not buying advertising but are buying a service.

"The women rent their rooms by advertising, and the workmen by advertising are getting jobs. This service is worth about the same any place in the country. Whatever has been established as a reasonable charge for this service could be imposed by every paper, regardless of circulation."

BUSY DAYS AT A. N. P. A. PRINTERS' SCHOOL

Equipment Now Installed at Macon Institution Will Enable Training 400 Beginners Each Year—Difficult To Attract Students

The A. N. P. A. Printing School at Macon, Ga., is busy installing new equipment. From April 1 on it will have twenty-six linotypes, one intertype, three monotype casters, three monotype keyboard machines, three monotype combination keyboard and casting machines, also a printing office outfit. This will enable the school to produce about 400 promising beginners each year. In January applicants were turned away because of insufficient equipment, and this occurred twice last year.

The president of the Georgia-Alabama Business College, under whose direction the student-getting and training work is being done, says that by June or July he will have the attendance up to the full capacity of the new equipment and more machines will be needed, unless signs fail.

Sixty operators are now following the typesetting business as a result of last year's work in the school, and twenty of these have joined the I. T. U. on merit and have found their way to the daily papers in the cities. One now writes from Memphis that he set 56,000 ems of the Commercial-Appeal in seven hours and had some tabular matter in his string.

"It is not an easy matter to attract students to the school," says Eugene Anderson, president of the Georgia-Alabama, "because in many communities the idea prevails that only rough, coarse, uneducated, unambitious, characterless people follow the printing trade. Some mothers regard printers as they do sailors—as rather tough. This prejudice has to be removed before a family will consent for one of its members to enter the school. If we show them by photographs and convincing literature that the school is composed of an elegant type of people, many of them college-bred men and women, and that the modern printing office has dispensed with its Baedean atmosphere, we have smooth sailing; but if the publishers don't keep behind us at all times with a good publicity campaign, such as we have been conducting, we can very easily wake up some morning with more machines than students."

Loyless Gets "K. K. K." Threat

Hooper Alexander, United States district attorney at Atlanta, has been asked by Thomas W. Loyless, editor of the Columbus (Ga.) Enquirer-Sun, to investigate a threatening letter he received in connection with his recent editorial attacks on the re-organization in the South of the Ku Klux Klan. The New York Herald some days ago asked Mr. Loyless for a 1,500 word statement regarding the Klan and the steps that were being taken, if any, to suppress it. Mr. Loyless replied with a lengthy statement exhorting the Klan. The following day he received a special delivery letter from Atlanta which stated: "Leave New York newspaper troubles with K. K. K. alone. Dead men tell no tales."

Betting Comes to New York

MINNEAPOLIS, Minn.—William J. Betting has retired from the advertising agency of Betting-Thompson-Madden, Inc., to become connected with the Wynkoop, Hallenbeck, Crawford Company, New York.

R. HO & CO
112
POLL & ALL MFG.
110
THOMAS FEATURING SERVICE
109
F. J. HASK
107
THE FOUR ESTA
106
MERTHALER
151-1

A. N. P. A.
Bureau of A
Speedmati
Duplex Print
EDITOR &
The Fourth

CONV

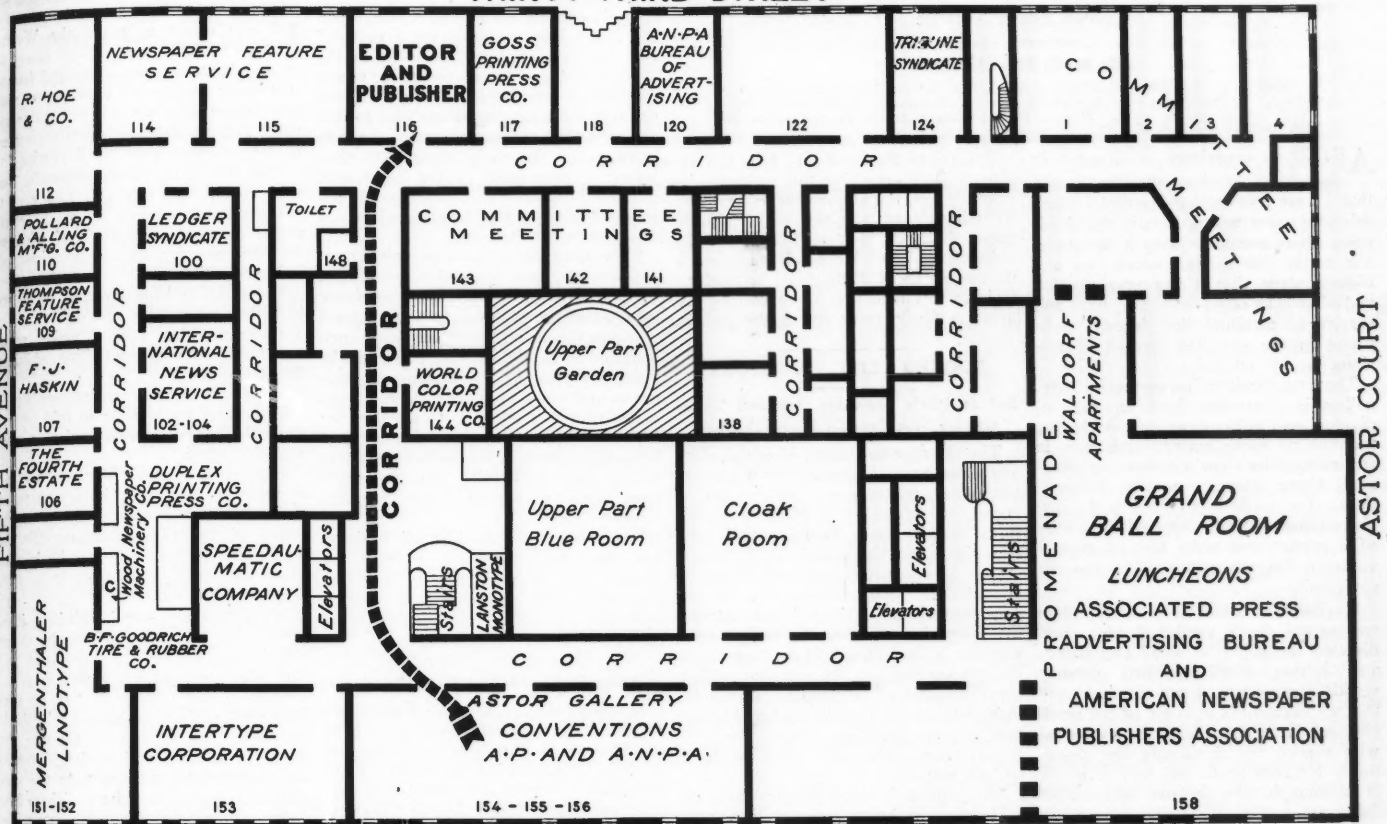
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A. N. P. A. AND A. P. CONVENTIONS FLOOR DIRECTORY, HOTEL WALDORF-ASTORIA, NEW YORK, APRIL 25 TO 29

THIRTY-THIRD STREET



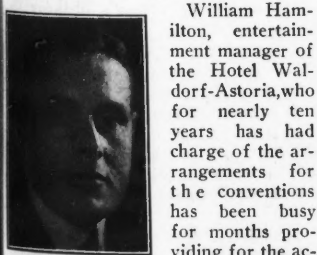
THIRTY-FOURTH STREET

- | | | | |
|--|--|--|--|
| <p>A. N. P. A. (office).....Room 153 (Myrtle Room)
 Bureau of Advertising, A. N. P. A.....Room 120
 Speedamatic Company.....Top Private Staircase
 Duplex Printing Press.....In Foyer
 EDITOR & PUBLISHER.....Room 116
 The Fourth Estate.....Room 106
 Luncheons of the</p> | <p>B. F. Goodrich Tire & Rubber Co.....In Foyer
 Goss Printing Press.....Room 117
 F. J. Haskin.....Room 107
 International Feature Service.....Rooms 102-104
 International Syndicate.....Room 141
 Associated Press, Bureau of Advertising and</p> | <p>Intertype Corp.....Myrtle Room (153)
 Lanston Monotype.....At floor office
 Ledger Syndicate.....Room 100
 Leishman Telegraph Picture Service.....Room 113
 Mergenthaler Linotype.....151 (East Room)
 the A. N. P. A. will take place in the</p> | <p>Newspaper Feature Service, Rooms 114, 115 (Banquet Hall)
 Pollard & Alling Manufacturing Co.....Room 110
 Thompson Feature Service.....Room 109
 Tribune Syndicate.....Room 124
 Wood Newspaper Machinery Co.....Space in Foyer
 World Color Printing Co.....Room 144</p> |
|--|--|--|--|

CONVENTIONS NEAR AT HAND

Outline of Programs for Associated Press and American Newspaper Publishers Associations' Meetings—Splendid Service Exhibit Promised

With the opening day of the American Newspaper Publishers' Association and the Associated Press annual conventions in New York—April 25—only a little more than two weeks off, programs and plans are rapidly assuming final shape.



WILLIAM HAMILTON

William Hamilton, entertainment manager of the Hotel Waldorf-Astoria, who for nearly ten years has had charge of the arrangements for the conventions for the publishers has been busy for months providing for the accommodation of the publishers and he says everything is ready right now. Applications for space on the convention floor of the hotel for the exhibit of newspaper and advertising accessories and services have taxed the wits of the management to provide for everyone,

with the result that every available inch of room has been allotted. Arrangements to date provide for twenty-three exhibitors, the complete list of which is printed along with the floor plan on this page.

According to Mr. Hamilton the only one of last year's exhibitors missing from the 1921 roster is the McClure Syndicate, whose space in Room 100 is to be occupied by the Ledger Syndicate.

While it has been definitely decided that the Associated Press, the American Newspaper Publishers' Association and the Advertising Bureau of the A. N. P. A. will each have a noonday luncheon, the names of the speakers are not yet ready for announcement. The A. P. luncheon will take place Tuesday, April 26; the Advertising Bureau's on Wednesday, and the A. N. P. A. is on Thursday. Each will be held in the Grand Ball Room of the Waldorf-Astoria.

As usual the week's programs will open with the annual convention of the Associated Press on Tuesday, preceded by directors' and committee meetings on Monday. A pre-convention session of the A. P. directors will be held on April 22 to clean up all possible routine business before the meeting date.

The A. N. P. A.'s sessions will start Wednesday morning, April 27. The various meetings of committees and directors will be held Monday and Tuesday preceding. It is expected that the usual procedure of electing officers on Friday afternoon, April 29, will be fol-

lowed. The general opinion is that President T. R. Williams of the Pitts burgh Press will be re-elected for a second term.

A. N. P. A. conventions follow no formal program, but from all indications there will be no dearth of vital topics for discussion. Labor, advertising rates, advertising agency relations, advertiser service, taxation, postal matters and newsprint loom up as the headlines.

McCone Issues Open Shop Call

E. J. McCone, general manager of the Buffalo Commercial, and Harry Chandler, publisher of the Los Angeles Times, have issued invitations to all publishers of daily newspapers having a daily circulation of 5,000 copies and more, who operate "open shop" to attend a meeting in New York during the A. N. P. A. convention to formally launch the American Open Shop Publishers Association. Twenty-five papers have been invited, Mr. McCone states.

A. P. Directors Change Date

The date of the meeting of the board of directors of the Associated Press has been changed from April 21 to April 22, continuing through April 25, to be held at the New York office, 51 Chambers street. The annual meeting of the board will be held April 26 at the Waldorf-Astoria, when six new directors will be elected. On April 27 election of officers for the new year will take place.

TRIED TO HOLD UP CROTHERS

When Police Came, Instead of \$5,000, Young Bandit Killed Himself

New "pep" was put into the editorial staff of the San Francisco Bulletin a few days ago when the sound of a pistol shot came from the office of Publisher R. A. Crothers on the floor below. A young man had confronted the publisher with a revolver and demanded \$5,000. Business Manager Page was also in the office and the hold-up man demanded that he stay there as hostage while Crothers went outside to "dig up" the money.

While Crothers was telephoning for the police, Bert Cupid and Charles Gillespie of the staff dropped in on Page. They did not know the bandit was behind the door with a revolver levelled on Page. When their conference ended and just as Cupid and Gillespie went out, three policemen entered. Seeing them, the hold-up man placed the revolver to his head and fired a fatal shot. He was later identified as J. N. Murray, 18, a cocaine addict, whose family is well known in Johnstown, Pa.

Stanberry Buys Texas Papers

W. M. Stanberry of Midlothian, Tex., has purchased the Roysce City (Tex.) News-Times. He formerly was editor and publisher of the News-Times.

SMALLER CITY NEWSPAPERS OFFER GREATEST OPPORTUNITIES

Both the Individual and Newspaper Must Have Character if Journalism Is To Be Made A Success—Real Satisfaction Comes From Service

By H. G. SPAULDING

EDITORIAL NOTE—Mr. Spaulding is the editor and publisher of the Shawnee (Okla.) Morning News. He has had a wide experience that has included every branch of newspaper work. This is the concluding article in the series on "Journalism as a Career."

AFTER an experience of 35 years in newspaper work I am free to say that I have no regret today that I chose this profession nor do I have any hesitancy about recommending it to others, for today journalism stands on the highest plane that it has ever reached and affords an opportunity for profit and service to mankind that is not to be found in the so-called learned professions.

The first requisite for successful journalism is character, both in the individual and in the newspaper itself, for there is no more harmful influence in any community than a newspaper operated along narrow, selfish, personal lines. The work itself tends to develop character and steadily expand the ability of a person and make him of greater value in the newspaper office and the community.

Having been attached to metropolitan newspapers, been employed upon and directed the policy of small city papers and having also published country weekly newspapers, I am frank to say that my decision is in favor of the small city, one large enough to carry a leased wire report, for it affords the opportunity for both profit and service which is lacking in the smaller and larger fields.

Only a few country weeklies in each state afford an opportunity to devote the entire time of individuals to newspaper work, as much or more time being given up to the job printing department as to the newspaper. The metropolitan newspaper office usually rules that a man's personality must be practically submerged and he is also generally confined to certain specific duties which do not give him the all-round experience that is possible in a small city.

The small city dailies of this country have shown wonderful improvement in the past four years, both from an editorial and mechanical standpoint and as business institutions. They have won a firm place in the esteem of the public, both in their own communities and elsewhere, and the quotations reprinted from the small city daily are more widely used than from their metropolitan brothers. The editor or publisher of the small city daily is a personality in his community and participates in every movement for the public good. Where he is known his own city is known and the character of his newspaper has much to do in shaping the character of his city for no other individual comes into more intimate contact with the people in their daily life, often 95 per cent of the white families in a city being daily readers and two to four persons in the family reading the paper.

As I said at the outset, I do not hesitate to advise a young person who has the right groundwork and is temperamentally fitted, to enter journalism and I also give a preference in employing new men to those who have had a course at a recognized school of journalism as well as some experience on a newspaper, my most valuable man having developed through this course.

The era of the small city daily has arrived. It is receiving the serious consideration of the national advertiser and its opinions are weighed by the man in public life. It is free to express its opinions and its independence wins it the respect and confidence of its readers. It is in this field that there will be the greatest development during the present decade.

LOOKED LIKE A STORY

But Janitor's Jap-a-lac Jammed Typewriters, Not Oregon Journal's Foes

The Portland Oregon Journal, like any other paper that follows an aggressive policy, makes some enemies. On a recent morning the reporters, sitting down at their desks, found to their dismay that their typewriters failed to operate. More than a dozen were out of commission. An investigation was at once started and various threats against the Journal were remembered. A consultation was at once held to trace down the perpetrator of the outrage. The superintendent of the building was summoned to see if by any chance he had seen anyone skulking around the editorial rooms. He could give no light on the matter.

The Journal is the lucky possessor of a janitor who hails from Virginia, and who, strange as it may seem, has an insatiable desire to keep everything spick and span. He was summoned to see if he could tell anything about it. The investigation ceased right there, for it developed that in his zeal to render efficient service he had washed each rubber roller with what he thought was alcohol, but which turned out to be jap-a-lac, and

which, hardening, had put every typewriter so anointed out of commission.

INSURANCE MEN HEAR HAWKINS

Must Make News to Have It Printed, U. P. Head Tells Inquiring Hosts

"It is entirely up to you whether you can break into the newspapers or not," said W. W. Hawkins, president of the United Press Associations at a recent meeting of representative insurance men of New York who had assembled to find out why they are not accorded the recognition in the daily press that they believe is warranted by the importance of their business. The meeting was arranged by Clarence Axman, editor of the Eastern Underwriter.

"You must make news or you cannot expect newspapers to print it," continued Mr. Hawkins. The average insurance man cannot be expected to be an expert on news values, but there are many such men and their advice could be sought by insurance men in the making of programs and other discussions at meetings.

Replying to a query as to whether the fact that insurance companies are not large advertisers in the daily papers was not in part responsible for the slight space given to insurance happenings, Mr. Hawkins said:

"It is an erroneous idea of business men that the advertising controls the news. Only in the rarest of cases is this true. No influence can stop a smashing big news event from being published."

Wider Radio Market News Service

WASHINGTON, April 6.—Expansion of the radio market news service of the Bureau of Markets to include the sending of a daily market report from St. Louis, Omaha, and Bellefonte, Pa., was announced today by the Department of Agriculture. The air mail radio service will be used.

Carlisle Herald Suspends

The Carlisle (Pa.) Evening Herald suspended publication March 31, after installing a new plant, due to the ill health of Dr. Guy Carleton Lee, president and editor.

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 the 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.

IN our effort to make the Wooster (O.) Daily Record a local newspaper we introduce a number of local features that other small town local papers wishing bigger city circulation figures can use. Among the assignments given reporters recently were the following:

"Get fifteen or twenty successful business men to tell you why they came to Wooster. It makes a good feature under a double column head with two or three pictures, and an occasional one indented.

Get a dozen Wooster men to tell you how they made their first dollars. "How I made my first dollar" makes an attractive head with something additional about the town.

"My first ride in an automobile" is which about a dozen or so told of their first thrills on wheels makes a good readable story.

Besides any local librarian will tell a reporter how the literary tastes of their local constituents change as the trend of the times changes. For instance during the war, war books were read, and now the change is to peace time pursuits, etc.

We follow this out indefinitely, interview folks all over our county, as circulation is county-wide, and find that when we can get a man from a section of the county to talk on some important subject, making it a local subject if we can, it interests the man who does the talking and evokes favorable and unfavorable comment on the same subject from his neighbors. These folks often contribute liberally, sometimes with a regular broadside, to "Our Mail bag" which is always a good local feature, especially if you can start them discussing something.—E. C. D.

A high school paper, copy for which can be secured and prepared through co-operation with the school English or Journalism department, makes a weekly feature appealing to a distinct class of readers for small dailies published in cities where the high school does not support a separate newspaper. The La Crosse (Wis.) Tribune-Leader Press used this feature to some extent.—W. G.

As a Saturday feature, the Ottawa (Ont.) Journal is publishing a series of articles on the care of the teeth. The stories are supplied by local dentists and written in an "easy," non-technical style that is attracting much attention, especially among parents.—O. J. H.

Celebrate Pulitzer's Birthday

The anniversary of the birth of Joseph Pulitzer (April 10) falling this year on a Sunday, the usual commemoration at the Columbia University School of Journalism will be held Tuesday, April 12, when John L. Heaton, of the New York World editorial staff, will give an address on "Joseph Pulitzer as a Newspaper Man."

Victor Barcas with La Prensa

Victor Barcas has been made business manager of La Prensa, a Spanish daily newspaper published at New York. Mr. Barcas was recently vice-president and general manager of the Hudson Special Agency, publisher of representatives, New York.

CONFERENCE HOURS OF EXECUTIVE OFFICERS OF THE GOVERNMENT WITH THE PRESS

FOR the information and guidance of news editors throughout the country as to the hours when important Washington stories may be expected to break by reason of the conferences between the President of the United States or members of the Cabinet and the corps of Washington correspondents, the following schedule prepared for the information of the Washington newspapers by James D. Preston, superintendent of the Senate Press Gallery, is published.

The conferences between the President and the correspondents have been

arranged by Mr. Harding, Secretary Christian and Chairman Karger so as to give the afternoon editions the break on the Tuesday meeting of the Cabinet while reserving the news of Friday's Cabinet session for the morning papers. A similar policy has been followed with respect to the conferences with Cabinet officers.

It rarely happens that such conferences fail to develop a story and information as to the time they may break is regarded as valuable to desk men.

The schedule follows:

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
10:00	Navy	Navy	Navy	Treasury	Navy
10:30	White House Labor	White House	White House	White House	White House
11:00	State Post Office	State	State	State Justice	State
11:30	War Commerce	War	War	War	War
1:00		The President			
2:15	Agriculture				
3:00	War	War	War	War Commerce	War Labor
3:30	State Treasury	State	State Navy	State	State
4:00	Navy White House	Navy White House	White House Post Office	Navy White House	Navy The President
4:30		Justice			

PRESS GALLERY RULES WILL BE CHANGED

Tipsters, "We-Boys" and Corporation Agents Will Be Barred from Conferences, but Department Workers Won't Lose Right

(Special to EDITOR & PUBLISHER)

WASHINGTON, April 7.—Success appears in the offing for the fight for more active efforts to rout the tipsters, corporation agents and "we boys" from the conferences between bona fide Washington correspondents and officers of the Federal Government.

The correspondents are to consider the whole question of representation in the Press Gallery lists and regulations to cover admission to the conferences with the President and members of the Cabinet. There are broad differences of opinion as to just what should be done, but there is but slight opposition to the theory that something should be done.

One of the greatest stumbling blocks in the path of progress has been a disposition on the part of the Congressional correspondents to withhold proper recognition of the rights of the departmental workers who are not listed in the directory. The unlisted at times were resentful of any trespass on their rights. The conflict seems to have been removed and the way cleared for co-operative action. The State, War & Navy Correspondents' Association has been organized to safeguard the conferences in those departments and the association is prepared to co-operate with the Press Gallery for uniform action with respect to all departments.

Conference April 13

The issue was precipitated by formal notice that a resolution calling for a comprehensive survey of the whole situation would be offered at the biennial meeting of the corps of correspondents to be held at noon on April 13. The resolution as drafted by Robert Barry, of the Philadelphia Public Ledger and Editor & PUBLISHER, will be amended to meet objections raised by the State, War and Navy correspondents who felt that as proposed by him they were not to have a proper share in the undertaking.

There are indications that one salutary result of the discussion now proceeding among the newspaper men will be that some steps will be taken to terminate the system which denies to all bona fide correspondents representation in the Congressional Directory. That rule is a survival of ancient days when three men constituted a big staff in a Washington Bureau.

Efforts to have the matter settled by individual groups of correspondents on the various beats are not expected to prevail for the very good reason that such a plan does not offer a real solution of the problem. The

responsibility is a collective one covering the entire group of news beats and all must work together for common protection, even though the actual enforcement of the restrictions against "ringers" shall be left in the hands of the men who regularly attend the conferences in a given department.

Such men as Chairman Karger, of the Standing Committee of Congressional Correspondents; Richard V. Oulahan, dean of the Washington corps; Frank Conner, chairman of the State, War and Navy Correspondents' Association; Homer Dodge, head of the Treasury Department Correspondents' Association, and others of like prominence and sincerity of purpose are working in behalf of a program of action which contemplates the greatest good for the whole body of newspaper men and women, and there is every indication that some positive steps will be taken to improve existing conditions as they have the whole-hearted support of a majority of the correspondents.

IN the most spirited election contest since the advent of prohibition, George F. Authier, correspondent for the Minneapolis Journal, was elected vice-president of the National Press Club at a special election today made necessary by the removal of Leonard C. Ormerod from Washington. Mr. Authier triumphed over Stephen Early, of the Associated Press, by the narrow margin of seven votes. The campaign developed such rivalry that active members of the club actually smiled as they paid all delinquent dues in order to vote.

WASHINGTON newspaper men who accompanied Governor James M. Cox had their sad experiences of the dinnerless days on the Santa Fe Railroad recalled when Wells Hawks, who was the Cox press agent, sent around invitations to a film play built on the theme of "Over the Hill to the Poor House." Hawks appended a note to the effect there would be no dining service at the show.

MRS. HARDING IS HOST TO PRESS WOMEN

Thirty-six Writers Drink White House Tea and Look Over State Apartments While Talking Shop with First Lady of the Land

By MAUDE McDOUGALL

(Author of the "Dolly Madison" social letters from Washington.)

(Special to EDITOR & PUBLISHER)

WASHINGTON, April 7.—Hard on the heels of the President and Mrs. Harding's entertaining of the Order of the Elephant,—the newspaper men who had represented their papers at Marion during the front porch campaign of last summer,—at dinner on Saturday night, came Mrs. Harding's tea for the newspaper women of Washington on Monday afternoon.

There were thirty-six women writers present. No one in the less deadly side of the newspaper craft in the national capital would have believed there were so many. Is it not symbolic of the times? Washington has ceased being a man's capital. Although it has not been so long ago since Mrs. George F. Richards was the only member of her sex to be enrolled in the Congressional Directory as a Washington correspondent.

For each of the thirty-six women who assembled in the blue room preparatory to being ushered into the red parlor where they were presented to their hostess, Mrs. Harding seemed to have a personal greeting. Some she was glad to meet "again"; some it was nice to meet "face-to-face," after presumably many telephone "visits"; some were frankly "new" to her, and yet others seemed to puzzle her.

Should she remember them? She asked one,—Miss Winifred Mallon of the Chicago Tribune's Washington bureau, and when Miss Mallon smilingly answered "probably not; I saw you for about two minutes, and then wrote your first day in Washington!"

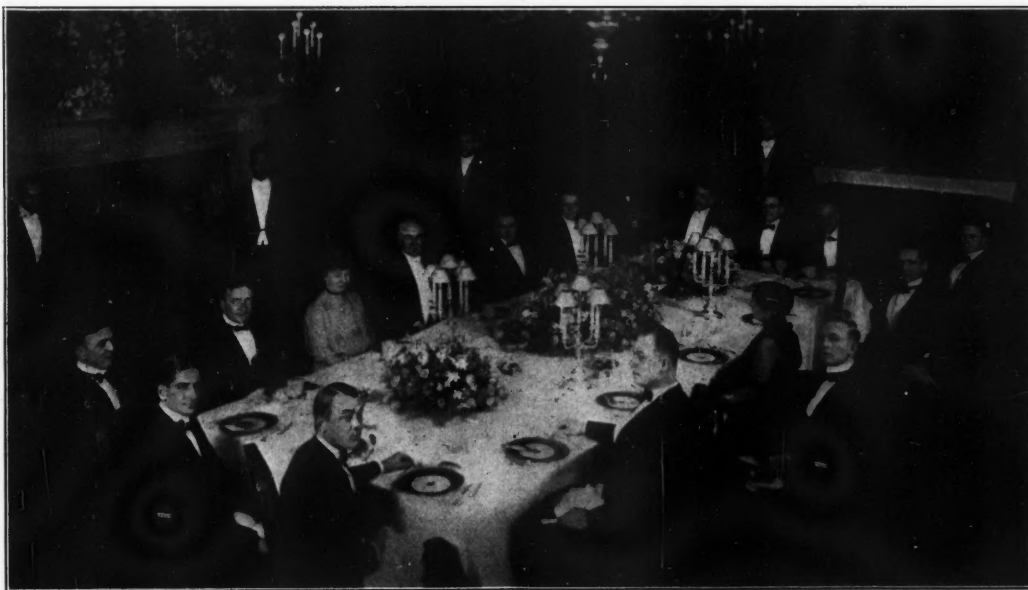
To which the First Lady immediately responded, apparently quite sure, "Oh, but I didn't see the story."

It was noticed that she talked as a newspaper woman,—which she proudly claims to be,—the language of the newspaper shop,—the "story," not the "article," and the newspaper women found themselves wondering if she was as genial and gracious a hostess to everyone as she was to them. After each had been presented and welcomed, and been given a cup of "the best tea in Washington" from the daintily appointed little table over which Miss Harlan was presiding, it was noticed that "the girls" all drifted back, teacups in hand, and quickly formed an interested, animated group around their hostess, and that there was much lively "give and take."

Earlier in the afternoon, M. Viviani, the special envoy of the French Republic, had called upon the President, with the French Ambassador, M. Jusserand, and had lingered for a little chat with Mrs. Harding, who confessed, unabashed, that she wasn't an awfully good French scholar, and he wasn't an awfully good English scholar, and it was only by watching him so closely that she felt that she was staring him out of countenance, that she "got the drift" of what he was saying.

The guests included Mrs. Sallie V. H. Pickett, Miss May Kearney, and Miss Katherine Brooks of the Washington Star, Mrs. Bertha Martin, Miss Marie Spurgeon of the Washington Post, Mrs. Evelyn C. Hunt, and Mrs. Stacey Jones of the Herald, and Miss Ruth Jones, Miss Mildred Brown and Mrs. Kinkaid of the Times; Mrs. Hobart Brooks, who corresponds for a number of out of town papers; Miss Constance Drexel of the Philadelphia Public Ledger, Miss Mildred Morris of the United Press; Miss Annabel Lee of the Universal Service; Miss Elizabeth Poe, Mrs. Vylle Poe Wilson, and Mrs. C. R. Robertson, of the Post; Miss Murjel Baily, and Mrs. Mason Graves of the Pan-American Bulletin; Miss Margaret Wade of New York Times; Miss Roberta Bradshaw, Mrs. Winifred Bathon; Mrs. Grace Stelle; Mrs. S. M. Coleman, Mrs. Florence Boeckel, Miss Emily Davis, Mrs. Margaret Downing; Miss Gertrude Leimbach; Miss Mayme Ober Peake, Mrs. George P. Richards, who "does" the Capitol for a string of New England papers; Miss Winifred Mallon of the Chicago Tribune; Miss Cora Rigby of the Christian Science Monitor; Miss Jessie MacBride of the Washington Times; Mrs. Elizabeth K. Stokes of the Consolidated Press Association; Mrs. Grace Porter Hopkins, who does a weekly "letter"; Mrs. Isabella Warrall Ball, of the National Tribune, and the writer.

SOMETIMES THE PLACE WE EAT MEANS FAME



By Wide World Photos

There is an old saying that you can't judge a man by the clothes he wears but we have never heard anybody deny that you can form a pretty good opinion of him by the place he eats. Yes readers, this is an interior view of the White House and reading around the table from President Harding's left we have Raymond Clapper, United Press; Walker Buel, Cleveland Plain Dealer; George Van Fleet, Marion Star; Sam Bell, Philadelphia Public Ledger; Harry Price, Washington Post; Glenn Tucker, New York World; Edwin Hill, New York Herald; Mrs. Harding; Byron Price, Associated Press; R. Boyden Sparks, New York Tribune; George Holmes, International News Service; Sam Williamson, New York Times; Robert Ginter, Pittsburgh Gazette-Times; Bruce McNamee, Universal Service, and Mrs. George Van Fleet, of Marion. They call it the Elephant Club, but, gosh, they're just newspaper folks.

At the close of the afternoon Mrs. Harding took the group through the state apartments.

LONDON REPORTERS GET GUINEA RAISE UNDER NEW AGREEMENT

Proprietors and National Union Compromise on Minimum of Nine Guineas a Week—44-Hour Week for Staffs—Institute's Position Now Doubtful

(London Correspondent, EDITOR & PUBLISHER)

LIKE all young organizations the British National Union of Journalists is possessed of an enthusiasm that nothing can dampen and although its prolonged negotiations on behalf of its London members with the Newspaper Proprietors' Association have not resulted in a settlement on the terms originally demanded by the Union, it has secured certain advances and improvements in conditions that will go far to strengthening its position as a force acting for working journalists.

At one time it appeared as if the union would resort to withdrawal of its members, but these hints from the extreme section of the membership came to nothing. The more moderate views of the executive and H. M. Richardson, general secretary, prevailed and even though the union may not have gained such terms as might have been the case had its demands three months ago been less exacting, it has obtained substantial increases and, at the same time, bettered its position in the recognition of its status by the publishers.

Indeed, this latter fact brings up the question as to the standing of the British Institute of Journalists compared with the union. The former, comprising what may be described as the older school of journalists, preferred demands that where in many respects even more exacting than those of the union. With the recognition of the latter by the Newspaper Proprietors' Association it would appear that the Institute has suffered a blow to its claim to represent the working journalists and there is wonderment in Fleet Street as to how this body will deal with the situation, especially as it is complicated by the fact that there are semi-proprietorial interests represented in the Institute.

Roundly speaking, the terms offered by the N. P. A. and accepted by the union include a guinea increase to sub-editors and reporters on general newspapers and also to photographic printers. There are no increases for financial or sporting paper men, or for press photographers. The period qualifying for this increased minimum is lengthened from two or three years.

The N. P. A. originally suggested that the period should be four years and the result was a compromise on three years. A clause from the old agreement, stating that each paper, where more than one is published from the same office, should have a separate staff has been deleted, and this of course, is a point lost to the Union. On the other hand, the guinea increase means a minimum of nine guineas a week.

The agreement is made for twelve months from March 16, and is terminable thereafter by three months' notice from either side. It relates to the minimum rates of payment, maximum hours of labor and general conditions of employment for the exclusive full-time service of members of editorial staffs (including creative artists, press photographers and photographer printers) to be recognized in the offices of all London newspapers owned and controlled by members of the Association. Important clauses are summarized as follows:

MINIMUM SALARIES

No fully-qualified reporter or fully-qualified sub-editor, (including members of Parliamen-

tary corps) meaning reporter or sub-editor who has served in that capacity for a period of three or more years, shall be engaged or employed for exclusive full-time services at a salary of less than nine guineas for week, except on financial or sporting papers, in which cases the minimum salary is eight guineas per week.

The granting of any increases to higher paid members of editorial staffs on account of merit, as heretofore, left to the discretion of the employer.

PHOTOGRAPHERS

The following minimum weekly rates of payment shall be observed for the exclusive services of photographer pressmen, according to the years of service as photographers, not necessarily in the same office:

First and second year (improvers) £4 4s.; third and fourth years £5 5s.; fifth year £6 6s.; sixth and seventh year £7 7s., after seventh year £8 8s.

The following minimum weekly rates of payment shall be observed for the exclusive services of photographer printers from the age of 21:

First two years as printers £3 3s.; third year as printers £4 4s.; fourth year as printers £5 5s.; after fourth year £6 6s. Hours to be regulated by the general clause, but existing arrangements as to holidays and payment for additional working hours to continue.

ARTISTS

No qualified creative artist, meaning an artist who works on materials other than stone or metals, but who may be called upon to touch up, shall be engaged or employed after seven years' practical experience—inclusive of any period spent in art school—at a salary of less than nine guineas per week.

SPECIAL DAY ENGAGEMENTS

Saturday or other special day engagements for Sunday papers, by reporters or sub-editors, shall be paid for at the rate of not less than £2 2s. for a reasonable working day.

Duty after Saturday midnight, on Sunday papers published after 6 a. m. to be paid for at the minimum rate of £3 3s. for a reasonable working day.

HOURS OF WORK AND HOLIDAYS

For all members of editorial staffs a full working week shall consist of not more than five and a half nights of seven hours each, including meal times (total of 38½ hours) for regular night workers, or five and a half days of eight hours each (including meal times (total 44 hours) for day workers. Reporters' hours in general practice not to exceed 44 hours in each week unless necessitated by out-of-town engagements.

This weekly half-day leave shall be granted to night workers as one full night's leave in each fortnight, or two full nights' leave in each four weeks at the discretion of the management. The existing practice of at least one full day off in compensation for the long hours worked on Saturday for Sunday publications shall continue undisturbed by this agreed extra half-holiday.

All members of editorial staffs shall be entitled to at least three weeks' holiday, with pay, annually in the six months from May 1 to October 31, also to two days' leave at or near Christmas time, and one day in lieu of Good Friday. In the case of sporting and financial papers the time for holidays shall be fixed by arrangement with the management.

PARLIAMENTARY WORK

Extra turns: morning papers (per day or part of day) £1 11s. 6d., evening papers (per afternoon, except when House meets at noon or earlier) £1 1s.; evening papers (when House meets at noon or earlier) £1 11s. 6d. A week shall consist of not more than five days. When Parliament sits on a sixth day in any week, notetakers working on that day shall be granted an equivalent day's relief or pay.

SPACE WORK

Journalists employed solely on space rates on general newspapers shall receive not less than £1 1s. for any one assignment, but may be required to carry out more than one engagement within a reasonable working day for the same fee. This clause shall not apply to occasional contributors to sporting papers.

After three months' probation, the reporter (fully qualified as defined in minimum salaries clause above) who has been employed daily and regularly on space rates shall be guaranteed a minimum of nine guineas weekly for his exclusive full-time services.

The foregoing schedule of London rates and conditions laid down as the result of conferences between the newspaper proprietors and the Journalists' Union unquestionably shows a raising of the standard of prestige attaching to newspapermen's work and American journalists will doubtless find it an interesting study in connection with their own wage standards.

SCORES STATE DEPARTMENT BEAT

Rogers of I. N. S. Scores on Island of Yap Note

WASHINGTON, April 6.—In the State Department at Washington, the source of the most important national news, it is very infrequent that any reporter can score a news beat. Hence, the feat of Harry Rogers of the International News Service yesterday in securing exclusively the story of the Government's diplomatic note to the Allied Nations,

is the talk of newspaper circles in the Capital.

Rogers obtained the facts concerning the note addressed by President Harding and Secretary Hughes on the Island of Yap mandate and not another correspondent in Washington knew of it until it appeared in International News Service dispatches. The official statement was not given out by the State Department until this afternoon, twenty-four hours later.

PEORIA RETAILERS SUFFER

Publishers Reject New Rate Offer By Department Store Combination

(By Telegraph to EDITOR & PUBLISHER)

PEORIA, Ill., April 6.—Retail business is suffering here through efforts of four important stores to continue their "strangle-hold" on the city's three English newspapers by a combination to dictate advertising rates. Evidences of weakening among the merchants have appeared, one of which was the offer to resume advertising at a rate of 60 cents an inch, which the publishers of the morning Transcript, Evening Journal and Evening Star refused.

This offer followed others which have been made since the Star informed the Block & Kuhl Company, the leading department store, that its preferential rate would be discontinued on January 1. It also is a sequel to attempts by the "Big Four" to replace newspaper advertising by 12-16 page circulars which were printed at Pekin and later by the Galesburg Republican Register. Efforts to sell space in these circulars to other advertisers at 75 cents an inch have been unsuccessful.

Winnipeg Papers Raise Price

The Winnipeg (Man.) Free Press Evening Bulletin and the Winnipeg Evening Tribune have raised their city delivery rate to 25 cents a week. Formerly it was 15 cents. The Morning Free Press went to 25 cents nearly a year ago.

Cumberland News Reduces Price

The Cumberland (Md.) News has reduced its price from three cents to two cents a copy. While newsprint had declined in price, it was declared that the cost of production remains at high water mark.

New Sunday in Atchison

The first issue of the Atchison (Kan.) Sunday Globe made its appearance here April 3. The Saturday afternoon issue of the daily has been discontinued. The Associated Press leased wire report will be used for the Sunday morning issue.

ASK COURT PROBE OF N. Y. PRESS CLUB

(Continued from page 6)

false in every respect. Some time ago \$15,000 worth of Victory Bonds were purchased to form a guarantee fund to insure publication of the War History. The bonds were at once placed by me in the Press Club's safe deposit vault in the National Park Bank and they are there at the present time. I do not understand why any members of this club should imagine that they were in any other place, much less make false statements in the affidavits implying that they were missing."

The Press Club, which occupies its own building at William and Spruce streets, is among the older clubs of this city. Its membership includes a large number of active newspaper men, although the associate membership has grown steadily during the last eight or nine years, which has caused many resignations among active members.

MORNING PAPERS MADE BIG CIRCULATION GAIN IN NEW YORK DURING PAST 6 MONTHS

TOTAL net circulation gains during the past six months by the Greater New York newspapers have been unusually great, but the gain has been largely confined to the morning newspapers, with the evening newspapers, four excepted, showing losses, according to Post Office statements published this week. The outstanding gain has the 17 New York and Brooklyn newspapers listed for the half year ending March 31 was that of the Daily News, the advance of which was 34 per cent. The other morning papers, with the exception of the Herald, made gains and the Herald's loss was less than 2 per cent of its previous circulation.

Evening papers, which have been

selling at three cents for the past eight months, have suffered losses. The exceptions to the rule have been the Evening Journal, which jumped from 622,892 average daily circulation to 649,334; the Evening Post, which advanced from 36,785 to 38,596 copies; the Brooklyn Eagle, from 53,431 to 58,521; and the Brooklyn Standard Union, from 58,916 to 62,755 copies.

The aggregate gain of all papers is 91,804 average daily copies, or about 3 per cent.

Comparative statements, daily and Sunday averaged together, for the periods ending March 31, 1921, September 30, 1920, March 31, 1920, and September 30, 1919, follow:

Newspaper	March 31, 1921	Sept. 30, 1920	March 31, 1920	Sept. 30, 1919
New York American	406,311	379,049	385,271	383,366
New York World	385,892	373,403	365,014	370,289
New York Times	352,528	342,553	351,930	362,971
New York Tribune	142,384	126,192	119,479	117,053
New York Herald	202,088	205,127	214,891	131,951
New York Sun	109,267
New York Herald*	336,149	249,646	122,333	32,151
New York Evening Journal	649,834	622,892	712,778	685,428
New York Evening World	313,143	351,684	335,233	339,199
New York Globe	164,429	181,475	179,192	188,780
New York Evening Mail	155,148	172,703	158,288	155,160
New York Sun	190,218	191,719	205,565	198,491
New York Evening Post	38,596	36,785	33,818	30,026
New York Evening Telegram	109,511	120,148	134,407	181,519
Brooklyn Daily Eagle	58,521	53,431	51,496	45,328
Brooklyn Standard Union	62,755	58,916	58,695	55,100

*Morning Paper up to Feb. 1, 1920.
**Merged with Sun Feb. 1, 1920.

—on the breakfast table

is a magazine and the morning paper.

Which one will you read immediately?

One you can read *any* time, but the other you *must* read *at once*.

Analyze your own habits. *You* do not select the time for reading your daily paper. You read it in the morning and you read it in the evening. *Habit compels you.*

Because people *must* and *do* read their daily papers habitually, day in and day out, they cannot escape the persistent advertisements.

No wonder the daily Newspaper is acknowledged as the most active, compelling sales force.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

This is Number 57.

Intensive selling is the need now more than ever.

Publishers can further this message by enlisting the intelligent, active cooperation of local wholesalers and retailers.

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

THREATEN OPEN SHOP IN BOSTON

Forty-four Hour Week Refused to Job Printers by Typothetae—Move on Foot to Bar Union Workmen Arbitration on in New York

(Special to EDITOR & PUBLISHER)

BOSTON, April 5.—A strike by over 2,000 employes of the job printing and bindery shops of Boston began yesterday morning, and already more than fifty of the 300 odd job plants in this city have ceased operations, all as a protest against a reduction in wages and cutting of hours from 48 to 44 per week.

A contradictory optimism on the part of both employers and employes in the printing trades, accompanied by an apparent willingness to sit tight and await the outcome, characterized the situation late today. The employers say emphatically that every plant is working at least on a reduced schedule, that none is absolutely shut down, that in several cases union men are tearing up their cards and remaining at work, while others are applying for work by the hundreds and getting it. The employes are equally satisfied that an increasing number of plants are closing for lack of any one to run them, that new members are flocking to the unions, and that the strike is progressing successfully.

A new factor is beginning to appear in the strike—the possibility of the establishment by the employers of either open shops or of shops closed against the unions.

The Typothetae this noon issued another statement reiterating the fact that "the real issue in the present strike is not the reduction of wages but the proposed reduction in hours."

Members of the Typothetae are standing strong in their determination that the reduction in hours shall not be enforced, and they confidently anticipate that the purchasing public will appreciate the efforts being made to "carry on" in a sane manner the work of readjustment during these times.

Sylvester J. McBride, president of Boston Typographical Union No. 13, as spokesman for the allied trades, states: "The Boston Typothetae has arbitrarily announced a reduction in wages without negotiation. They have broken off conferences and have refused to negotiate a new scale and agreement based on the 44-hour week. In other words have refused to negotiate an agreement of 44 hours' wages for 44 hours' work, and also have refused to arbitrate."

"It is a known fact that the printers and binders in the jurisdiction of Boston today are receiving wages of \$9 a

week below that of Chicago and from \$2 to \$6 a week less than Philadelphia, Pittsburg, Cleveland, Cincinnati, Detroit and other large metropolitan centres. In the face of these lower scales the local Typothetae arbitrarily announce further reductions of from \$4 to \$7 a week, refused to negotiate or arbitrate and deny the right of all of the Boston printing trades in this jurisdiction collective bargaining."

Typographical Union No. 6 of New York is assessing all members 3½ per cent of their pay for a defense fund to provide against possible wage reductions and lockouts which may be instituted by shops which refuse to adopt the 44-hour week agreement on May 1.

Claims of New York job pressmen, assistants, and paper handlers for an increase in wages of \$7 a week, effective as of April 1, were heard Wednesday by the arbitration board in New York. The pressmen urged that elimination of waste and the decreased cost of materials would enable the employing printers to grant the requested increase and at the same time reduce prices to the public. The arbitrators are Prof. William F. Ogburn of Barnard College, Raymond D. Fossick and Allen T. Burns. Employers are insisting upon a 25 per cent reduction in wages, effective April 1, on the ground that the cost of living has decreased and the condition of the industry demands reduction.

Resolutions urging union members to give employers who concede the 44-hour week as nearly as possible the same amount of work as is done on a 48-hour schedule were adopted this week by the labor group of the joint conference council of the commercial and periodical branches of the Chicago printing industry. The resolutions followed declarations by the employers that the shorter week meant business suicide. Some employers held that the agreement of the United Typothetae of America in 1919 to the referendum vote of the five principal unions of the printing trades in favor of the 44-hour week at the 48-hour wage scale made the establishment of the shorter week on May 1 binding upon employing printers, while others held that the U. T. A. convention which made the agreement was not representative of the industry, and was without authority to make a binding contract.

One hundred and seventy delegates, representing 5,034 book and job printing shops from all sections of the country, organized in Cincinnati, March 30, the Forty-eight Hour League of

America. Resolutions were passed pledging that all shops represented by the association would refuse to accede to any demand from any labor union, at any time, to operate their shops on the basis of a work week of less than forty-eight hours.

Printing firms of Davenport, Rock Island and Moline have taken out strike insurance as a protective measure against a threatened tie-up of the industry, following announcement by the Tri-City Manufacturing Printers that they will oppose the 44-hour week on May 1.

Fight to the finish is promised in Binghamton, N. Y., by members of the local typographical union against the open shop instituted by the publishers of the local newspapers three weeks ago, following a visit to the city of President John McParland of the International Typographical Union on March 29. The Press and the Sun are being issued at normal size under the open shop plan.

SALT LAKE CITY, Utah.—All Salt Lake and Ogden job printing shops will be conducted on an open shop basis after May 1 and a program will be inaugurated for collective dealing between management and employes, the executive committee of the employing printers' association announced this week. Sixteen shops are affected. The local union recently demanded the institution of the 44-hour week and an increase in wages from \$39 to \$51 a week on May 1.

OPPOSE 44-HOURS IN FLORIDA

Associated Dailies Want New Libel Law and Legal Printing Laws

(By Telegraph to EDITOR & PUBLISHER)

ST. PETERSBURG, Fla., April 5.—The Associated Dailies of Florida, at a meeting here Sunday, with practically a full representation of the 22 members, decided to stand firm against any proposed 44-hour week for printers in either newspaper or job offices in the state. Material support was promised to any city so threatened. The Florida Trade Survey made by EDITOR & PUBLISHER and published March 26 was highly commended. Five hundred dollars additional was voted for trade paper advertising.

W. F. Stovall of the Tampa Tribune and Chris O. Codrington of the DeLand News were added to the legislative committee, which is to push a new libel law and also a new law defining what newspapers are eligible to publish legal advertising. The next meeting, the first annual one, will be a two-day session about the middle of August in DeLand and Daytona.

Business Editors to Meet Hoover

The New York Business Publishers Association will hold a meeting at the Hotel Willard, Washington, D. C., on the evening of April 12 to meet and hear Secretary of Commerce Herbert Hoover.

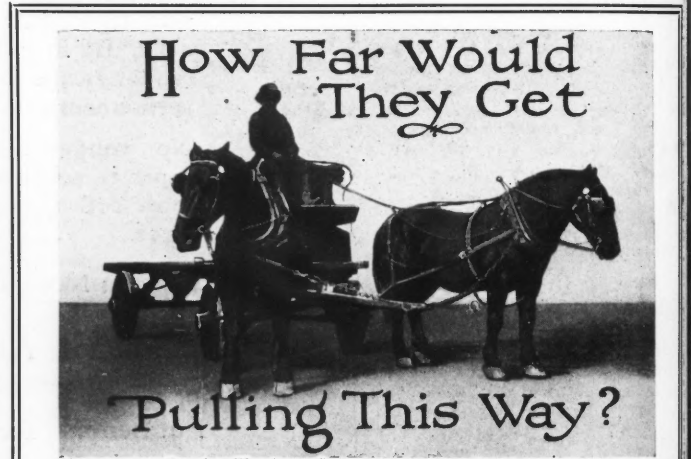


Photo courtesy Terminal Warehouse Co.

LET'S get together with our competitors and cut out destructive competition. Those of us who in our solicitation of a national advertiser, just beginning to use newspapers, make the grave mistake of getting so bitter against the papers selected that the advertiser is filled with disgust and wishes he had not even considered the use of newspapers, are losing out on the proposition quite as much as the competitor whom we are knocking.

If we can establish a standard practice between ourselves in our own individual towns (extending this to our special representative if necessary) of making a clean, aggressive fight for business, but when we do lose out taking the attitude, "Well, old man, you're in the right church and doing the right thing going into newspapers; we wish you 100% success; sooner or later you'll need our paper; meanwhile, good luck to you, etc.," we'd accomplish far more than we are accomplishing now.

We tell advertisers that all newspapers in Baltimore are good and that there isn't a weak sister among them. Of course we feel that advertisers are wise who use The NEWS and The AMERICAN with their intensified circulation of 187,000, daily and Sunday, reaching the widest number of different homes in and near Baltimore, and covering Maryland as well as nearby portions of the adjoining states. But we're not telling them that a crime has been committed or money thrown away, or that results cannot possibly be obtained unless The NEWS and The AMERICAN are used.

When we finish our solicitations, whether we get the business or not, let's make the advertiser think better of newspaper advertising and more certain than ever that he was right in selecting newspapers, rather than leaving him with an aftermath of complete dissatisfaction and making him hate the whole newspaper fraternity generally.

THE BALTIMORE NEWS

Evening, Daily And Sunday,



The Baltimore American

Morning, Daily And Sunday.



DAN A. GARROLL
Eastern Representative
150 Nassau Street
New York

Howl A. Webb
Advertising Manager

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

STANDARD NEWSPRINT

We solicit inquiries from publishers who are in the Market for immediate and future delivery on contract basis.

Get our price before placing your orders.

Caldwell Paper Company

Incorporated

489 Fifth Avenue

New York

"Caldwell serves well"

STUDY THE INDIANAPOLIS NEWS AS A NEWSPAPER



Abe Martin, original feature of The News, doesn't typify the 1920 Hoosier, but amuses him daily

More People Take The News for the Advertising Than for Features

A CAREFUL census of a thousand readers of The Indianapolis News showed that people are interested least of all in features. They want their paper to be first a newspaper. The unabridged advertising of Indianapolis retailers and national distributors interests them next.

Yet in a brilliantly edited daily as The News the features must be unusual. Kin Hubbard's "Abe Martin," for years a daily part of The News, is now syndicated in newspapers and is on the stage and in the movies. Herschell's poems and features, written for jes' News folks,

are in book form with a large sale. His "Long Boy" first published as one of his regular features in The News became the official song of the A. E. F. His poem "The Kid Has Gone to the Colors," aroused heart interest throughout the nation. Gaar Williams' cartoons have a way of being reproduced regularly in Literary Digest or Collier's.

The fact that a thousand readers showed preference to other parts of The News when the features are of such merit, is an index to the editorial excellence of what is generally recognized as one of the best newspapers in America.

The Indianapolis News

New York Office
DAN A. CARROLL
150 Nassau St.

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

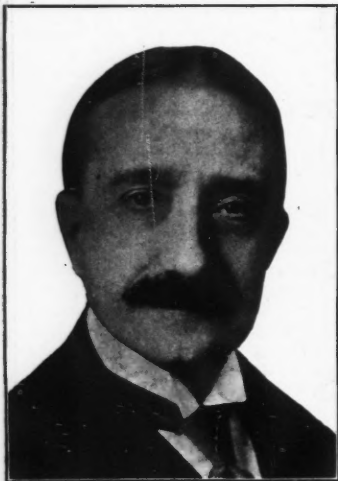
FRENCH NEWSPAPERS IN UPHILL FIGHT

Recovery from Effects of War Has Been Slow and Will Take Two Years More to Get Back to Normal—Glad to Have Lived

By WILLIAM HILLMAN

(Written Exclusively for EDITOR & PUBLISHER)

PARIS, France.—Although the entire industrial and social life of France still betrays the hard struggle to attain stability after the disrupting experience of the late war, French jour-



Stephane Lauzanne

nalism — to be strictly accurate — French commercial journalism, may be said to have reached that stage of recuperation where the return to normal conditions will soon be very easy. The obsession of life, so strong in the French character, has been the vital factor in keeping alive a great many of the French newspapers in face of the ever increasing and mounting cost of production.

War and the period following the war played great havoc with the French press. The problems faced by the publishers and editors of the great newspapers of France were tenfold greater than those faced by the journalists of any other country, with the possible exception of Germany. As France had suffered the most severely in the industrial field, so did she experience greater losses in the

field of journalism. So any review of French journalism at this time needs to lay emphasis on the material struggle to keep going.

All this was clearly emphasized by Stephen Lauzanne, editor of the "Matin," and one of the greatest journalists of Europe, in an exclusive interview for EDITOR & PUBLISHER, just before he recently left on his American trip.

M. Lauzanne, whose spoken English is remarkably fecund and lacking in the characteristic French accent, declared that any attempt to chronicle the achievements of French journalism during the past year should begin and end with a recognition of the successful battle against what seemed insurmountable difficulties.

"French journalism is coming out of the swamps," he said. "Our newspapers have had a tremendous struggle to live. Our great problem during the past year has been to meet the greatly increased cost of production.

"Our newspapers have succeeded. Although greatly curtailed in size, it should not be more than two years before our newspapers can return to the normal, pre-war edition.

"At present we are compelled to keep our papers down to four pages. During the last few weeks, however, several journals have issued six-page editions. Very shortly we shall be publishing an eight-page paper and on return to normal conditions will resume the publication of twelve, fourteen and sixteen-page editions. Our newspapers, you must remember, have never been as bulky and enormous as some of your American publications.

"The greatest difficulty we have had to face has been the problem of getting enough newsprint paper. Newsprint, as you know, is exceeding scarce. American publishers are well acquainted with this fact. But we have had the extra burden of buying what little paper there was to be had at a most unfavorable rate of exchange.

"Most of the newsprint France uses comes from Norway. But the franc has fallen so low that it is impossible to buy paper now at less than 3 or 4 hundred per cent more than the price we paid during the normal period. During the war and shortly after we imported a good deal of paper from the United States, when the dollar was worth about 5.45 francs. But with the dollar now worth 17 francs, we have been forced to completely abandon the American markets.

"At the present time we are getting a good deal of newsprint from Germany. The German mills seem to be pretty well supplied and with the rate of exchange favoring us in Germany, we are able to supply our wants from that source. We are still getting a large supply from Norway. Our own paper manufacturers, beset by the difficulties that handicap all French industries, charge so much for their product that we are forced to leave them alone, unless pressed by immediate needs.

"With the gradual recuperation of industry and the return of a favorable exchange, we shall resume publishing the normal newspaper.

"The great majority of the French newspapers are charging 3 cents (15 centimes at normal exchange) today. I hope soon to see the French papers sold at 2 cents and I venture to predict that it will not be very long before the French newspaper will again be selling at one cent.

"Because of greatly decreased editions, advertising has been appreciably curtailed. But as our rates are enormously high, the advertising has paid us even during periods of storm and stress. Advertising rates in French newspapers today are 400 and 500 percent higher than they were before the war.

"Under great handicap, French journalism has managed to reach less stormy waters. This is the significant fact of the past year: We have lived."

Albany Telegram Increases Capital

ALBANY, N. Y., April 6.—The Telegram Company, publisher of the Sunday Telegram, has filed a statement with the Secretary of State increasing its capital stock from \$20,000 to \$100,000.

SIX-DAY WEEK IN FRANCE

Paris Morning Papers Likely to Omit Monday Issue if Bill is Passed

(Special to EDITOR & PUBLISHER)

PARIS, March 23.—A bill limiting daily newspapers to six publication days a week has been prepared and will shortly be introduced in the French parliament. Numerous influential deputies are supporting the idea, which aims primarily at giving Paris newspaper men a definite assurance of one day's rest weekly.

At present nearly all the Paris dailies are published seven days a week, the Sunday edition being in practically all respects similar to those published weekdays. Although in theory the newspaper men now have their weekly days off, it often happens that in practice they are unable to take advantage of them because of sudden happenings affecting the department in which they specialize.

It is likely that Monday rather than Sunday will be selected by most of the papers for closing down, when the law becomes law. Evening papers, however, are apt to omit Sunday publication, but this will bring them into uniformity with the morning journals, because with few exceptions it is the practice for the evening papers in France to carry the date of the day following publication, the editions of Sunday evening being dated Monday. This custom arises from the fact that Paris newspapers are really national and bear the date circulated.

Among the papers that will be affected are three in the English language, the New York Herald, Chicago Tribune and London Daily Mail, all published mornings. The new evening paper, the Telegram, which was started on Feb. 21 by R. S. Fendrick and J. T. Parkerson to supply the demand for an evening paper in English, is not published on Sunday.

*If Your Outside Rate Is
Ten Cents a Line or Higher*

We Can Put Our Weekly Business Review Page In Your Paper Permanently

Why run your Saturday evening or Monday morning edition at a loss? Good business demands a profit every day. Why continue a skinny paper one day each week?

For twenty years we have been *creating local display* for good newspapers. Most of our present clients are publishers for whom we have worked 5, 10, 15, even 20 years.

Our Weekly Business Review Page adds about 10,000 lines a month to your measure of local display. We sell it to your manufacturers and wholesale merchants on 26, 30 to 52 week contracts which we renew before expiration.

Can we send samples and references?

Thomas W. Briggs Co.

Operating in United States and Canada

Home Office, Memphis, Tenn.

GOLLIN ARMSTRONG

has been elected Chairman of the
Board of Directors of

WM. T. MULLALLY, INC.

Advertising

198 BROADWAY, NEW YORK

244 WASHINGTON STREET, BOSTON

APRIL SECOND, NINETEEN HUNDRED TWENTY - ONE

JOLTING THE SPACE BUYER

Even the most wide awake space buyer frequently needs his memory refreshed.

For this reason the New York State newspaper publishers suggest that all advertising agents turn to their files of Editor & Publisher and study the Space Buyers' Charts issued of

November 6, 1920
and March 5, 1921

They tell the complete story of America's Greatest Markets—the most profitable territory for the National Advertiser

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
*Albany Knickerbocker Press.....(M)	39,788	.09	.09	New York Globe.....(E)	181,475	.40	.40
*Albany Knickerbocker Press.....(S)	44,153	.11	.11	New York Evening Mail.....(E)	172,703	.45	.40
Auburn Citizen.....(E)	6,950	.04	.035	*New York Evening Post.....(E)	36,875	.32	.25
*Brooklyn Daily Eagle.....(E)	50,882	.20	.20	*The New York Herald.....(M)	203,686	.50	.45
*Brooklyn Daily Eagle.....(S)	68,623	.20	.20	*The New York Herald.....(S)	207,982	.50	.45
Brooklyn Standard Union.....(E)	61,554	.20	.20	*The Sun, New York.....(E)	190,509	.50	.45
Brooklyn Standard Union.....(S)	43,183	.20	.20	†New York Times.....(M)	330,000	.85	.8305
*Buffalo Courier and Enquirer.....(M&E)	88,843	.22	.18	†New York Times.....(S)	500,000	.75	.7275
*Buffalo Courier.....(S)	107,994	.27	.22	*New York Tribune.....(M)	125,919	.40	.36
*Buffalo Express.....(M)	36,848	.12	.10	*New York Tribune.....(S)	127,636	.40	.36
†Buffalo Express.....(S)	63,766	.18	.14	†New York World.....(M)	346,626	.80	.58
Buffalo Evening News.....(E)	95,501	.21	.21	††New York World.....(S)	621,489	.80	.58
Buffalo Evening Times.....(E)	71,189	.15	.15	††New York World.....(E)	313,143	.80	.58
Buffalo Sunday Times.....(S)	72,239	.15	.15	***Niagara Falls Gazette.....(E)	12,720	.05	.05
*Corning Evening Leader.....(E)	7,620	.04	.04	Olean Times.....(E)	5,037	.02286	.02
*Elmira Star-Gazette.....(E)	24,195	.08	.07	Poughkeepsie Star and Enterprise.....(E)	10,437	.05	.05
Glens Falls Post-Star.....(M)	7,276	.03	.03	Rochester Herald.....(M)	27,383	.08	.08
***Gloversville Leader-Republican.....(E)	5,910	.03	.03	Rochester Times-Union.....(E)	62,894	.20	.18
Gloversville Morning Herald.....(M)	6,082	.03	.03	Schenectady Union-Star.....(E)	13,417	.06	.05
Hernell Tribune-Times.....(E)	6,533	.035	.035	*Staten Island Daily Advance.....(E)	5,968	.04	.03
Ithaca Journal-News.....(E)	7,226	.04	.04	*Syracuse Journal.....(E)	42,218	.09	.09
*Jamestown Journal.....(E)	6,552	.025	.025	***Troy Record.....(M&E)	22,312	.05	.05
*Jamestown Morning Post.....(M)	8,934	.05	.03	Yonkers Daily News.....(E)	3,700	.03	.03
*Middletown Times-Press.....(E)	5,861	.04	.03				
***Mount Vernon Daily Argus.....(E)	6,860	.04	.04	Government Statements, October 1st, 1920.			
Newburgh News and Journal.....(E)	10,636	.05	.05	*A. B. C. Publishers' Statement, October 1st, 1920.			
New York American.....(M)	291,840	.80	.80	***A. B. C. Auditor's Report, October 1st, 1920.			
New York American.....(S)	949,450	1.25	1.25	†Publishers' Statement.			
				**A. B. C. Auditor's Report, April 1st, 1920.			
				††Government Statement, April 1st, 1921.			

BOOK ON DR. MABIE'S LIFE AND LETTERS

Famous Associate Editor of the Outlook Intimately Pictured by Edwin W. Morse—How He Won Success in Literary World

By FRANK LE ROY BLANCHARD

Someone has said that the best way to obtain a correct estimate of a literary man's personality and character is from the letters he has written to his intimate friends, for in them he usually reveals his innermost thought in a frank, spontaneous and therefore natural manner. He is not bound by conventionalities, or, in fact, by any consideration that he must constantly keep in mind, when writing for the public to which he appeals. He is free to express himself in all sincerity since what he says is for the perusal of those who know and understand him, and will not, therefore, misinterpret his views.

Perhaps Edwin W. Morse had this idea in mind when he prepared "The Life and Letters of Hamilton W. Mabie," published by Dodd, Mead & Co., New York. At any rate no one can read the pages of this book without feeling when he has finished it that he knows Dr. Mabie as he really was when associated with Dr. Lyman Abbott in the editorship of *The Outlook*. We do not really know an editor from a perusal of his contribution to a publication. We may get his views on many topics, we have a chance to study and admire his style—his method of presentation. But of the man himself, his personality, those characteristics that are only revealed to those who are in close touch with his daily life, we are ignorant.

In the present volume Mr. Morse has contributed a brief but comprehensive outline of Dr. Mabie's career from boyhood and youth to maturity. His admiration of his character and his accomplishments shines out on every page. And yet he is never fulsome in his praise nor tiresome in what he says. His letters which form the bulk of the text have been selected with a view of giving the reader a clear understanding of Dr. Mabie's inner self and in this respect he has been eminently successful.

Like many other men who have achieved distinction as writers Dr. Mabie began his professional career as a lawyer, but after practicing for eight years he found the work so uncongenial that he determined to make a change. His office at the time was located in a building opposite the home of the New York Evening Post, at the northwest corner of Liberty and Nassau streets, and while seated at his desk young Mabie could look across the street into the editorial rooms of that newspaper. He envied the men who were contributing daily to its columns and wondered if the time would ever come when he, too, would become a newspaper writer.

At the home of the Hascalls, who were friends of his, Mr. Mabie met Mrs. Frances E. Willard, at that time corresponding secretary of the Women's Christian Temperance Union who became interested in furthering his ambition to escape from law and to get some sort of work as a writer. She spoke to Dr. Edward Eggleston, then at the height of his fame as the author of the "Hoosier Schoolmaster," and other novels, about him, and afterward told Mr. Mabie to write to Dr. Eggleston, which he did. The novelist was so much impressed by the young man when he called to see him that when in 1879 Dr. Lyman-Abbott, editor of the Christian Union, which later became *The Outlook*, spoke to Dr. Eggleston of

his need of a young man for editorial work, he recommended Mr. Mabie, who was promptly engaged. His first work consisted of the preparation of church news, including personal ministerial items, then a usual feature of church papers. This did not call for much literary effort; in fact it was humdrum stuff he wrote, but after a while he was given a chance to write editorials and articles that gave full play to his literary abilities.

As a public speaker Dr. Mabie achieved unusual success. Although in the earlier part of his career the platform had no attractions for him, later on he overcame his indifference and cultivated the arts of oratory to such a degree that he became, in his later days, one of the most popular speakers before literary societies, clubs, and social organizations.

The greatest honor that came to him in this field was his appointment as the representative of the Carnegie Endowment for International Peace to go to Japan to deliver a series of lectures on "American Ideals, Character and Life." No ambassador from the United States or any other country ever received a more gracious welcome than was accorded Dr. Mabie during his stay in the Flowery Kingdom." He was the guest of the government from his arrival until his departure. He was entertained at dinner by the highest officials, he was presented to the Emperor and fetes were given in his honor. When he delivered his lectures his audiences were limited only by the size of the halls in which he spoke.

The attentions he received from the Japanese did not turn Dr. Mabie's head. "My head is exactly the same size it was when I left home, but my heart is much bigger," he wrote to a friend.

HUMAN SIDE OF RETAIL SELLING

Ruth Leigh's New Book of Real Constructive Value to Advertisers

Few persons know the department store and the opportunities it offers as a vocation rather than a temporary make-shift job as does Ruth Leigh. It has been her business to study it in all its phases and to observe its methods of merchandising and selling. To Miss Leigh the big store has always been a place where human nature can be observed closely, both in front of the counter and behind it. The knowledge she has acquired by her observation she has put into a book which is written especially for the person behind the counter, called "The Human Side of Retail Selling," published by D. Appleton & Co.

The power of Miss Leigh's writing is directed to the sales person, and there is little that a sales woman should know that is not contained in it. A store has sales people, Miss Leigh says, rather than a mechanical means for serving customers, because it must have representatives to meet customers in personal contact. "The meeting is designed," she continues, "to accomplish three purposes: (1) To sell more of the store's merchandise; (2) to extend special

courtesies and helps, and (3) to create additional good-will for the store."

With this as her keynote Miss Leigh describes every act that should be performed by a sales person meeting customers, and in a manner so thorough in detail that little is left to the imagination of the reader. Even the approach to a customer Miss Leigh considers important enough to warrant a full chapter all by itself, though her instructions are by no means more complete in detail here than in other parts of her book.

"On your attitude at the moment of approach," she writes, "depends largely the humor of the customer during the sale; even the eventual success of the sale itself. Consider your approach from the angle of the shopper and you will appreciate it more fully." Then she launches into paragraph after paragraph of entertaining and instructive dissection of the mental attitude of the customer and shows the sales person how to take advantage of it for the benefit of herself, the store and the customer.

In these days, when department stores are realizing so keenly the necessity of having behind their counters trained, skilled sales persons that they are establishing schools especially for their instruction, Miss Leigh's book should be of peculiar value. It is a complete, humanized delineation of the province of a sales person, pointing to success as surely if it is read with attention by one who wishes to be something more than a shower of goods and a taker of orders.

More Advertising Than Last Year

DESPITE the record volume of advertising carried by *The Herald* last year, for the month of March this year

**THE NEW YORK HERALD
GAINED 41,014 Lines of Advertising**

compared with March, 1920. *The Herald* is the only New York morning newspaper showing a gain in advertising lineage over last year.

The New York Herald carries more Display Advertising than any other New York morning newspaper, with one exception.

THE NEW YORK HERALD



We Believe in Daylight Saving

We advocate not so much the "MOVE THE CLOCK AHEAD AN HOUR" kind of daylight saving, but the "LET'S GO" kind that gets the big thing under way quickly and SAVES THE SEASON, or surely MONTHS or WEEKS.

Why fuss about that MORNING HOUR, if the whole DAY and perhaps MANY DAYS and weeks to come are to be allowed to drag through an atmosphere of business timidity, diffidence, or "let George do it" selfishness?

REAL SALESMANSHIP never found a more ready and sure response, REAL MERCHANDISING never held greater promise of RESULT, provided the proper markets are selected, and the potential buyers therein are gotten into readiness.

A way to immediate, economical, convincing touch with the general public of any section, any city, town, or village, or any class of people therein—long existent—has been recognized, developed, and convincingly demonstrated during the past half dozen history-rich years.

THE CONSUMER gets the MANUFACTURER'S MESSAGE through the

ADVERTISING COLUMNS of the NEWSPAPERS.

NEWSPAPER ADVERTISING carries with it vastly MORE ASSURANCE, inspires MORE CONFIDENCE in the product, is MORE CONVINCING, than ever before.

We represent in the GENERAL ADVERTISING FIELD, the progressive newspapers indicated on the map herewith.



Our several offices are the offices of each of those publications—where complete files and data of all kinds concerning both FIELD and PUBLICATION are in readiness for anyone interested.

Our traveling representatives are thoroughly familiar with the PUBLICA-

TIONS and the FIELDS in which they circulate.

We are at all times prepared—in conjunction with their respective SERVICE DEPARTMENTS—to provide valuable and useful Merchandise Survey and Information Reports that will assist the manufacturer of any commodity, either in opening up the territory or in extending trade already under way.

"We are at your service, any time, anywhere"

The John Budd Company

National Advertising Representatives of Newspapers

9 E. 37th Street
NEW YORK

Tribune Building
CHICAGO

Chemical Building
ST. LOUIS

Healey Building
ATLANTA

Examiner Building
SAN FRANCISCO

Title Insurance Building
LOS ANGELES

Post Intelligencer Building
SEATTLE

MRS. MAYES NAMED PRESIDENT**Florida Press Association Urges Printing of County Proceedings**

(By Telegraph to Editor & Publisher)

TAMPA, Fla., April 2.—Having elected Mrs. Lois K. Mayes, publisher of the Pensacola Journal, as president, succeeding Gilbert D. Leach, publisher of the Leesburg Commercial, the Florida Press Association today completed its two-day session. Daytona was selected for the 1922 convention. Other officials elected were:

J. E. Worthington, Lake Wales Highlander, first vice-president; Col. W. F. Stovall, Tampa Tribune, second vice-president; Miss Ruby Edna Pierce, Palm Beach Post, treasurer; Walter M. Haynes, Sanford, treasurer.

Following the closing session this afternoon the editors were given an automobile trip about the city and surrounding territory.

Resolutions were approved requesting the legislature to pass legislation for providing for publication of proceedings of all county tax money expending bodies. This measure was approved earlier in the year by the South Florida Press Association. At present there is no effective law providing for such publication.

Prominent figures in journalistic circles present during the convention included Gen. W. B. Haldeman, veteran editor of the Louisville Times, who is wintering at Naples, Fla., and George E. Hosmer, former president of the National Editorial Association. The Florida editors approved a resolution calling upon the legislature to grant the requested budgets for the state institutions of higher education, these budgets totaling about \$1,500 for each of the next two years.

TALK INSURANCE ADVERTISING**Uniform Contract Discussed by Thirty at New York Conference**

Insurance men interested in the promotion work of fire, life, casualty and surety met April 6 at the Republican Club in New York, to discuss means of increasing production and advertising. About thirty were present.

Adoption of a standard uniform advertising contract is under discussion, and it is expected will be settled

shortly. Among those who are interested in these meetings, which are held monthly, are C. A. Palmer, advertising manager of the Insurance Company of North America; A. K. Taylor, until recently of the Continental Fire, the American Eagle and the Fidelity-Phoenix companies; E. L. Sullivan, advertising manager of the Home Insurance Company; John L. Shea, of the Washington Marine; F. A. Schlesinger, treasurer of the Springfield Fire & Marine Company; and J. W. Longnecker, advertising manager of the Hartford Fire and the Hartford Accident & Indemnity Companies.

The next meeting will be held in New York, the second week of May, the time and place to be announced later.

No permanent organization has been effected, there are no officers and no name. At the May meeting, Luther B. Little, supervisor of the publicity division of the Metropolitan Life, will act as moderator.

ALL READY FOR LADIES' NIGHT**Program of Joy and Annual Election of Sphinx Officers April 12**

President "Bob" Huntsman's last word about the Sphinx Club's annual Ladies Night, to be celebrated at the Waldorf-Astoria, New York, next Tuesday evening, is:

"There will be but one speech at this dinner; the topic will be 'Joy,' and you will deliver the speech yourself. Yes, it will be a great speech. Nothing, as far as I know, can mar the pleasure of a perfect affair except the annual election of officers, which same will take place some time during the evening when no one is looking. Also, I agree with you that no matter whom you get as president next year, he will be an improvement on 1921; and that makes it unanimous. Come and help pick him out. Wear your 25th Anniversary Medallion this night; but don't remain away if you didn't get one to wear."

New Agency in New York

John L. Rogers and Robert M. S. Walker have established an advertising service agency in New York under the name of Rogers & Walker. Both men have been identified with the copy staff of Ruthrauff & Ryan, Inc., New York.

Panhandle Meeting April 15-16

AMARILLO, Tex.—The Panhandle Press Association of Texas will meet in annual convention in Amarillo April 15 and 16.

EARLE HEADS NEW ZEALANDERS**Resolution Pays Hearty Tribute To Retiring President Selig**

WELLINGTON, N. Z., February 22.—The annual meeting of the Newspaper Proprietors Association of New Zealand today elected officers as follows:

President, C. W. Earle; management committee, P. Selig, H. Horton, C. S. Smith, W. J. Blundell, J. Coombe, E. Abbey Jones, and F. Pirani; paper committee, P. Selig, L. Blundell, Robert Bell, R. J. Gilmour, and F. Pirani; advertising committee, A. D. Seabrook, W. Easton, G. C. Odlin, J. Coombe, and F. Pirani; labor and awards committee, A. Sando, G. C. Odlin, A. G. Anderson, W. C. Weston, and F. Pirani

Sir George Fenwick spoke at great length on the valuable services rendered by P. Selig, the retiring president, and moved—"That the members of the Newspaper Proprietors' Association of New Zealand record their grateful appreciation of the valuable services rendered them by Mr. Selig, who has occupied the position of president for thirteen years."

Sir George Fenwick said Mr. Selig had given time in unstinted measure to the association's affairs during that long period, and it was largely due to his energy and care that the association had proved of very great value to its members.

Betts Bill Killed

ALBANY, N. Y., April 5.—By a vote 63 to 60 the bill of Assemblyman Charles H. Betts, designed to abolish publication of the session laws in newspapers, was defeated in the Assembly. After defeat of the bill Assemblyman Betts made a statement in which he declared he sponsored the bill on the recommendation of Governor Miller.



Mrs. Lois K. MAYES



The women who read The Minneapolis Journal have given Journal space such a definite value that for eight years now the women's apparel shops of Minneapolis have placed an average of 21% more of their display advertising in The Journal than in any other newspaper.

THE MINNEAPOLIS JOURNAL

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

Super Calendered Newsprint
33½ 66½ 70" Rolls

Standard Newsprint
33½ 34½ 36½ 49½ 54 55 66½ 67" Rolls

On Spot New York

Prices on Application

THE AGROS CORPORATION

Importers Finnish Paper

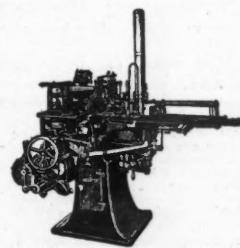
27 WILLIAM STREET

NEW YORK

AMONG many claims and counter-claims of performance—this fact stands alone—undisputed:



One Monotype will do all things that all other kinds of composing or material-making machines will do.



A user adds the finishing touch:

“There is no machine made, nor a combination of machines, that can do what the Monotype does.”

—THE ACADIAN
Wolfville, Nova Scotia

Its superior quality of product and economy of operation are also matters of common knowledge.

LANSTON MONOTYPE MACHINE COMPANY

Philadelphia · New York · Chicago · Boston · Toronto · Birmingham

Monotype Company of California: San Francisco

WHAT OUR READERS SAY

Ad Rates and Paper Costs

COLUMBUS, Ohio, March 30, 1921.

TO EDITOR & PUBLISHER: In your issue of March 26, page 30, you publish a statement from the National Association of Newspaper Executives and among them you quote Mr. Miller, President of the Association. Mr. Miller makes this statement: "Spot paper has reduced from 11c to 7c." Quotations in your own publication will not bear out these figures.

You have cited instances where paper has sold at 3 1/2. In an issue or two ago you stated that spot paper was selling on the Pacific and Atlantic Coasts at 4 1/2c.

One year ago publishers were claiming they were paying 14c a pound for paper. Mr. Miller, in the same statement, says contract prices would increase from 4 to 6 1/2c. Is that statement absolutely correct? We will agree that contract prices have increased from 4 to 5 1/2c. The highest contract price paid by any publisher, as far as we have been able to learn, for the first three months of 1921 is 6 1/2c. There were very few of those because that price was quoted by the Meade Paper Company and one or two smaller mills. More publishers, we believe, had a contract for the first three months at 5 1/2c than at 6 1/2c.

We are not accusing anybody of misrepresenting. What we are trying to get at are the facts. Publishers have been increasing their rates on the strength of their being obliged to pay more for paper this year than last, a statement which nobody has, as yet, been able to prove, and further because they expect to pay more for labor this year than last.

Every day we hear of publishers who have put up a successful fight against wage increases and have won out. This, in our estimation, is no time to raise wages. Publishers had best shut up shop and fight it out, as many of them have already done and are doing.

Yours very truly,

ADVERTISING DEPARTMENT, PERUNA COMPANY,
E. J. Haywood, Manager.

EDITORIAL NOTE.—The price of spot paper does not play any part in the fixed advertising rates of newspapers except in rare and unimportant instances. Advertising rates are based on the fixed charges of operation. Only contract paper prices enter into this, spot paper prices actually figuring only in extra or excess business beyond the regular expectancy of the publisher. From January 1 to April 1 American newspapers have been operating under an increased contract paper cost of 31 per cent and from April 1 to July 1 an increase of 11 per cent over 1920 and a general increased labor cost of about 10 per cent while in the same periods there has been no material or general increase in advertising or circulation rates.

The N. W. Ayer Letter

NEW YORK, March 28, 1921.

TO EDITOR & PUBLISHER: All of our time right now is devoted to the promotion and the stabilization of advertising under these upset conditions. Insofar as our organization is concerned I am glad to say that we are meeting with considerable success. For this reason I have no time personally to enter into the controversial subject raised by the letter, which is untimely if it were nothing worse.

WILLIAM H. JOHNS,
President, George Batten Company.

NEW YORK, March 28, 1921.

TO EDITOR & PUBLISHER: The only comment I care to make on the Ayer letter is—the less said about it, the better, in my opinion. Not that I am afraid of its consequences, but only because it opens up the old, old question of "Who does the advertising agency represent?" and in these enlightened times I think it is useless to renew the argument.

JOHN P. HALLMAN,
Treasurer, H. K. McCann Company.

NEW YORK, March 28, 1921.

TO EDITOR & PUBLISHER: I have seen the letter sent out by N. W. Ayer & Son concerning relations between publishers and advertising agencies. It is a very interesting letter.

JOHN SULLIVAN,
Secretary-Treasurer, Association of National Advertisers.

This Agency Prepays Telegrams

CHICAGO, March 28, 1921.

TO EDITOR & PUBLISHER: In your issue of March 12 appears a statement by a contributor, a publisher of a newspaper, who says: "In all my experience with advertising agencies, in the exchange of telegrams, do not recall a single instance where an agency prepaid the telegram regardless of the need of the message."

We have, for many years, prepaid all telegrams unless the publisher insisted upon soliciting us and asked for a wire reply.

In choosing this policy, we did not investigate whether or not the publisher would be willing to pay; or whether by some detailed investigation of finance he ought to pay.

It occurs to the writer that the common courtesy of business could be refined somewhat. The cost of a telegram is a trifle. The irritation of receiving it "collected" is considerable. To prepay a telegram is a small loss to the sender and a much larger gain to the recipient.

In twenty years we have had perhaps two or three advertisers who sent telegrams col-

lect. We never protested—we just paid them. We do not believe it pays to "work" the publisher for the charge of a telegram.

Your correspondent is mistaken, and I am quite sure if he will check up his books he will find not one agency, but many agencies, that have prepaid telegrams to him for many years.

E. T. GUNDLACH.

Gundlach Advertising Agency,

New Salvation Army Campaign

NEW YORK, April 1, 1921.

TO EDITOR & PUBLISHER: Plans of the Salvation Army for the coming year differ materially from those of the past in that, to a large extent the general public is to have a hand in the disbursement of funds raised by that organization. At the present time lay committees are being formed in practically every city in the country—committees whose duty it will be to consult with, advise and co-operate with the local Salvation Army officers as to the needs of the individual communities in which they operate, and for the best interests of the country at large.

For the most part these local advisory committees will be made up of about fifty representative men and women of finance, clergy, labor and the professions. They will bring to the attention of the Army all cases of which they might be informed, calling for financial aid—will make suggestions for improvement in the practical work of the organization, and will co-operate as far as possible for the expansion of the Army's work.

Already the Salvation Army maintains 52 hotels for men and 3 for women; 5 boarding homes for young women, where board and three meals per day may be had for \$8.00; 83 industrial homes; 19 slum posts and nurseries; 26 rescue homes and maternity hospitals, and here in the east 2 homes catering to children beyond the infant class.

Reports for the fiscal year ending September 30, 1920, show that the Salvation Army, exclusive of the children's homes, furnished 3,569,505 meals—that it provided beds for 2,496,385, and that in its various institutions it provided accommodations for 90,030, by far the great majority of whom were "guests."

Temporary relief—and this might cover a period of two to six months for one family was afforded 956,181 persons—and this directly within their own homes. Incidentally, the report shows that 3,043,448 pounds of coal, and 25,026 pounds of ice were distributed to the poor; that 25,815 kiddies and 5,905 mothers of these youngsters were the guests of the Army at its summer homes.

Exclusive of the jobs found directly within its own institutions the organization placed in paying positions 52,199 men and 1,048 women; and assisted on discharge from prison, and secured situations for 1,150 prisoners.

ELMORE LEFFINGWELL,
Salvation Army Publicity Bureau.

Plan an "Open Shop Press"

BUFFALO, N. Y., April 4, 1921.

TO EDITOR & PUBLISHER: You will probably be interested to learn that on behalf of Harry Chandler, of the Los Angeles Times, and the writer, an invitation has been issued to all the publishers of daily newspapers having a circulation of 5,000 copies or more, and who operate the composing rooms of their plants otherwise than as a closed-shop, to attend a special meeting in New York City during the annual convention of the A. N. P. A., at which time it is contemplated there will be formally launched a new permanent publishers' association to be known as the American Open-Shop Publishers' Association. Those invited to attend are the following:

Aberdeen (S. D.) Daily American, Aberdeen, (S. D.) Daily News, Buffalo, Buffalo Commercial, Binghamton, Sun, Binghamton, Press & Leader, Fort Smith (Ark.) South-West American, Fort Smith (Ark.) Times-Record, Hamilton (Ohio) Republican News, Hornell (N. Y.) Tribune-Times, Hartford (Conn.) Courant, Hartford Times, Los Angeles Los Angeles Times, Miami (Fla.) Daily Herald, Miami (Fla.) Daily Metropolis, New Orleans Item, New Orleans States, New Orleans Times-Picayune, Philadelphia Bulletin, Philadelphia Inquirer, Philadelphia Record, Phoenix (Ariz.) Arizona Gazette, Salt Lake City, Deseret News, Wausau (Wis.) Record-Herald, Wilmington

The Standard Size

For newspapers has become

8 Cols. 12 Ems; 6 Pt. Rules

on

68 & 34-in. Newsprint Rolls

Compare with your present size and figure the saving.

Made possible by the Wood Dry Mat

Address inquiries to

Wood Flong Corp.

25 Madison Avenue, New York

(Del.) Every Evening, York (Pa.) Dispatch. The writer is of the opinion that the A. N. P. A. does not and cannot serve or protect the interests of the Open-Shop Press. This inability to be of service being the result of the A. N. P. A. having apparently assumed the position of guaranteeing to the International Typographical Union a complete domination over the published thought of this country.

No doubt the general public will be very much amazed to learn that the Open Shop Press is now constituted of 25 of the leading daily newspapers throughout the country—having a paid daily circulation of approximately 1,600,000 copies—a situation that is but a beginning in the re-establishment of the freedom of the press, and on behalf of the present-day Open Shop Publishers, the writer, as one of the promoters of the proposed organization, wishes to issue a general invitation to publishers at large who have in mind a desire to Americanize their publications.

THE BUFFALO COMMERCIAL,

By E. J. McCOENE,

General Manager.

Same Local and Foreign Rates

NEW YORK CITY, April 5, 1921.

TO EDITOR & PUBLISHER: At last some newspaper managers are awakening to the fact that the differential between local and foreign advertising rates works to their great disadvantage. I have been talking and writing on this subject for over five years, but up to the present have failed to make any impression upon the newspapers.

An increasing number of manufacturers known as national advertisers have found that they can place their business in the newspapers through local distributors more cheaply than ordinary agency channels. Such practices are unfair to the agents, enable the advertiser employing them to get a lower rate than a competitor who does not, and reduce the revenue of the newspaper. A more far-reaching and destructive negative in the proposition, however, comes in from an entirely different angle. The newspaper which maintains a gross local rate which is lower than its gross foreign rate, without allowance of commission to advertising agents on local advertising, is destroying the most promising possibility that exists for the development of more advertising.

For many years, the New York Globe has conducted its advertising on the basis of the same rate under like conditions to all advertisers—whether local or foreign, and like all other New York newspapers allows agents commission on any advertising that is developed or handled by an advertising agency recognized by us. Under this plan, we consider our net advertising rate as our advertising rate and enter all business on our books at the net rate to be paid for it. I believe that between 80 and 90 per cent of all the business that we print comes to us through agencies.

Over two years ago I circulated all newspapers of the country for the purpose of showing them what a wonderful thing it would be for the promotion of advertising through newspapers generally to encourage a greater number of advertising agents in these cities, the thought being that these would gradually develop and stimulate the business which finally would grow into accounts.

Owing to the natural disinclination on part of publishers to do anything new, I received very little encouragement from them. On the other hand, and owing to the larger advertising agencies to seek to limit the number of agents, I received very little encouragement from them.

I sincerely believe that, if the publishers would adopt the policy which we have advanced on The Globe, and if all the advertising agencies could be brought to organize their business on some basis as prevails in insurance and real estate, there would be a wonderful gain in newspaper advertising.

I am merely expressing these views in hope that the subject presented may come for discussion and action at the coming year of the American Newspaper Publishers' Association, and the Newspaper Department of the A. A. C. W.

JASON ROGERS,

Publisher New York Globe

THE WELL-DRESSED MAN

Weekly Fashion News Feature

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

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

Only Sold By The Year

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

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



Bureau of Canadian Information

THE Canadian Pacific Railway, through its Bureau of Canadian Information,

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

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

Canadian Pacific Railway
Department of Colonization
and Development165 E. Ontario St.
Chicago335 Windsor Station
Montreal1270 Broadway
New York

Mr. Publisher, what are you going to do about rates when the present price you are paying for paper comes down?

Do you know, Mr. Publisher, that the Drygoods Associations all over the country are being urged by their trade papers to organize and fight the newspapers on the present rates, and to demand a reduction in rates?

Do you know, Mr. Publisher, that the merchants of Peoria, Ill., Minneapolis, Seattle, Washington and other cities, are staying out of certain newspapers to club them into a reduction of rates.

Do you know, Mr. Publisher, that certain Advertising Agencies are not only demanding reduced rates, but are on record as having said that they would not renew with newspapers that have raised their rates during the last few months.

Do you know, Mr. Publisher, that the average merchant does not know a thing in the world about news print; that some of them, in fact most of them, are under the impression that you paid 11 and 12 cents last year and that you are buying it for about 5 and 6 cents this year?

Do you know, Mr. Publisher, that the average merchant does not understand that you contracted for paper last year at about 4½ cents and are this year paying about 6½ cents, and the only thing they do know is that they saw reports last year that paper was selling for 11 and 12 cents last year, and they do not know that that only applied to only a very small percentage of the paper you bought on spot market?

Do you know, Mr. Publisher, that the average merchant does not know that you have already contracted for a full year at the present high prices, and that even if prices do drop a half a cent, or even as much as a cent, as some of the mills predict, by April 1st, that you will still be paying considerably more than you paid on your contract last year?

Do you know, Mr. Publisher, that the average merchant does not know that you had to go up recently on the printers' scale, on the pressmen's scale, etc.?

Do you know, Mr. Publisher, how to answer in a most definite manner the request for lower prices made by Advertisers and Agencies in general?

Do you, Mr. Publisher, who attend the A. N. P. A. meetings, and discuss briefly the question of labor and the question of the price of news print, that you do not have to face the problems that your Advertising or Business Manager has to face every day both the local and foreign fields?

Mr. Publisher, you owe it as a duty to yourself and your newspaper to send your Business or Advertising Manager, or both of them for that matter, and come yourself if you possibly can, to the June convention of the National Association of Newspaper Executives, which organization combines the Newspaper Department of the A. A. C. of W. and the National Association of Daily Advertising Managers.

Do you know, Mr. Publisher, that thirty of the leading advertising and business managers of the country met in Louisville on March 20th and 21st to prepare the program and plans for the big convention in June, and that your advertising and business manager will have the benefit of these brains free of charge if your newspaper is a member of the National Association of Newspaper Executives?

Do you know, Mr. Publisher, that if you send your business or advertising manager that you will be given a report of the sessions that he attends and the sessions that he misses, and that if he comes here to play instead of work that you will be told about it?

Do you know, Mr. Publisher, that morning, afternoon and night sessions are planned for the newspaper men that come to the convention in June?

Do you know, Mr. Publisher, that ideas worth thousands of dollars to their respective newspapers were carried back by the newspaper men from the Indianapolis Convention; we mean the newspaper men who really attended the various sessions instead of loafing around as some few did?

Do you know, Mr. Publisher, that in Atlanta your representative will meet in one session with the members of the American Association of Advertising Agencies?

Do you know, Mr. Publisher, that at one session your representative will meet with various Advertising Agencies who are not members of the Four A's?

Do you know, Mr. Publisher, that our department last year furnished data to hundreds of newspapers to help them put over effective rate raises without loss of business to themselves?

THE annual meetings of the National Association of Newspaper Executives, which is the Newspaper Department of the A. A. C. of W., are but a part of the work of the organization. Members get frequent mailings of information compiled by the Association. Constant propoganda is being carried on by the Association to establish in the minds of the agency men that the newspaper is the logical national advertising medium. Any newspaper joining the Association at this time will be furnished as much of the material issued by The Department during the past year as is available. Membership dues of \$10.00 a year for papers in cities of less than 100,000 population and \$25.00 a year where the population is more than 100,000. Send application for membership to Fred Millis, Secretary-Treasurer, News Building, Indianapolis, Indiana.

EDITORIAL

THE PROBLEM OF LABOR

NEWSPRINT was the most important problem before the newspaper publishers a few months ago; to-day it is labor. The adoption or rejection of the open shop principle, the proposed 44-hour week, the readjustment of wages, the promotion of a more harmonious relationship between labor unions and employers, and the elimination of strikes and boycotts are questions that thrust themselves forward and require intelligent action.

Elsewhere in this issue of *EDITOR & PUBLISHER* will be found an exceedingly fair and able discussion of some of the problems by Mr. I. L. Stone, head of the Duplex Printing Press Company of Battle Creek, Mich., whose recent successful suit against the International Machinists Union won from the United States Supreme Court one of the most important labor decisions ever handed down by that tribunal. His broad minded and clearly defined views are worthy of the serious consideration of every man who toils with his hands or who is an employer of labor.

He declares in effect that strikes and lockouts are criminal and that the proper and only way to settle all disputes between labor unions and employers is by an appeal to the courts and not by the use of force. He believes in and is a warm supporter of labor unions when they confine their activities to the legitimate purposes for which they are organized. His arguments in behalf of his position are sound and convincing.

If, as has been asserted, labor unions have been employed by their leaders as instruments for achieving their own personal ends, or if evil influences have been allowed to direct them from the purposes for which they were established, then it is high time that the members take matters into their own hands and clean house.

Likewise if there are within the ranks of employers contenders for leadership who would break down labor without respect for the laws of the nation and the rights of man, and refuse to take their case to court, employers too must clean house.

The great majority of both employers and employees are law-abiding citizens and patriotic Americans who believe in the rights to a livelihood and the enjoyment to the fullest of all material things, for all men. Fair wages and decent working conditions bring satisfaction to the employee and pride to the employer that assures a better nation, bound and held as a unit in work well done. The laws of this country are broad and comprehensive enough to assure both sides in labor disputes justice without resort to force.—F. L. B.

BONUS VALUES IN NEWSPAPER ADVERTISING

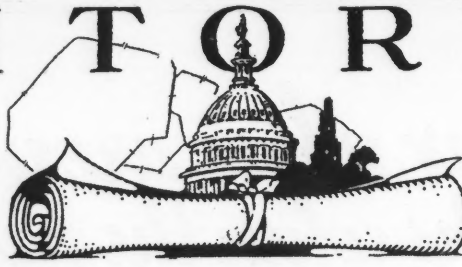
A MANUFACTURER or dealer buys something more than white space when he advertises in a newspaper. Otherwise he could go to a printer and have him strike off his advertisement on blank sheets of paper and then distribute them by throwing them into the people's front yards, stuffing them into letter boxes, or handing them to passers-by on the street.

When a man buys space in a newspaper he gets the benefit of its influence, its prestige, and the confidence and good-will of its readers. The advertisement appears in good company—an important additional advantage.

It is the duty of a newspaper to protect its readers by exercising a strict censorship over its advertising columns. If it sells its space to anyone who has the money to pay for it regardless of the character of his proposition, it fails in its duty to the public.

Most newspaper publishers recognize the responsibility of their position. They do not hide behind that old adage "caveat emptor," but use every precaution to restrict the use of their advertising columns to responsible firms that have something worthwhile to sell. What does this mean to the reader? It means that he can accept without question any statement made by the advertiser regarding his offering.

The above are some of the added values that a man gets when he advertises in the newspapers, and their importance is so great that no national or local advertiser can afford to overlook them when contemplating a campaign.



THE PENALTY OF IGNORANCE

The failures of popular government have always been failures of public opinion—mostly of public opinion that was ill-informed, of public opinion that was denied the facts, of public opinion that was misguided by self-constituted masters.—From a speech on *The Press and Public Opinion*, by Frank I. Cobb.

THE LATCH STRING IS OUT

NO more cordial welcome will be extended to the newspaper editors and publishers who will attend the Associated Press and the American Newspaper Publishers' Association annual meetings during the week of April 25, at the Waldorf-Astoria, than will be accorded them in Suite 116, the convention headquarters of *EDITOR & PUBLISHER*.

Here they will find a staff of stenographers to handle their correspondence, office assistants to supply information of any kind they may require, telephone facilities, a card index showing the hotels at which those in attendance at the conventions are stopping, newspaper and city directories, and files of recent issues of this publication.

These facilities are offered our subscribers, advertisers and friends in an earnest desire to be helpful to them at a time when they will be extremely busy and will stand in need of service of this kind. Every moment of their time will be taken up with attendance at the sessions of the associations, with business and social interviews with formal and informal luncheons and dinners. And yet a certain number of letters and telegrams must be written and certain information must be obtained. If *EDITOR & PUBLISHER* can do anything to make your stay in New York pleasant let us do it.

A list of the convention staff representing both editorial and business department follows:

Mr. Brown	Mr. Ferguson
Mr. Redmond	Mr. Blanchard
Mr. Mellon	Mr. Sammis
Mr. Robb	Mr. Dowling
Miss Higgins	Mr. Tanner
Mr. Keeney	Mr. Groomes
Mr. Staunton	Mr. Edmunds
Mr. Payne	Miss McMahon
Miss Ferra	Miss Montague
Miss Sirota	Miss Sheldrick

April 9, 1921

Volume 53, No. 45

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; Fenton Dowling, circulation.

R. L. Staunton, George Strate

C. B. Groomes, J. G. Tanner

F. W. Payne

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

Building.

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

Washington: Robert T. Barry, Pennsylvania Avenue

and 14th Street.

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

Winchmore Hill.

London Distributor: The Rolls House Publishing Co.,

Ltd., Rolls House, Breams Buildings, London,

E. C. A.

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

Bourbon.

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

"WE BOYS" MUST GO!

ONE of the healthiest signs in the newspaper profession is the manner in which members of the craft have started to organize to drive the "we boy" element out of their ranks.

In Washington the Standing Committee of Correspondents has taken up the work of forcing the undesirables out of the places that have in the past assured them a certain amount of public trust.

In New York City an important faction of the New York Press Club, composed of active newspaper workers, has taken the affairs of that organization into the courts in an effort to give the "we boy" methods of raising money an airing.

The "we boys" element has been very active in some time throughout the country. Sometimes works under "press club" auspices, and at other times assumes names that draw upon the standing of reputable newspaper organizations for the influence necessary to bring in the money. It is notorious fact that under these fake methods the well-to-do business and professional men of America are milked of hundreds of thousands of dollars each year. Every dollar so collected from unsuspecting dupes is finally charged against the dishonor of the entire profession and everything it stands for.

There can be no denying the fact that the name "Press Club" as a means of introduction, has come to mean a gentlemanly hold-up to most well-to-do business and professional men, and a thing to be held in contempt by a vast majority of the profession of journalism.

EDITOR & PUBLISHER does not presume to take part in a factional fight within the New York Press Club, but it could not help but know that there was something radically wrong with its recent solicitations. Awhile ago an active newspaper man regularly employed on a New York daily newspaper who is reputed to be very wealthy, was approached by a New York Press Club solicitor who attempted to sell him a membership at a cost of several hundred dollars. He refused, but expressed a willingness to join as a working newspaper man. HE DID NOT BECOME A MEMBER.

The New York Press Club has a real mission that it should perform here in the center of the publishing business, and if a house-cleaning is necessary to have it in the courts where it will receive publicity that the world will know that it has reformed and the newspaper profession is not so bad as it has helped to paint it. If it cannot do except by such methods, as some claim, then let it up before it brings further dishonor on the profession for which it claims to stand.

Washington correspondents give every indication that they will supply the necessary leadership for general reform; let the members of the profession everywhere take up this movement and make it a nation-wide. "We boys", tipsters, operators of fake publications, fake news services, fake feature services and common grafters who now find asylum within the ranks of newspaper men must go!—B. M.

THE best text book on Americanization is the daily and weekly newspapers of the United States. If you want to get a foreigner interested in the country in which he has taken up his abode you can do through the newspapers his children read to him at his home, if he cannot read English himself. Some of the foreign language papers are as thorough in American in what they print as those printed in English. Text books look formidable to the man who has had only a limited education. Newspapers on the other hand, are less formal, more neighborly and possess a livelier interest. The messages they carry are full of life and so plainly put that they can be understood by anyone possessing average intelligence. Dr. Thomas Finigan, state superintendent of schools in Pennsylvania, is so thoroughly sold on this idea that in a campaign he is carrying on against illiteracy he urges use of newspapers in the education and Americanization of our immigrants.

"I HOPE you're satisfied now," remarked Robert Brindell to a reporter of the New York World when he passed into the shadows of Sing Sing prison to pay for his part as a labor leader in the building trade graft. No higher tribute could be paid to a newspaper man for work well done.

PERSONAL

E. H. BAKER, publisher of the Cleveland Plain Dealer, and Mrs. Baker have returned home, after spending two months in Florida. Much of their time was spent boating, and Mr. Baker caught some good fish.

E. J. McCone, general manager of the Buffalo Commercial, has been appointed to the executive committee of the Press Congress of the World and will address the congress on the "Menace of the Closed Shop Press."

Charles W. Ellis, editor of the Lackawanna (N. Y.) Journal, has recovered after an illness of ten weeks and the Journal returned to a six-column page basis after a period in five columns. Mr. Ellis also signaled his recovery by writing a new song, "My Mother's Lullaby," which he offers to send to his friends upon request.

Laurence Hills, director general of the Paris edition of the New York Herald, is being congratulated on the recovery of his son Philip, after a long and critical siege of pneumonia with complications. The boy has just been discharged from the American hospital after eleven weeks' illness and has gone with Mrs. Hills to Beauvallon-sur-Mer to recuperate.

Thomas E. Conklin, of Berree & Conklin, New York newspaper representatives, is recovering his strength at his home in White Plains, N. Y., after an operation. He will go in a few days to Atlantic City.

William Panton, editor and publisher of the Canadian Champion, Minton, (Ont.), was presented on March 30 with a past master's jewel and an illuminated address by his brethren, of St. Clair Lodge, A. F. & A. M., of which he has been a member for fifty years.

O. W. Little, of the Alma (Kan.) Enterprise, former president of the Kansas Editorial Association, toured with the N. E. A. in Florida, and decided to spend some time there taking a vacation.

John Redmond, editor of the Burlington (Kan.) Daily Republican, who with Mrs. Redmond motored to Florida for the N. E. A., visited Cuba for a short trip before returning home.

J. Byron Caine, editor of the Belle Plain (Kan.) News, is spending several weeks in Florida on a vacation.

Dr. Burrell A. Jenkins, editor and publisher of the Kansas City Post, has just published "Princess Salome or A Tale of the Days of Camel-Bells." The story deals with the famous Bible character, and of the early Christian church.

Austin P. Haines, for many years chief editorial writer for the Iowa Homestead, has resigned. In recent years Mr. Haines had been the "James M. Pierce" whom readers of the Home-Head Publishers' page have known. He was the writer of most of the farm journal's utterances on Iowa politics. The Homestead has not made public the circumstance of his leaving and his successor has not been named.

Frederick Roy Martin, acting general manager of the Associated Press, attended the Good Fellowship meeting of the A. P. employees in Columbus, Ohio, this week. On Monday, he addressed the Ohio members at a meeting held in that city.

Horace Hood, publisher of the Montgomery (Ala.) Journal, will be unable to attend the publishers' conventions in New York this month due to ill health. Senator Medill McCormick, former publisher of the Chicago Tribune, will

be the chief speaker at the convention banquet of the American Pulp & Paper Association in New York, April 14.

George H. Fairchild, proprietor of the Manila Times, is in the United States to urge upon Congress that the Philippines be made a territory. He was received by President Harding Monday and has another White House engagement for April 14.

Thomas W. Lamont, proprietor of the New York Evening Post, sailed on the Adriatic for Europe Wednesday.

H. V. Jones, publisher of the Minneapolis Journal, is just completing a motor trip through California. He will be a candidate for Associated Press director to succeed A. C. Weiss at the New York Convention this month.

Mrs. E. O. Susong, publisher of the Greenville (Tenn.) Democrat-Sun, is the newest woman member of the Southern Newspaper Publishers Association.

L. D. Drake, joint owner of the Pendleton (Ore.) East Oregonian and the Astoria Budget, has severed active connections with the East Oregonian and will devote his time to the business management of the Budget.

IN THE EDITORIAL ROOMS

EDWARD S. BECK, managing editor of the Chicago Tribune, Parke Brown of the editorial department, and Fred Smith, eastern correspondent, are back on duty after undergoing operations.

Miss Frances C. Boardman, dramatic and musical editor of the St. Paul Daily News, is visiting several Minnesota towns and writing them up for her paper. She is also contributing humorous rhymes daily.

T. F. Pruett, formerly city editor of the Columbus (Ga.) Enquirer-Sun, has become managing editor of the Anderson (S. C.) Tribune, succeeding the late V. B. Cheshire. The paper is now owned by Mrs. Cheshire.

Allan H. Temple, associate editor of Commerce & Finance, was given a two weeks' leave of absence from the staff of the Columbia School of Journalism this week. He will undergo an operation.

John P. Medbury, humorist of the San Francisco Call, is now associated with the Premier Syndicate.

G. T. McConville, news editor of the Northwest News Bureau in St. Paul, has returned to his desk after an illness of ten days.

Jay W. Ludden, assistant Sunday editor of the St. Paul Pioneer Press, has been shifted to the news staff.

A. D. Stedman, late of the Farmers Dispatch, St. Paul, has taken a post at the copy desk of the Dispatch.

Leon Harpole has resigned from the St. Paul Dispatch copy desk to become telegraph editor of the Aberdeen (S. D.) Journal, which has just started.

J. M. Stowell of the St. Paul Dispatch copy desk has left that paper and taken the telegraph editorship of the Fargo (N. D.) Forum.

Frank Lovell, assistant Sunday editor of the St. Paul Pioneer Press, has resigned to be managing editor of the Racine (Wis.) Times-Call.

Charles H. Platt, assistant librarian of the St. Paul Dispatch-Pioneer Press, has resigned to go with the Minneapolis Daily News.

Leo P. Sullivan, sport editor of the St. Paul Pioneer Press, has joined the advertising department of the Minneapolis Journal.

FOLKS WORTH KNOWING

GEORGE H. CARTER of Council Bluffs, Ia., President Harding's choice for the office of Public Printer of the United States.

Age 47.
Lawyer and newspaperman.
Learned to set type and operate a job press and worked in his father's store at Le Mars, Ia., when a youth.

Clerk in National Bank, Pittsburg, Kans., summers of 1892 and 1893.

Proofreader and state news editor, Sioux City Tribune, 1898-9.

Reporter, Council Bluffs, Nonpariel, 1899-1900.

Clerk, U. S. Census Office, Washington, 1900-01.

City editor, Council Bluffs Nonpariel, 1901-05.

Secretary, Pottawattamie County (Ia.) Republican Central Committee, 1903-5.

Political writer and state house reporter, Des Moines Capital, 1905-07.

Copy editor and assistant telegraph editor, Washington Post, 1907-09.

Washington correspondent of Iowa newspapers and special writer, 1909-10.

Assistant secretary and secretary, printing investigation commission, 1910-1911.

Clerk, joint committee on printing, 1911 to date.

Secretary, special committee on government paper specifications, 1911 to date.

Author of the Congressional Printing Handbook and compiler of numerous Congressional documents.



GEORGE H. CARTER

the San Francisco American, is now on the staff of the Great Falls (Mont.) Tribune.

Miss Mae Pauline Chesnut, society editor of the Great Falls (Mont.) Tribune for the last year, left April 4 to take charge of the woman's clubs department on the Minneapolis Journal. Miss Lorene Burks will take the society department for the Tribune.

Elliott J. Tarbell will leave the staff of the Great Falls (Mont.) Tribune, the middle of April to go to Minneapolis. He will be replaced by W. H. Dickinson, who has been on the Minneapolis Journal for the last year.

A. J. Tassell, for eight years a member of the staff of the Winnipeg Free Press, has joined the Ottawa Bureau of the Canadian Press. Mr. Tassell was librarian and music critic for the Free Press.

W. H. Belford, city editor of the Winnipeg Tribune, has been off duty for a couple of weeks, due to illness.

W. F. Payne, news editor of the Winnipeg Free Press, has been appointed Saturday and feature editor, and R. G. Daffoe, for many years night editor, has been named news editor.

William and John Butler, brothers, who spent more than a year in various countries of Europe, including England, are back in Cleveland. William is doing special work on the Press, while John, the younger brother, has been assigned to local work on the Plain Dealer.

Monte Bourjaily, recently made commissioner of information for the city of Cleveland, has had his scope of work enlarged by taking on work formerly carried on by others. He is also editor of the city's official bulletin.

W. G. "Clug" Clugston, Topeka, correspondent of the Kansas City Post, was held prisoner for nearly 24 hours by a sergeant-at-arms, following his discovery hidden in a committee room in the state capitol building, in which a legislative committee was about to discuss the confirmation of the appointees of Governor Henry J. Allen. When discovered, he was asked to refrain from telling what he had heard, which he refused to do.

Dwight H. Fee has resigned his position on the news staff of the Pittsburgh Gazette-Times to take up publicity work for the board of foreign

The
CHICAGO DAILY NEWS

Has renewed its
contract for the

HASKIN SERVICE

for two years

missions of the United Presbyterian Church. His work will take him to Egypt, the Egyptian Sudan, Abyssinia and possibly India.

Lieut. Carleton Ketchum, M.C., of the local staff of the Vancouver (B.C.) Province, recently married Mrs. Una Maxwell, of Pasadena, Cal.

George Simpson, for twenty-two years a member of the staff of the Canadian House of Commons' Hansard, has been appointed associate editor. He was for ten years a member of the Ottawa Press Gallery.

Herman A. August, former Detroit Journal copy reader and now a senior law student in the University of Michigan, is one of the five men elected by the law college faculty to the Order of the Coif, the highest honor conferred on a senior law student.

Henry H. Tinkham, for several sessions legislative correspondent for the Grand Rapids Press, is considered almost surely the next postmaster in Grand Rapids.

Arthur J. L. Keedie, publisher of the Bear Lake (Mich.) Beacon, who last fall became heir to a 437-acre estate in Scotland, will not go to Scotland to claim the property. Instead, he will sell it and remain in the publishing business. He says "the United States is good enough for me."

Thomas Ewing Dabney of the New Orleans Item staff is recovering from a broken knee-cap at the Touro Infirmary.

Andrew Ten Eyck, a former Albany (N. Y.) newspaperman, has been called to Washington by Secretary of State Hughes for a conference on the foreign service, a subject he has recently investigated for the Outlook.

Carlisle MacDonald, a member of the Paris staff of the Associated Press, has announced his engagement to Miss Dorothy Sloan Allen of New York.

William G. King has been appointed Associated Press correspondent at Lansing, Mich., to succeed Monroe Stern who resigned. Mr. King has been night pony editor in the Chicago office of the A. P.

E. J. Webster, for a time city editor of the Oklahoma City Daily Oklahoman, is now telegraph editor on the San Antonio (Tex.) Express.

T. H. Barrett, who has been telegraph editor on the Dallas (Tex.) Morning News for about three years, has been made assistant city editor.

Bob Lee, city editor of the Chicago Tribune, is back at his desk after a severe illness which members of the staff report took several inches off his waist measure.

Bentley Nelson, formerly a reporter for the Fort Worth (Tex.) Record, has been selected for publicity commissioner of the Fort Worth Chamber of Commerce, succeeding Roscoe Ady, resigned.

Lynn W. Landrum, former associate editor of the Vernon (Tex.) Record, and later editor of the Quanah (Tex.) Observer, has joined the Dallas Morning News staff.

Curtis H. Vinson, who has been news editor of the Galveston Daily News, has transferred to the Dallas office of A. H. Belo & Co. and will take an executive position in the editorial offices of the company.

Alfred H. Henning, who has been head of the telegraph department of the Dallas Morning News for several years, has been made a special writer.

C. H. Merriam, for several years in charge of the telegraph desk of the San Antonio Light, has joined the staff of the Dallas Morning News.

James H. O'Neill, for the past two years with the Booth newspapers in Michigan, is now writing editorials for and editing the Owosso Argus-Press. Mr. O'Neill was for many years connected with Toronto, London and Western Canada newspapers.

Elmer Brewer, for more than 20 years foreman of the Hutchinson (Kan.) News composing room, was presented with a reading lamp by the company upon his retirement last week.

Krebs Beebe, director of advertising for the Illinois Daily Newspaper Association, has resigned.

THE BUSINESS OFFICE

J. C. REYNOLDS, advertising director of the Dallas Times-Herald, is in New York on business and is a guest at the Hotel Embassy.

Elmer P. Grierson, for the past seven years advertising manager of the American Boy, Detroit, has been promoted to business manager of the magazine and secretary and assistant treasurer of the Sprague Publishing Company, succeeding the late Jacob Cotner.

William H. Dearden, publisher of the Ware River (Mass.) News, and an intelligence officer in the World War, is being mentioned as an appointee to succeed William J. McCarthy as prohibition agent in Boston, according to information received from the Capitol. Mr. Dearden was at different times secretary to Congressman Gillett, of Springfield, and Congressman Winslow, of Worcester.

B. T. McCanna, Lawrence DeGryce, Harry Gould, Alfonso G. Dugan and W. D. Schroeder are new additions to the Chicago Tribune's business survey department. Leo McGivens has been transferred to the New York News and Jack Cowler has gone to the western national department.

J. W. Warren, who has been stationed at Quebec supervising pulpwood shipments to the Chicago Tribune's mill at Thorold, Ont., and later at Post Huron, Mich., seeing the cars of paper safely over the border, has been transferred to New York to have charge of paper shipments for the Daily News.

Robert L. Bouse, for twelve years associated with the Philadelphia Record as financial advertising manager, has resigned to accept an appointment in the Philadelphia office of Salomon Brothers & Hutzler, Commercial Trust Building.

John Merker, Jr., recently with the George L. Dyer Advertising Agency, New York, has joined the staff of the Glen Cove (N. Y.) Echo as sales and service manager. McHarg Davenport, formerly an account executive with the Atlas Advertising Agency, is now also a member of the Echo organization.

Fred Fraser has been made advertising manager of the Bemidji (Minn.) Daily Pioneer. He has been an ad writer for various stores in that city.

WITH THE ADVERTISING FOLKS

CARL W. BETTCHER has been appointed sales manager of the Eastern Machine Screw Corporation of New Haven, Conn. He will be in charge of H. & G. die head business.

H. S. Greene has been appointed sales manager of the Barber-Greene Company, of Aurora, Ill.

James J. Harrington, formerly of Cincinnati, has been made supervisor of foreign sales for the Ford Motor Company, Detroit, and will have headquarters in London, England.

L. B. Jones, advertising manager of the Eastman Kodak Company, was re-elected to the board of directors at the

annual meeting of stockholders held in Jersey City, April 5.

Ray W. Lockard, of the Periodical Publishers' Service Bureau, Des Moines, and secretary of the Advertising Club of that city, has been made secretary of the Des Moines Better Business Bureau.

F. L. Perkins, who has been engaged in advertising and publicity work in San Francisco, has been appointed advertising manager for the Northern division of Harold L. Arnold, San Francisco Hudson-Essex motor car distributor.

James Stephens who has been advertising manager of stores in Melbourne and Sydney, Australia, has become advertising manager of Hale Brothers, Inc., Sacramento, Cal. Mr. Stephens was one of the organizers of the Sydney Advertising Club.

E. R. Metzger, for four years with the Hoover Service, Inc., New York, is now advertising manager of the First Hawaiian Conservatory of Music, New York.

Milton R. Standish, for several years advertising manager of the San Bernardino, (Cal.) Daily Sun, has been appointed advertising manager of the Gill Storage Battery Company, of that city.

Alfred Scholes, formerly treasurer and general manager of the McMaster & Maule Company, Philadelphia, manufacturer of window shades, and who had charge of the company's advertising, has been appointed manager of the York and Lancaster, (Pa.) branches of the Underwood Typewriter Company, with headquarters at York.

NOTES OF THE AD AGENTS

THE Gray Advertising Company of Kansas City, has added several men to its staff. J. W. Hubbell, formerly traveling auditor and credit manager for the National Biscuit Company, more recently with the Kansas Moline Plow Company, becomes office manager. L. D. Clark, formerly assistant sales manager with Anderson-Gustafson at Fort Worth, Tex., has been made an account executive, specializing in lubricating oil advertising. Frank Bumpus, formerly advertising manager of Smith & Sons, road-grading machinery, has charge of technical advertising accounts, particularly in business papers. C. F. Goodman, until recently assistant to the advertising manager of the Moline Plow Company, becomes assistant chief of the copy department.

The Prather-Allen Advertising Company is now located in the Neave Building, 104 West Fourth Street, Cincinnati.

McCutcheon & Gerson have moved their New York office from 25 West 43rd street to 19 West 44th street.

Charles G. Frowert has been placed in charge of the Philadelphia branch office of the Percival K. Frowert Company, Inc., general advertising agency, of New York. The Philadelphia branch will be located at 250 South Broad street.

M. H. Hargrave, who has conducted the Hargrave Advertising Agency in Des Moines and has been active in advertising in that city for many years, has sold his agency to K. E. Shepard, formerly of the Des Moines Register and Tribune advertising staff. Mr. Hargrave has become advertising manager of the new Frank & Seder store in Detroit.

Worth Colwell, president of the Rowland Advertising Agency, New York, and George R. Hull of the Rowland staff, will sail for Europe the last week in April, visiting Paris, London and other cities.

The J. Walter Thompson Company this week opened an office in Cleveland, in the Hanna Building, in charge of Stuart D. Cowan. This is the sixth office of this agency, others being in New York, Chicago, Boston, Cincinnati and London.

J. B. Shiffer, formerly vice-president and art director of the Arthur M. Crumrine Company, Columbus, Ohio, and later with Botsford, Constantine and Tyler, Portland, Ore., has been appointed chief of the creative and promotion department of the Union Lithograph Company, San Francisco.

Reed Parker, of the Chicago soliciting staff of Lord & Thomas, advertising agency, has joined the agency of C. C. Winningham, Detroit, in a similar capacity.

Leslie L. Shaw, formerly of the advertising staff of the Curtis Publishing Company, in the Philadelphia territory, is now a member of the Kansas City sales staff of the Potts-Turnbull Company.

Peter DeMott has resigned as president of the Beacon Ad Service, New York, and is now with S. T. Judson Service, advertising typography, engraving and stereotyping, of that city.

Louis J. Goldman, president of Louis J. Goldman, Inc., advertising agency, New York, has joined the Martin V. Kelley Co., Inc., Toledo, as vice-president. Mr. Goldman will have his headquarters at the New York office.

Douglas S. Franklin, formerly associated with the United Fruit Company at Trujillo, Spanish Honduras, has joined the copy writing department of the Frailey Advertising Company of Youngstown, Ohio.

Clarence E. Jones, formerly with R. G. Dun & Company, is now associated with the J. Adlemere Burns Company, advertising agency, Philadelphia.

Ben S. Lemmon, Los Angeles newspaper man and magazine writer, has joined the L. S. Gillham Company, Inc., advertising agency, at Los Angeles.

MARTIN MOVES UP ON LEDGER

Succeeds C. H. Ludington as Vice-President—Three New Directors

At the annual meeting of the stockholders of the Philadelphia Public Ledger Company, John C. Martin, who has been general business manager and treasurer of the company for several years, was elected vice-president. Mr. Martin succeeds Charles H. Ludington in the vice-presidency, but he will continue to be general business manager, and Mr. Ludington will continue as director of the company. Charles A. Tyler, secretary of the company, George F. Goldsmith, advertising manager, and David E. Smiley, editor of the Evening Ledger, were made directors in the company. Cyrus H. K. Curtis continues as president and other directors re-elected were Philip S. Collins, John B. Williams and John J. Spurgeon.

Amen Corner Elects Officers

At the annual meeting of the Directors of the Amen Corner, held in the Waldorf-Astoria the following officers were elected: President, Edward G. Riggs; vice-president, James J. Montague; treasurer, William Leary; secretary, Thomas O. McGill.

Authors' League Banquet April 11

The Authors' League of America will hold a dinner for members and their guests at the Hotel Commodore, New York, April 11.

TIPS FOR THE AD MANAGER

Benson, Gamble & Slaten, Corn Exchange Bank Bldg., Chicago. Making yearly contracts with newspapers for the Portland Cement Association.

D'Arcy Advertising Company, International Life Bldg., St. Louis. Making 3,000-line contracts with newspapers for Nafziger Baking Powder.

Hicks Advertising Agency, 217 Broadway, New York. His secured the following accounts: White, Allom & Co., architects; Paul L. Bryant Company, dyers and cleaners; Bruckner Company, dress manufacturers; Zelickson & Levine, suits and coats; 20th Century Brown and White Taxicab Association, all of New York City.

Potts-Turnbull Company, Gates Building, Kansas City. Have prepared campaign for Carey Salt Company, Hutchinson, Kan., "Caredy Salt Products."

Newell-Emmett Company, 120 West 32nd street, New York. Placing orders with newspapers in selected sections for H. W. Johnson-Manville Company, asbestos products, New York; again placing new copy with newspapers in selected sections for Liggett & Myers Tobacco Company, "Fatima" and "Chesterfield" cigarettes, 212 Fifth avenue, New York.

Nichols-Moore Company, 2063 East 4th street, Cleveland. Placing orders with some Western newspapers for Common Brick Manufacturers' Association, Schofield Bldg., Cleveland.

W. Hancock Payne Advertising Agency, 110 West 34th street, New York. Making trade deals with newspapers for the Hotel Astor, New York City.

Harry Porter Company, 15 West 44th street, New York. Renewing some newspaper contracts for Thomas Leeming & Co., "Nestlé's Food," etc., 130 William street, New York.

William H. Rankin Company, 104 South Michigan avenue, Chicago. Handling advertising for the W. A. Schaefer Pen Company, Fort Madison, Wis.

Frank Seaman, 470 Fourth avenue, New York. Placing orders with some Pennsylvania newspapers for E. I. DuPont Company, paint, Wilmington, Del.

United States Advertising Corp., 1415 Madison avenue, Toledo, Ohio. Reported to be handling advertising for the Mather Spring Company, Toledo, Ohio.

Wales Advertising Agency, 141 West 36th street, New York. Handling the accounts of B. Priestly & Co., cravenettes, etc., New York City, and L. & C. Hardmuth "Kabinoor" pencils, New York. Placing orders with some New York City newspapers for the Boston Varnish Co., "Kyanize" Varnish, Everett Station, Boston.

Williams & Cunningham, 111 5th avenue, New York. Again placing new copy with newspapers for American Tobacco Company, "Lucky Strike" cigarettes, 111 5th avenue, New York.

World's Dispensary Medical Assn., "Dr. Pierce's Medicines," Buffalo, New York. W. H. Stuart, advertising agent, is stopping at the Brostell Hotel, New York, and is renewing contracts with newspapers.

Martin V. Kelley Company, 19 West 44th street, New York. Handling account of Baer Bros., Inc., "Betty Wales Shops."

House of Hubbell, 648 Huron road, Cleveland. Handling account of Reese Chemical Company, Cleveland, "Blood Tabs" and other proprietary articles.

Griffiths-Stillings Agency, 372 Congress street, Boston. Handling account of Moc-A-Wauk Company, 364 Congress street, Boston, sport shoes and slippers.

Wylie B. Jones Advertising Agency, Binghamton, N. Y. Handling account of Mitchell & Church Company, 205 Water street, Binghamton, advertising for agents to sell dress goods, handkerchiefs, hose, etc.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Handling account of Lambertville Rubber Company, Lambertville, N. J., rubber boots and shoes.

McLain-Hadden-Simpers Company, 210 West Washington square, Philadelphia. Will make up lists during April and May for A. H. Fox Gun Company, 4680 North 18th street, Philadelphia.

Powers-House Company, Racine Building, Cleveland. Will use limited number of newspapers, etc., for Bostwick Steel Lath Company, Niles, Ohio, metal lath, making up lists during May.

Hoyle's Service, Inc., 116 West 32nd street, New York. Will make up lists during May for Pizo Company, Warren, Pa.

Erwin, Wasey & Co., 58 East Washington street, Chicago. Handling advertising for the Holt Manufacturing Company, Peoria, Ill., manufacturers of the "Holt Caterpillar Tractor."

Berrien Company, 19 West 44th street, New York. Making 5,000-line contracts with newspapers for Klear Flax Linen Rug Company.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Sending out 4-inch orders to run 10 times and 24-inch orders to run 5 times for American Sugar Refining Company.

Nelson Chesman & Co., Goddard Bldg., Chicago. Making 1,000-line or more yearly contracts with Texas newspapers for Val Blatz Brewing Company.

Blackburn Advertising Agency, 32 South Jefferson street, Dayton, Ohio. Making 5,000-

line contracts with newspapers for Blackburn Products Company, Dayton, Ohio.

Albert P. Hill Company, 233 Oliver Bldg., Pittsburgh. Making 5,000-line contracts with newspapers for the Jersey Cereal Food Company.

F. Wallis Armstrong, North American Bldg., Philadelphia. Making yearly contracts with newspapers for Victor Talking Machine Company.

Owl Advertising Agency, Terre Haute, Ind. Making yearly contracts with newspapers for the Owl Chemical Company.

Lyddon & Hanford Company, 200 Fifth avenue, New York. Making yearly contracts with newspapers for International Chemical Company.

Stack Advertising Agency, Heyworth Bldg., Chicago. Making newspaper contracts for Swift & Co.

Lord & Thomas, Mallers Bldg., Chicago. Making yearly contracts for Pepsodent Company. Making newspaper contracts for the California Fruit Growers' Exchange.

Johnson Reed & Co., 202 South State street, Chicago. Handling account of Wadsworth-Howland Company, Chicago, paint and color manufacturer. Using newspapers to exploit this firm's "Jewel System" of automobile painting. Also handling campaign, using newspapers and magazines for the Book House for Children, Chicago.

Freeman Advertising Agency, Mutual Bldg., Richmond, Va. Making up lists for Richmond College for Southern weekly and daily publications. Also sending out orders for Westhampton College, Richmond, Va., to Southern publications.

Grandin-Dorrance-Sullivan, Bush Terminal Bldg., New York. Will place advertising for Nathan Hirsch, silks, New York City.

Gundlach Advertising Company, Peoples Gas Bldg., Chicago. Again placing orders with newspapers in various sections for the Blatchford Calf Meal Company, Waukegan, Ill.

Hawley Advertising Company, 95 Madison avenue, New York. Placing orders with New York City newspapers for Owens & Co., coal, 49th street, New York City.

A. P. Hill Company, 233 Oliver avenue, Pittsburgh. Again placing orders with newspapers generally for the Jersey Cereal Food Company, Cereal, Pa.

Arnold Joerns Company, 14 East Jackson Blvd., Chicago. Placing advertising for Tenant Bros., auto bankers, Chicago.

Kendall Company, 102 West 42nd street, New York. Placing the advertising for the Hudson Navigation Company, Pier 32, N. R., New York.

Eugene McGuckin Company, 1211 Chestnut street, Philadelphia. Placing advertising for the Atlas Truck Corporation, York, Pa.

Morgan, Tuttle & Jennings, 44 East 23rd street, New York. Placing orders with a few newspapers in selected sections for Marck & Co., drugs, 45 Park place, New York.

Wendell P. Colton Company, 165 Broadway, New York. Again placing orders with newspapers generally for the Durham-Duplex Razor Company, Jersey City, N. J. Generally prepare plans for their newspaper advertising about this time for the Hudson River Day Line, Desbrosses street pier, New York City.

Robert H. Dippy, Denckla Bldg., Philadelphia. Reported to have secured the following accounts: Ware Products Company, "Ware Valve Silencers," New York; Munson Supply Company, New York; Automotive Tractor Corporation, "Schofield Tractor," Philadelphia, and Kimball Company, Philadelphia.

A. R. Elliott Agency, 66 West Broadway, New York. Placing orders with New York City newspapers for Johann Hoff Company, malt extract, 777 Eagle avenue, New York.

Announcing

Albert de Bary, Jr.

Incorporated

6 Church Street New York City

Are the American
Representatives of

CLEMENS' CLAU—

Manufacturer of the Ideal
Dry Mats

MAX NITZSCHE—

Manufacturer of the Flexi-
top-Mater Dry Mats

These imported dry mats assure all the advantages without any of the disadvantages of the domestic dry mat. They are uniform as to thickness and shrinkage.

Federal Advertising Agency, 6 East 39th street, New York. Making contracts with newspapers in various sections for American Safety Razor Company, "Ever Ready," "Gem" and "Star" razors, Brooklyn. Placing orders with some Pacific Coast newspapers for Tobacco Products Co., "Tareyton Cigarette," New York.

Fuller & Smith, Guardian Bldg., Cleveland. Again placing copy with newspapers in selected sections for Dunlop Tire & Rubber Corp., "Dunlop Golf Balls," Buffalo. Placing orders with some Western newspapers for Gain-a-Day Electric Co., household appliances, Pittsburgh.

George Batten Company, 381 Fourth avenue, New York. Placing orders with newspapers in selected sections for Amory, Brown & Co., "Indian Head" gingham, Boston.

J. D. Bates Advertising Agency, 292 Main street, Springfield, Mass. Placing orders with Eastern newspapers for Motor Cycle & Allied Trades, New York City and Springfield, Mass.

Birch-Field & Co., 110 W. 40th street, New York. Again placing orders with some New York City newspapers for Grandby Photo Corp., Norfolk, Va., M. Milton Roemer, distributor, 1123 Broadway, New York.

Blackman Company, 116 W. 42nd street, New York. Reported will place advertising for the Main Belting Company, "Leviathan" and "Anaconda" belts, Philadelphia.

Emil Brisacher, Flood Bldg., San Francisco. Reported will start an advertising campaign for the Central California Berry Growers' Association.

Brooke, Smith & French, Kresge Bldg., Detroit. Placing advertising for Giern & Anholt Machine Tool Manufacturers, Detroit.

Dillard Jacobs Agency, Candler Bldg., Atlanta. Making contracts with newspapers for the Wrigley Chewing Gum Company.

Frank Seaman, 470 Fourth avenue, New York. Making newspaper contracts for Studebaker automobiles.

Lord & Thomas, Mallers Bldg., Chicago. Making contracts with newspapers for "Jiffy" desserts.

Critchfield & Co., Brooks Bldg., Chicago. Making contracts with newspapers for Firestone Tire & Rubber Company.

E. P. Remington Agency, 1280 Main street, Buffalo. Making contracts with newspapers for the Automobile Club of Buffalo.

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

Ferry-Manly Advertising Company, 1120 Walnut street, Kansas City. Making contracts with newspapers for E. C. Gatlin. Making

yearly contracts with newspapers and papers for Cherokee Fuel Company.

Charles F. W. Nichols Company, 20 East Jackson Blvd., Chicago. Making contracts with newspapers for Charles Kaufman & Bros.

John L. Clough Agency, 18 University Square, Indianapolis. Putting out an extensive line of advertising for Loudon, Inc., Muncie, Ind., manufacturer of an adjustable and sunshade for Ford cars.

World Wide Advertising Corporation, West 34th street, New York. Will place advertising for Pickwick Arms, Greenway, Conn., and the Royal James Hotel, Newark, Conn.

Critchfield Company, Brooks Building, Chicago. Reported to have secured following accounts: Andresen-Ryan Coffee Company, Duluth; Master Vacuum Cleaner Company, Chicago; Utility Battery Company, Chicago; Mule Manufacturing Company, Detroit.

Klau-Van Pietersom-Dunlap, 131 2d street, Milwaukee. Reported planning newspaper campaign for Automatic Cradle Company, "Baby Cradle" and "Flivver Toy," Stevens Point, Wis.

UNSEEN
POWER



NEWS PRINT CONTRACT and SPOT

We offer Finnish newsprint for immediate delivery in the following sizes:

33 $\frac{1}{2}$ }
36 $\frac{1}{4}$ } Rolls
54 $\frac{1}{2}$ } 31 lbs. 2 $\frac{3}{4}$ cores
72 $\frac{1}{2}$ }

The prices on this spot lot are very attractive. Through our Finland office we can contract to supply standard newsprint in all sizes. Our delivery facilities and prices warrant our being favored with a list of your needs.

AMERICAN TRANSOCEANIC TRADERS

INCORPORATED

25 West 43rd Street

Murray Hill 0171

Affiliated House
Helsingfors, Finland

New York City
New York

Pennsylvania

IS STILL NATION'S KEYSTONE

Pennsylvania has continued to maintain her place as the keystone of the country and nothing, it seems, can move her from that position.

Pennsylvania, with her diversified industries and agriculture, has one of the most perfect rail transportation systems in the world. The commonwealth also keeps her waterways working for the common good.

Pennsylvania is a largely urban, busy state with 8,720,017 people who look to their newspapers for their wants. A diversity of needs and density of population makes Pennsylvania an ideal market.

Mr. Advertiser, this territory is worth while and this list of daily Pennsylvania newspapers will help you secure desired results.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
*Allentown Call (M) Item.....(E)	31,255	.10	.10	Oil City Derrick.....(M)	6,467	.04	.035
*Altoona Mirror.....(E)	23,755	.06	.06	Philadelphia Record.....(M)	109,573	.25	.25
Bethlehem Globe.....(E)	7,295	.04	.04	Philadelphia Record.....(S)	117,132	.30	.30
*Chester Times and Republican				*Pittsburgh Dispatch.....(M)	56,178	.17	.15
(M&E)	15,216	.065	.05	*Pittsburgh Dispatch.....(S)	70,382	.22	.18
Coatesville Record.....(E)	5,267	.021	.021	Pittston Gazette.....(E)	3,847	.03	.025
Connellsville Courier.....(E)	5,182	.0179	.0179	*Pottsville Republican.....(E)	11,273	.055	.05
*Easton Express.....(E)	11,556	.04	.04	Scranton Republican.....(M)	31,153	.12	.10
Easton Free Press.....(E)	13,648	.05	.05	Scranton Times.....(E)	34,001	.12	.10
Erie Dispatch (M) Herald (E) (M&E)	17,667	.065	.065	*Sharon Herald.....(E)	4,821	.02	.02
Erie Dispatch-Herald.....(S)	12,518	.07	.07	Warren Mirror.....(E)	3,211	.0179	.0179
*Erie Times.....(E)	28,962	.08	.08	*Washington Observer & Reporter.....(M&E)	14,959	.06	.05
*Harrisburg Telegraph.....(E)	32,558	.095	.095	Wilkes-Barre Times-Leader.....(E)	18,037	.05	.05
*Lancaster Intelligencer and News-Journal.....(M&E)	26,266	.10	.10				

Government Statements, October 1, 1920.

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

Your Indiana Market

is more than a state 276 miles long and 140 miles wide. It is a live progressive and producing territory.

The Indiana people---2,930,390 of them---have homes of the American kind and each home is a market for American goods---daily newspaper advertising will reach each family.

The 205,126 farms produced a crop value of \$497,229,695. Corn led in value of crops with \$229,975,713; oats, \$42,023,780; wheat, \$98,101,056; hay and forage, \$79,894,640.

This is only part of the money that Indiana people have to spend. Indiana industries are large, the value of their products is over a billion dollars.

Get Indiana people interested in your product and one market problem will be solved.

Use this list:

	Circulation	Rate for 5,000 lines
*Crawfordsville Review (M)	4,003	.025
Decatur Democrat (E)	3,044	.025
Evansville Courier (M)	22,271	.05
Evansville Courier (S)	20,571	.05
*Fort Wayne Journal-Gazette. (M)	25,406	.07
*Fort Wayne Journal-Gazette. (S)	23,829	.07
†Fort Wayne News and Sentinel. (E)	33,313	.08
*Gary Evening Post (E)	6,095	.035
*Indianapolis News (E)	113,281	.20
LaPorte Herald (E)	3,605	.025
Richmond Palladium (E)	11,830	.05
South Bend News-Times (M)	10,264	16,894 .05
South Bend News-Times (E)	6,630	
South Bend Tribune (E)	16,261	.05
*Terre Haute Tribune. (E&S)	20,753	.06
*Vincennes Commercial (M&S)	4,064	.025

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

CUBA WANTS AMERICA AS BEST FRIEND

Editors Deeply Impressed By Hearty Reception From Outgoing and Incoming Governments—Finds Business Good—Mrs. Nevin Dies

The two hundred and twenty-five members of the National Editorial Association who recently were entertained in Havana by the government and newspapermen of Cuba, are back home with highly favorable impressions of the little Republic, according to Will Wilke, of Grey Eagle, Minn., past president of the N. E. A., and William J. Smith, editor of the Waukegan (Ill.) Sun, who were in New York several days this week on their way home. The editors spent March 26, 27 and 28 in Cuba, following their convention in Florida, Mr. Wilke being in charge of the party.

"We were all agreeably surprised with the conditions in Cuba and the cordial welcome extended to us," said Mr. Wilke. "Havana in general appearance proved to be far different from what most of us had imagined. There are many modern business buildings in use and numerous residences of the finest American type are under process of construction. Then, too, the city's park systems and boulevards far surpass those to be found anywhere in the United States. Business is thriving and the people want commerce with America more than with any other country in the world.

"We were given to understand that the purpose of our invitation was the Cuban people's desire to impress on the American people, through the press, that they want to continue their pleasant relations with us. They wanted to cement friendly relations and give the American editors a chance to observe personally the actual conditions in Cuba so that they may be able to correct from their own knowledge many false stories that are constantly being circulated in the United States by those whose interests in Cuba are not of the best. Our editorial observations will enable us to tell America the truth about Cuba more than anything else could have done.

"At the present time the largest part of the imports and exports of Cuba are with the United States and it is practically the only country in the world today whose money is on par with that

of the United States. American currency and paper money is used everywhere in Cuba.

"Present conditions in and the aspirations of Cuba for the future were beautifully outlined in one address to the editors by President-elect Zayas (since inaugurated President) when he said: 'Cuba has peace, Cuba wants peace, Cuba will maintain peace.'"

The editors' party, 225 strong, met at Key West, Fla., March 26 by commission appointed by Senor Augustin Pomares, president of the Association de Reporters de la Habana. The commission was headed by Senor Roberto Marsans of El Mundo. On arrival in Havana, they were met at the wharf by a band and other members of the reporters' Association and conveyed to the Hotel Plaza, where the finest rooms were placed at their disposal.

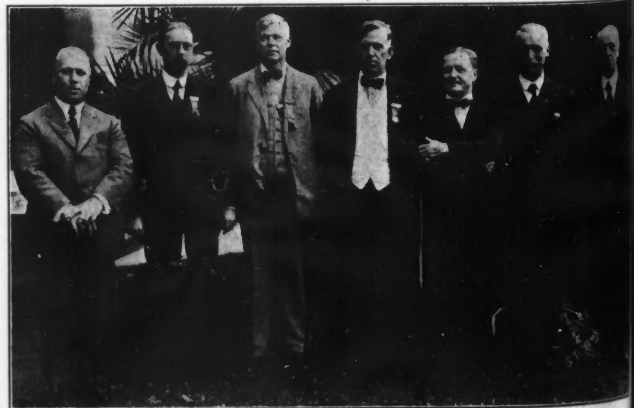
Immediately after lunch the entire party was received at the Palace by President, Gen. Mario G. Menocal, who shook hands with each person and welcomed them in English. In the afternoon the Cuba-America Jockey Club was host at the races and in the evening the Compania Nacional de Sports, S. furnished an exhibition of the famous Spanish game of Jai Alai.

Sunday morning the management of El Mundo gave a breakfast at the Hotel Inglaterra in honor of the visitors, immediately after which automobiles took the editors to a reception given in the honor by President-elect Zayas. Early Sunday afternoon the races were the chief entertainment, the Derby being the feature. The Tourist Association gave a banquet at the Casino de la Plaza in the evening, at which President Menocal was represented by his son, Senor Rafael Martinez Ybor, who acted as toastmaster. The speakers included President-elect Zayas of Cuba, President Will Wilke of the N. E. A. and R. L. McKinney of the Mail (Ga.) News.

Monday morning, the 28th, was free from formality. In the afternoon the editors were the guests of Hersey Sugar Plantation and were later entertained at an open air reception by the Young Men's Association of Havana at which President-elect Zayas was chief speaker. This concluded the official welcome. Freedom of the city was extended on the final night of the visit and the party left for home the morning of March 29.

Messrs. Wilke and Smith were especially high in their praise of the

FIVE PAST PRESIDENTS OF THE N. E. A.



* Snapped especially for Editor & Publisher at the annual convention of the association in Miami, Fla., left to right are: Will Wilke, Guy U. Hardy, H. C. Hotelling, George S. Hosmer, J. E. Junkin, Garry Willard and Dean Walter Williams.

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Standard
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† Sur
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and courtesies extended by the Peninsular & Occidental Steamship line, which took the party to and back from Cuba. Mr. Smith was much impressed with the automobile taxi service in Havana, and the fact that the finest American motor trucks and cars were found in use everywhere. He said many American cities could well take a lesson from Havana's regulation of taxi-service, which compels owners of cabs to keep their machines up to set standards of equipment and furnishings.

Mr. Wilke, who is the director of transportation for the World's Press Congress, to be held in Honolulu in October, brought back word with him that Dr. Zayas, the new president of Cuba, has promised that Cuba will be represented at the Congress.

When the N. E. A. party arrived back in Florida they were met by the sad news of the death of Mrs. C. E. Nevin, wife of the editor of the Laurel (Neb.) Advocate, who was taken ill in Daytona during the convention.

TRIBUTE TO MRS. NEVIN

Every Business Place in Laurel Closes on Day of Funeral

LAUREL, Neb., April 7.—Probably without parallel in Cedar County was the tribute of the entire Laurel community to the remains of Mrs. C. E. Nevin, wife of the editor of the Laurel Advocate, whose funeral was held here April 3. Mrs. Nevin died at Daytona, Fla., March 27. Every business place in town was closed during the funeral and less than a third of those who came to pay their last respects could crowd into the Methodist church. The pall bearers were selected from among the publishers of the

papers of this section and large delegations were present from as far away as Wakefield.

Mrs. Nevin was taken ill at Orlando, Fla., with ptomaine poisoning while attending the Florida convention of the National Editorial Association, with Mr. Nevin and their daughter, Hazel.

Mrs. Nevin (Cora Gertrude Hallet) was born at Waterloo, Ia., November 17, 1866. She was married to Mr. Nevin on May 3, 1896. On January 1, 1900, they came to Laurel where their united efforts made the Advocate one of the best known newspapers in northeast Nebraska.

FLORIDA EDITOR CHASED GLOOM

"Keep Mouth Turned Up" He Tells Readers During N. E. A. Visit

The editor of the De Funiak Springs (Fla.) Herald is a humorist. This fact was evident in the article he wrote announcing the coming of the National Editorial Association delegates who were to visit that city the following Tuesday. The concluding paragraph reads as follows:

"Put on your billed shirt next Tuesday and, for the love of Mike, avoid a funeral aspect as much as possible. Remember: We have buried Gloom, thereby gaining considerable notoriety of a good quality. Keep the corners of your mouth from turning downward and thus creating an impression in the minds of the visitors that old Gloom was related to every blessed citizen of the town. Look cheerful next Tuesday morning until after the visitors leave, even if it busts your biler and twists your differential around your vermiform appendix."

IOWA

Corn is Iowa's chief crop. This state is situated in the very heart of the corn belt and is *First* in total production with a tremendous yield of 416,000,000 bushels. The average corn production for each county is equal to the total production of the states of Massachusetts and Vermont combined.

The census figures of agriculture in Iowa give the value of all crops harvested in 1919 at \$890,391,299. Corn was valued at \$501,339,232. A figure much higher than was estimated.

Iowa people have money to spend. They are live; active, progressive people. Their home life is of the highest type and are exceptional prospects for advertised goods.

Iowa people can be reached through their daily newspapers. Do not hesitate to tell your story through this list of representative daily newspapers. They go into the home.

	Circulation	Rate for lines
Burlington Hawk-Eye	(M) 10,371	.035
Burlington Hawk-Eye	(S) 12,510	.035
*Cedar Rapids Gazette	(E) 17,567	.055
Council Bluffs Nonpareil	(E&S) 14,998	.05
Davenport Democrat & Leader	(E) 15,363	.05
Davenport Democrat & Leader	(S) 16,959	.06
*Davenport Times	(E) 23,626	.07
Des Moines Capital	(E) 53,850	.14
Des Moines Sunday Capital	(S) 37,935	.14
Des Moines Register and Tribune	(M&E) 109,523	.20
Des Moines Sunday Register	(S) 82,046	.20
†Iowa City Press-Citizen	(E) 7,397	.035
*Mason City Globe Gazette	(E) 9,516	.035
Muscatine Journal	(E) 8,057	.035
Ottumwa Courier	(E) 12,056	.05
Sioux City Journal	(M&E) 52,808	.11
Sioux City Journal	(S) 32,226	.11
*Waterloo Evening Courier	(E) 15,722	.05

Government Statements, October 1, 1920.

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

†Publishers' Statement.

NEW YORK LINEAGE LOSS ONLY 6.5 PER CENT DURING MARCH

NET loss of 938,538 lines, or 6½ per cent, is shown by comparative statistics on Greater New York newspaper advertising lineage for March issued this week by the New York Evening Post Statistical Department, the total for last month being 13,296,208 lines against 14,234,746 lines in March, 1920. Gains were made by the Brooklyn Eagle, New York Evening Journal, New York Evening Mail, New York Evening Post and New York Herald. More plentiful supplies of paper are indicated by the total of 12,228 pages printed in March this year against 11,626 pages last year, despite a decrease in lineage amounting to about 391 pages. The summarized totals for the month in 1921 and 1920 and during the years back to 1915 follow:

Pages	Percentage of total space	1921	1920	Gain	Loss
1921 1920					
942 892	American	856,818	999,846	143,028
1,050 1,034	Brooklyn Eagle	1,183,906	1,136,676	47,230
398 388	Brooklyn Times	273,268	289,918	16,650
740 372	*Commercial	267,868	294,350	26,482
496 462	*Evening Journal	999,764	881,622	118,142
562 544	*Evening Mail	582,872	565,832	17,040
596 578	*Evening Post	529,218	437,716	91,502
620 634	*Evening Sun	742,456	789,264	46,808
652 642	*Evening Telegram	568,682	685,804	117,122
494 568	*Evening World	890,608	911,514	20,906
922 898	*Globe	614,304	849,540	235,236
552	*Herald	1,052,778	1,011,764	41,014
646 656	*News (Tabloid)	182,184
1,292 1,288	Standard Union	638,376	755,974	117,598
864 900	Times	1,850,914	2,041,930	191,016
1,012 1,132	Tribune	800,714	904,524	103,810
	World	1,261,478	1,678,472	416,994
12,228 11,626	Totals	13,296,208	14,234,746	938,538

*No Sunday edition.

Comparative Totals, March 1921-1915

	1921	1920	1919	1918	1917	1916	1915	Net Loss
American	856,818	999,846	852,455	909,180	768,984	747,404	693,564
Brooklyn Eagle	1,183,906	1,136,676	913,611	764,292	766,125	815,824	737,911
Brooklyn Times	273,268	289,918
Commercial	267,868	294,350	173,462	159,061	148,986
Evening Journal	999,764	881,622	795,992	714,467	656,205	634,129	649,883
Evening Mail	582,872	565,832	298,044	413,440	432,709	395,107	431,274
Evening Post	529,218	437,716	353,048	366,601	359,929	318,451	292,382
Evening Sun	742,456	789,264	633,298	462,132	498,945	490,920	434,822
Evening Telegram	568,682	685,804	749,147	696,828	702,505	553,857	654,235
Evening World	890,608	911,514	583,580	459,122	456,005	451,754	513,043
Globe	614,304	849,540	661,570	433,295	523,751	565,074	498,895
Herald	1,052,778	1,011,764	738,272	628,140	651,691	584,134	663,100
News (Tabloid)	182,184
Standard Union	638,376	755,974	562,598	513,989	494,343	521,054	469,056
Sun	481,618	334,822	367,471	299,657	291,761
Times	1,850,914	2,041,930	1,491,791	1,208,648	1,022,046	908,137	802,074
Tribune	800,714	904,524	595,822	361,018	414,833	343,488	227,288
World	1,261,478	1,678,472	1,435,480	1,351,850	1,188,645	1,000,584	843,679
Totals	13,296,208	14,234,746	11,319,788	9,776,885	9,453,173	8,629,574	8,204,967

†Sun and Herald combined into Sun-Herald Feb. 1, 1920; name changed to Herald Oct. 1, 1920.
 † Figures not recorded.

TO REACH THE RICH
TRADE OF KANSAS

**Topeka
Daily Capital**

Sworn Government Report
for 6 Months ending Sept. 20, 1920

34,222

Its sales promotion department is
at the service of advertisers. And
it really promotes.

Arthur Capper

Member A. B. C. Publisher.

Advantage

Publication of news is not restricted,
but the element of reliability is given
when it is read in

The Pittsburgh Post

This atmosphere of dependability is
communicated to the advertising col-
umns of the paper which has served
and promoted the interests of Pittsburgh
for more than three-quarters of a
century.

DAILY AND SUNDAY

352,528

**The
New York Times**

The average net paid circulation of
The New York Times daily and Sun-
day, for six months ending March 31,
1921 (reported to the Post Office De-
partment April 1, 1921) was 352,528,
an increase of 9,975 in the last six
months.

The circulation of The New York
Times represents the largest and most
widely distributed group of intelligent
and discriminating readers ever as-
sembled by a newspaper.

Leased Wire Service
Foreign News Reports
"Pony" Services
Teletype Service
Mat and Mail Services

Speed—Reliability—Quality

**International News
Service**

10th floor, World Building,
New York

**"The African World"
&
"Cape-to-Cairo Express"**

Published every Saturday in
London.

SOLE AGENTS FOR UNITED
STATES

The World Wide Advertising
Corporation

No. 1 West Thirty-fourth St.,
NEW YORK CITY

GEORGE C. WALDO, SR., DEAD

Dean of Connecticut Editors Had Been
Newspaper Man 52 Years

(Special to EDITOR & PUBLISHER)

Fifty-two years a newspaper man,
dean of Connecticut editors, George
Curtis Waldo, Sr., father of George C.
Waldo, Jr., managing editor of the
Bridgeport (Conn.) Post and one of its
publishers, died April 2 at the age of
84 years. Except for several years in
the study of law and medicine and ser-
vice in the Civil War, Mr. Waldo was
in the newspaper field from 1867 to
1919. He became reporter and city ed-
itor of the Bridgeport Standard. Two
years later he became associate editor
with the late John D. Candee, succeed-
ing him as editor-in-chief and president
of the Standard Association in 1888. The
paper was discontinued January 1, 1919.

Mr. Waldo did not cease writing but
contributed a "Forty Years Ago" daily
column for the Bridgeport Telegram
until a few weeks before he died. A
Republican, Mr. Waldo refrained from
public office except service on local state
boards and commissions. He was a
graduate of Tufts College, class of 1860
with Bachelor of Arts degree and in
1900 had the honorary degree of Litt.D.
conferred upon him. Two sons and one
daughter survive.

Obituary

SIR MAITLAND PARK, LL.D., former
editor of the Allahabad (India) Pion-
eer, and of the Cape Times, died in
Cape Town, Africa, recently. He had
been editor of the Cape Times since
1902 and was chairman of the Cape Col-
ony Society of Journalists and chair-
man of the South African delegation to
the Imperial Press Conference in Eng-
land in 1909. He was in his sixtieth
year.

HENRY B. TERRELL, president of the
Terrell Publishing Company, which pub-
lishes a string of country newspapers in
Texas, died in San Antonio.

Editors of the various papers which
Mr. Terrell owned acted as active pall-
bearers, while the honorary pall bearers
included most of the state officials.

MRS. MARY BATTERMAN, mother of
Mrs. Ralph H. Booth, wife of the pub-
lisher of the Booth dailies in Michigan,
is dead in Detroit. She was 64 years old.

C. F. BENNER, aged 62, assistant post-
master of Newton, Kan., dropped dead
in a Newton bank. He leaves two sons,
Amurice F. Benfer, telegraph editor of
the Wichita Beacon, and Henry Benfer,
an artist on the Beacon Staff.

BENJAMIN HELLMAN, aged 68, father
of Jack Hellman, associate sporting ed-
itor of the Kansas City Post, and Sam
Hellman, formerly of the St. Louis Re-
public and other St. Louis papers, died
in a Kansas City Hospital recently.

WILLIAM HOSICK, aged 68, former
postmaster of Mineral City, Ohio, died
April 2. For many years he owned and
edited the Mineral City Pointer.

HAROLD SOULE, aged 26, recently, a
member of the St. Paul Daily News
editorial staff, is dead in Minneapolis
after an illness of eighteen months from
complications following an attack of in-
fluenza and pneumonia. Mr. Soule was
a graduate of the University of Minne-
sota and a sub-editor of the Minnesota
Daily, the university students' paper, in
his college days and after graduation
entered the professional field.

WARREN CHENEY, newspaper man, au-
thor and realty broker, died in Berkeley,
Cal., recently. He was once editor and
owner of the Overland monthly and was
a special correspondent in the Balkans
in 1883-4.

MRS. KATHERINE JENKINS SMITH,
wife of David B. Smith, treasurer of the
Newspaper Printing Company, which
publishes the Pittsburgh Gazette-Times
and the Chronicle-Telegraph, is dead
after a brief illness.

PROF. DENNIS O'SULLIVAN until a year
ago dean of the faculty of the Philadel-
phia Catholic High Schools and father
of Frank O'Sullivan, a member of the
Philadelphia Record staff died April 1.

CHARLES WILBERFORCE AMES, a pub-
lisher of law books and at one time an
associate editor of the Christian Register
of Boston, died April 3, in Minneapolis,
where for the past twenty years he had
been president of the West Publishing
Company.

IRA K. MORRIS, for many years con-
nected with Staten Island (N. Y.)
newspapers, died April 3, aged 75 years.
He was a former editor of the Rich-
mond County Sentinel and the Gazette
and lately had been on the staff of the
Staten Islander. Mr. Morris was the
author of "The History of Staten
Island."

GEORGE M. MIFFLIN, president of the
Houghton-Mifflin Company, publishers,
died in Boston, April 5.

HARVEY NELSON BARRY, business man-
ager of the Farmers' Sun, the organ of
the U. F. O. Government in Ontario,
died in Toronto, after a long illness,
aged 60. The late Mr. Barry came to
Toronto about twenty years ago, and
joined the staff of the then Weekly Sun.

Where the Five Cent Paper Goes

The story comes from Montreal that
when J. R. Booth, the Ottawa paper
manufacturer recently announced that
he would sell his newsprint output at \$100
a ton, a representative of the Canadian
Pulp & Paper Association at once made
a contract to take it. Now, it is asked,
what paper mill will be the next to re-
peat the challenge and induce the as-
sociation to silence it and to guarantee
the sale of its output for the rest of the
year. Several mills, it is said, are likely
to follow suit and there may even be
some competition for first place.

Riordon Earnings \$4,642,630

Earnings of the Riordon Pulp &
Paper Company, for the six months end-
ing June 30, 1920, and those of the new
operating company from that date to
December 31, 1921 totalled \$4,642,630,
it was reported by the directors at a recent
meeting in Montreal. Amount available
for dividends, after deducting taxes, is
\$3,070,370, of which \$480,000 was de-
ducted for dividends on the outstanding
preferred stock. The annual meeting
of the company will be held April 21.

Bond Issue for Brompton

Shareholders of the Brompton Pulp
& Paper Company, Ltd., at a recent
meeting in Montreal, approved the pro-
posals of the directors regarding the
creation of a new issue of \$3,000,000
eight per cent convertible bonds, which
carry the right of conversion into the
common stock of the company on the
basis of two no-par-value shares for
each \$100 bond.

St. Croix Mill Cuts Hours

The schedule of hours has been cur-
tailed by the St. Croix Paper Company,
Woodland, Me., for the first time since
its plant was built 15 years ago. Opera-
tion of the sulphite pulp department will
be suspended indefinitely. The ground
pulp department and paper mill will be
operated four days a week. The mill
makes newsprint paper.



**THE WORLDS
ARE NEW YORK'S
NEWSPAPERS**

and sell the most pres-
tige, and the most circula-
tion for the least money.

**THE MORRISTOWN TENN.
EVENING MAIL**

a live daily newspaper in a progressive
and prosperous city.
Morristown has many industries. One
of the largest wagon manufacturing
concerns in the South is located here.
It is also largest poultry and egg center
in the entire South.

Use the EVENING MAIL and cover
thoroughly this worth-while territory.

Represented by

FROST, LANDIS & KOHN
Chicago New York Atlanta

**Perth Amboy
NEW JERSEY**

One of the leading industrial
centers of the East. Fully cov-
ered by the

Evening News

F. R. NORTHRUP

Foreign Representative
303 FIFTH AVE., NEW YORK CITY

FOR IMMEDIATE SERIAL RELEASE

ATLANTIDA

By PIERRE BENOIT

The story that won the
GRAND PRIX
of five thousand francs as the
BEST ROMANTIC NOVEL
of the year

Wire for Option

McClure Newspaper Syndicate
373 Fourth Avenue New York City

THE
**NEW YORK
EVENING
JOURNAL**

has the largest
circulation of
any daily news-
paper in Amer-
ica.

The Detroit News

THE Detroit Sunday News carried the most Sunday advertising in Detroit during 1920 despite the embargo it was compelled to place on full pages during the Spring of 1920. A 38% lead in total circulation and 76% lead in city circulation are potent reasons.

NOTES OF ASSOCIATIONS AND CLUBS

"Financing an Advertising Campaign," was the subject of an illuminating talk given last week by A. Lincoln Hall, an instructor in the Wharton School of the University of Pennsylvania, before the members of the Philadelphia Club of Advertising Women, at that organization's monthly meeting at the Bellevue-Stratford. The first step in a really sane advertising campaign, Mr. Hall pointed out, consisted in first buying advertising in a limited territory and then building up the trade in that territory. After that the territory should be expanded step by step and this process carried on indefinitely, each advance in the advertising paying for itself.

The Charleston (W. Va.) Advertising Club has elected the following officers: President, Jesse H. Whiteley; vice-president, Homer H. Seay; secretary, Thomas D. Mays; treasurer, P. J. Canova.

The first Hebrew press association in the country was formed March 27, at the 33rd annual meeting of the Jewish Publication Society of America, in Philadelphia. Simon Miller, newly-elected president, stated in his address that the society now has more than 17,000 members and has distributed more than 1,750,000 copies of the 120 publications issued. He spoke of the successful conclusion of a new translation of the Bible which, he said "is more and more being recognized as the best English translation, not only by Jews but by Gentiles as well." These officers were elected in addition to President Miller: First Vice-President, Ex-Ambassador Abram I. Elkus, New York; second vice-president, Judge Horace Stern, Philadelphia; treasurer, I. George Dobseavage, New York; editor, Dr. D. Halpen of Philadelphia; trustees, Henry Fernberger, Joseph H. Hagedorn, Judge Horace Stern, all of Philadelphia; S. Charles Lampont and Cyrus L. Sulzberger, both of New York City and Seligman J. Strauss of Wilkes-Barre.

The speaker before the Poor Richard Club, Philadelphia, last week was Charles E. Mercer who explained to the Poor Richardites one of the latest inventions in the movie field—a disk film on which—unlike the long tape film—the pictures are arranged in concentric circles, the projector moving over the film very much as does the sound box of a talking machine over the record. It is claimed that this invention is going to develop big advertising possibilities.

The annual election of officers of The Poor Richard Club will be held on Monday, May 16, and the new officers will be inaugurated early in July.

The Georgia Press Association plans to shortly begin publication of its new monthly official organ to be known as the Georgia Publisher. Plans for the annual convention in July at Washington, Ga., will include an outing at Augusta, Savannah and Tybee island.

Publishers of 25 newspapers in western Massachusetts and southern Vermont recently met at Greenfield, Mass., at the invitation of Hon. J. W. Haigis, publisher of the Greenfield Recorder, and approved the formation of a press association. A committee to arrange the details for another meeting was named, composed of John W. Haigis and H. A. Dudman of Greenfield, John S. Whitman of Orange, and F. E. Howe of Bennington, Vt.

Plans for the annual outing of Minnesota editors, publishers and newspapermen, just announced by H. P. Phillips, president of the Northern Minnesota Editorial Association, make Duluth headquarters with steamboat, automobile and rail side trips to points on the Great Lakes and Iron Range. The outing will be July 21-24. There will be a banquet the night of July 24 at the Duluth Commercial Club. Senator Fred D. Vibert, editor of the Cloquet Pine Knot, will be host to the visitors July 22, when they are to be taken to Jay Cook park and other places of interest in that community. Mining towns will be visited July 23 and the lake and river excursion will be July 24.

The fifth annual short course for Minnesota editors will be held at the University Farm school, St. Paul, on May 5, 6 and 7. W. P. Kirkwood, editor of publications at the Minnesota College of Agriculture and head of the department of the school of journalism of the University of Minnesota, will be in charge. Bristow Adams, of Cornell University, will speak of "The Necessity of Country Newspapers in Community Building. Dr. C. A. Prosser, of Dunwoody Institute, Minneapolis, will give an address of "The Duty of an Editor to His Profession." The Twin City daily papers will entertain the editors.

The executive committee of the Minnesota Editorial Association at a meeting in St. Paul adopted a resolution urging a legislative appropriation of \$100,000 for the immediate improvement of State Fair buildings to insure the holding of the National Dairy Show in St. Paul next fall.

The convention board of the Atlanta Advertising Club at a recent meeting adopted resolutions disapproving the distribution of any special edition of books or any other literature which contains display advertising, and which might otherwise be distributed in Atlanta before or during the annual convention here in June of the Associated Advertising Clubs of the World.

The National Association of Teachers of Advertising will hold a joint meeting with the Association of Collegiate Schools of Business at the University of Pittsburgh, May 5-7.

The next semi-annual meeting of the Association of National Advertisers will be held in Atlantic City from May 12 to 14. Headquarters will be at the Hotel Traymore.

The Typotheta of Philadelphia moved into new quarters, 925 Walnut street this week. The Typotheta will occupy the second and third floors of the building.

The next meeting of the Advertising Men's American Legion Post will be at the Advertising Club of New York, 47 East 25th Street, Wednesday evening, April 13. H. B. Le Quatte of Street & Finney will deliver an illustrated lecture entitled "Taking the Guess out of Advertising." On Saturday, April 23, the post will hold its first dance at the Advertising Club. W. A. Moorehouse, 6 East 39th Street, is post adjutant. Efforts are being made all New York ex-service men in advertising join the post.

Goes to Biddle Agency

Malcolm Moore, formerly with the Blaisdell Pencil Company, Philadelphia, and before that time with the F. Wallis Armstrong Company, has joined the Biddle Agency, of Philadelphia.

The Mount Vernon, N. Y. DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County.

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK



The PLAIN DEALERS MARKET

is all of N. Ohio

The Plain Dealer
Cleveland

IN NEW ORLEANS IT'S—

THE NEW ORLEANS ITEM

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.

The Family Income Over \$3,000.00

In Buffalo the percentage of families with incomes over \$3,000.00 is six times greater than the average for United States.

Buffalo Evening News reaches 95 per cent of the families with \$3,000.00 income or over. It reaches 80 per cent of the English reading families in the Buffalo market.

KELLY SMITH CO.
Foreign Representatives

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

OF THE SHAFER GROUP

The Louisville Herald led the other Louisville morning newspaper in local display advertising for the year of 1920 by 182,991 agate lines. Local advertisers know local values.

THE LOUISVILLE HERALD

Kentucky's Greatest Newspaper

OF NEWSPAPERS

Few Papers—(if any)—surpass the
TRENTON NEW JERSEY TIMES
AS
A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.

Wednesdays and Sundays four auto pages. Tuesday, Music Page. Circulation 26,647. Member A. B. C.

KELLY-SMITH CO.
Marbridge Bldg. Lytton Bldg.
New York Chicago

The **Pittsburg Press**
Daily and Sunday
Has the Largest

CIRCULATION IN PITTSBURG

MEMBER A. B. C.

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

Famous Wits of History

A short magazine page feature twice a week.

NEWSPAPER FEATURE SERVICE

241 W. 58th ST., NEW YORK

NO WISCONSIN PRINTERY

**Legislature Again Kills Proposition—
Interesting Facts Developed**
(Special to Editor & Publisher)

MADISON, Wis.—The Assembly, 58 to 35, has voted to kill a proposition for the state to establish its own printery. A similar movement has failed at each succeeding legislature for perhaps 20 years. State printing is done in many plants over the commonwealth, but mostly here. It was shown that a state plant would cost about \$300,000 to execute about \$150,000 worth of printing and that it would be measurably idle more than half the time,—going full only while the legislature was in session biennially.

There are only three state printeries in the United States—in California, Nevada and Kansas. Maine abolished its printery in 1905. The Government printshop at Washington is said to have cost \$10,000,000 and the gross expenditure for the last fiscal year was over \$13,000,000 as reported by Public

Printer Ford. This printery is altogether the greatest in the world, and printing in it is said to cost from 1½ to 10 times as much as in private shops.

Gov. Budd, some years ago, vetoed the appropriation for the California office and it was closed 18 months.

Dual Plants for Toronto Telegram

TORONTO, April 5.—To expedite distribution, the Evening Telegram began today publishing part of each edition in a branch plant four miles from the main office in the congested centre of the city. The branch turned out paper simultaneously with headquarters. All the copy was edited and set in the main plant and the pages stereotyped before being rushed to the uptown branch.

Slander Verdicts Reduced

WORCESTER, Mass.—Attachments in four suits brought by Louis Pilat against merchants and newspaper publishers of Palmer, Mass., have been substantially reduced in amounts by order of Judge Callahan, in the Superior

Court. That against Louis E. Chandler, for an alleged libelous article in the Palmer Journal, was reduced from \$10,000 to \$2,500. The suits grew out of the arrest of Pilat in Palmer, in connection with an advertising proposition, whereby Pilat was to place advertisements of local merchants in the offices of a Palmer hotel.

Phone from U. S. to Cuba

Formal opening of telephone communication between the United States and Cuba will be staged at the Pan-American Union Building in Washington at 5.15 P. M. on April 11, under the auspices of the National Press Club. Speakers include President Harding, Secretaries Hughes and Mellon, the Cuban Minister, Commissioner Rudolph and Col. Carey.

To Succeed Gov. Allen

Hutchinson, Kan.—William Y. Morgan, editor of the Hutchinson (Kan.) News, and Judge Clyde M. Read, editor of the Parsons Sun, are prominently mentioned as candidates to succeed

Henry J. Allen, editor of the Wichita Beacon, as Governor of Kansas. Mr. Morgan is a former lieutenant governor and Judge Reed is a member of the new State Public Utilities Commission.

Ad Label Company Incorporated

The National Advertising Label Company is a new New York State corporation, with headquarters at 165 Broadway, New York City. The founders are M. Van Allen, E. M. Wills and W. C. Mayer.

Rimersburg Gazette Office Burned

PITTSBURGH.—Offices of the Rimersburg (Pa.) Gazette were destroyed by fire last week. The paper will be suspended until a new shop is built and equipped. Loss was partly covered.

Wants Anti-Fraud Ad Law

PHILADELPHIA.—The board of directors of the Chamber of Commerce has passed a resolution urging the State Legislature to enact legislation against fraudulent advertising.

**SUPPLIES and EQUIPMENT
FOR NEWSPAPER MAKING**

NEWSPRINT

Publishers by placing their orders with us can rest assured of satisfaction in quality, shipments as promised at prices that warrant our being favored with the business.

Before contracting ASK

J. & J. SCOTT, Ltd.
Pulp & Paper
33 W. 42nd St., New York City
Phone Vanderbilt 1057

**For Prompt Service
TYPE
Printers' Supplies
Machinery**

In Stock for Immediate Shipment by Selling Houses conveniently located
"American Type the Best in Any Case"

**AMERICAN
TYPE FOUNDERS CO.**

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

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

FOR SALE

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22¾".

This Press May Suit You.

WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

FOR SALE

- One Model A Intertype\$2,000
 - One Model B Intertype\$2,500
- (INCLUDING MATRICES)

**BOTH IN PERFECT CONDITION
PURCHASED NEW IN 1915**

THE ARGUS COMPANY
ALBANY, N. Y.

Printers' Outfitters

Printing Plants and Business bought and sold, American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale

One fully equipped matrix roller, in perfect condition. Will sell reasonable. The Beacon Journal Company, Akron, Ohio.

For Sale

Eight-page Cox Duplex flat-bed press; in fine condition; now running; putting in large press. The Eagle, Enid, Okla.

For Sale

Double steam table and boiler, complete with gauges and piping; shaver for type high lift cast; wire stitcher, strong heavy design; in good condition. Courier News, Plainfield, N. J.

BANKRUPT SALE

Of plant and assets of Record Publishing Corporation. Pursuant to authority of a decree entered into by the District Court of the United States for the Eastern District of Virginia, on the 21st day of March, 1921, in the matter of Record Publishing Corporation, Bankrupt, the undersigned will offer for sale, at Public Auction, to the highest bidder, free and clear of all liens and encumbrances, in front of the premises, 211 Twenty-fifth street heretofore occupied by Record Publishing Corporation as a place of business, in the City of Newport News, Virginia, on Friday, April 22, 1921, at 10 o'clock a.m., the following property of said Bankrupt Corporation, to-wit:

- (1) Newspaper and printing plant and equipment, including 16-page Scott Press, four linotypes, furniture and fixtures.
- (2) Two (2) Lots of land located in Post Place, Elizabeth City County, Virginia.
- (3) All accounts due said Bankrupt Estate by Sundry parties.

Terms: Cash.
For further information apply to Wm. C. Stuart, Attorney for Trustee.
FRED H. SKINNER, Trustee in Bankruptcy

**Take It To
POWERS**

**Open 24 Hours out of 24
The Fastest Engravers on
the Earth**

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

FOR SALE

Two four-deck
Potter Printing Presses

complete with Cutler-Hammer Control, extra rollers, motors, etc., all in splendid running condition. Presses print 7 columns 20 inches up to 32 pages with one set of plates.

also

Complete Stereotype Equipment
chases, etc., of corresponding size and all in A-1 condition.
Will be sold reasonably, immediate delivery to make room for our new plant.

THE DULUTH HERALD
DULUTH :: :: MINN.

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LISHER,

Introduction to Employer and Employee

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Contest Features

And many other good ones that I have sold. Live wire salesman and copy writer is ready to build up your local advertising; age 31, married, with over ten years' selling experience; an aggressive organization who is determined to make 1921 a big year on local advertising will find it to their advantage to communicate with Box C-965, Care Editor & Publisher.

Advertising Solicitor and Service Man

Able to get and hold business; have handled general line of copy and service work; 30 years old; want place with a paper of 10,000 and up; eight years' experience; at present employed and will come on short notice. Address Box C-949, Care Editor & Publisher.

Business or General Manager

Capable, thoroughly experienced result producing all round newspaper man, aggressive, good executive, one who understands business, advertising, circulation, and mechanical detail thoroughly of both small and metropolitan dailies, desires position as General Manager or Business Manager of real live daily. Best of references. Now employed. Address Box C-901, Care Editor & Publisher.

Advertising Manager

On a live paper of 40,000 circulation, wants new connection. Fourteen years' newspaper advertising experience, three years in present position, with record of 300 per cent increase in advertising earnings. Not a whirlwind, but steady worker, organizer and promoter. Can give best references. Married. Available on short notice. Address Box C-972, Care Editor & Publisher.

Editor

Several years' metropolitan experience, now in responsible position on leading New York City daily, desires managing editorship in city of 75,000 or over. Capable of assuming full charge of news department. Age 30, married. College man. Chance for development and ambition. Change in two months. Address Box C-971, Care Editor & Publisher.

Editorial Writer

Paragrapher, humor columnist—seeks connection with strong organization; have had executive experience. Address Box C-943, Care Editor & Publisher.

Classified Manager

With five years' experience, now employed, desires to make change; reason: have been in special classified promotion work for past year and would like permanent connection; two years on metropolitan paper, three years on smaller papers; capable of directing classified promotion on several papers; can furnish references as to ability, etc. Address Box C-970, Care Editor & Publisher.

Circulation Manager

A circulation man schooled in all departments and familiar with practically all distribution systems; good organizer and exceptional promoter; gilt-edged reference; 27 years old; married; engaged at present; reason for leaving present position, dissatisfied; can furnish all references from present employer. Address Box C-952, Care Editor & Publisher.

Editor

Editor of largest trade journal of kind (Chicago), highly experienced in most phases of publication, including those of daily newspapers, magazines and "house organs," desires change; salary \$5,000 annually. Address Box C-968, Care Editor & Publisher.

Steady Sports Writer

Energetic, thoroughly experienced reporter capable of handling all kinds of sports, seeks desk position or general assignments; unmarried, 30, record best evidence of dependability; employed three places in 12 years. Address Box 185, Jackson, Mich.

Situation Wanted

Staff position on small or medium-sized town daily in East, South or Middle West is desired by university graduate having two years' experience, reportorial and editorial, on New York and Philadelphia dailies; applicant is hard and persistent worker, twenty-three, unmarried, and anxious to make permanent connection. Address Box C-957, Care Editor & Publisher.

Situation Wanted

New York newspaper woman wants position outside of city. Several years of intensive experience, including news, feature and editorial work for syndicates, international wire agency, individual papers and magazines. Ability to get the interviews that "aren't granted." Written with a snap. Sunday supplement stuff specially. Also professional juvenile and woman's editorial writer. College graduate. Will accept lower salary. Motive, change. Box C-958, Care Editor & Publisher.

Telegraph Editor and Copy Reader

Young man desires position on New England paper, afternoon preferred; ambitious, conscientious, hard worker; eight years experience. Address Box C-967, care of Editor & Publisher.

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

This Advertising Man

can sell space because he combines ideas and copy with clear artistic layout. Makes "on-the-spot" layouts for advertisers or can sense the other staff solicitors' needs and supply them also. New York or Chicago newspaper service departments preferred. Address Box C-974, Care Editor & Publisher.

HELP WANTED

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

Help Wanted

Foreman mailing room by morning paper about 60,000 daily and Sunday, 150,000—weekly. Must be sober, reliable, expert in handling men, and will at all times conduct the affairs of the mailing room in the interest of the management and co-operate with same. Correspondence confidential; give references and state experience. Address Box C-928, Care Editor & Publisher.

Young Man

Wanted—Young, energetic American as salesman of newspaper supplies; without necessarily any sales experience, but with good appearance and preferably a working knowledge of the paper or publishing business; excellent future for the right man. Address Box C-954, Editor & Publisher.

Classified Manager

Wanted for newspaper in one of the larger mid-western cities. Prefer a man who has been acting as assistant manager and who desires the opportunity to demonstrate his ability as a producer and executive. Address, stating experience, reference and salary, Box C-942, Care Editor & Publisher.

We Connect the Wires

Bringing into quick communication the employer and the position seeker in the Advertising, Printing and Publishing field, east, south and west. Our lists include men and women fitted for positions up to the highest responsibility, with newspapers, class journals, advertising agencies and the publicity departments of mercantile and manufacturing concerns. No charge is made to employers; registration is free. Established 1898. Fernald's Exchange, Inc., Third National Bank Bldg., Springfield, Mass.

Salesman

for printing and typesetting machinery. Territory eastern part of the United States. Salary and commission. Excellent opportunity. Give age and experience. Box C-960, Care Editor & Publisher.

BUSINESS OPPORTUNITIES

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

Wanted to Buy

Interest in evening paper, preferably in Pennsylvania, Ohio or New Jersey, and take charge of advertising and business management; am now business manager of large, successful newspaper. State salary, prospects and details. Address Box C-926, Care Editor & Publisher.

Opportunity

New afternoon daily in excellent growing city in central state desires advertising, business, job managers and desk men who can invest. State amount, references, qualifications. Wonderful field. Box C-956, Care Editor & Publisher.

Business Opportunity

Business man desires to lease city or country newspaper; 10 per cent on investment guaranteed; can produce results. Box 321, Burlington, Vt.

CORRESPONDENTS

AND FEATURE STORY WRITERS

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

Experienced Newspaperman

Desires to cover the Chicago territory for limited number of publications as special correspondent. Harry Miller, 2252 Madison avenue, Chicago, Ill.

NOTICES

50c A LINE for advertisements under this classification. Cash with order.

INTERNATIONAL PAPER COMPANY

New York, March 30, 1921. The Board of Directors have declared a regular quarterly dividend of one and one-half per cent. (1 1/2%) on the preferred capital stock of this Company, payable April 15, 1921, to preferred stockholders of record at the close of business April 8, 1921.

OWEN SHEPHERD, Treasurer.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF

EDITOR AND PUBLISHER

published weekly at New York, N. Y., for April 1, 1921.

State of New York, County of New York, ss.:

Before me, a Notary Public in and for the State and County aforesaid, personally appeared James W. Brown, who having been duly sworn according to law, deposes and says that he is the editor of EDITOR AND PUBLISHER, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher, The Editor and Publisher Co., 63 Park Row, New York, N. Y.
Editor, James W. Brown, 234 Valentine Lane, Yonkers, N. Y.
Managing Editor, John F. Redmond, 642 West 158th Street, New York City
General Manager, J. W. Ferguson, 611 West 176th Street, New York, N. Y.
Business Manager, Fenton Dowling, 447 East 4th Street, Brooklyn, N. Y.

2. That the owners are:

THE EDITOR AND PUBLISHER CO., 63 Park Row, N. Y. City; James W. Brown, 234 Valentine Lane, Yonkers, N. Y.; Edwin D. De Witt, 37 So. Maple Ave., Orange, N. J.; T. J. Keenan, Keenan Bldg., Pittsburgh, Pa.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities, are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona-fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds, or other securities than as so stated by him.

JAMES W. BROWN.

Sworn to and subscribed before me this 30th day of March, 1921.

E. A. PRATT.

(My commission expires March 30, 1922.)

Deferred Cablegrams Resumed

The Western Union Telegraph Company resumed, April 9, deferred cable service to Europe and the British Isles, which has been suspended since September, 1918. This is a half rate service for messages in plain language. Deferred cablegrams must bear a prefix to indicate their special character and are sent in the order in which they are received, being deferred only in favor of full rate messages that are in course of transmission.

M. & O. Cuts Paper Price to \$113

MINNEAPOLIS, April 5.—Directors of the Minnesota & Ontario Paper Company today announced a further reduction of \$17 a ton on newsprint paper to publishers. This concession, together with that of \$8 per ton made on January 1, reduces the price from \$138, as fixed by contract until July 1 next, to \$113 per ton for the next three months.

New Artists' Association

The Lindsay Association of Artists has been incorporated by F. F. and C. M. Lindsay and T. J. Peters to conduct an advertising service business at 1475 Broadway, New York. Capital stock is \$10,000.

Wright Agency Moves

PITTSBURGH, Pa.—The Wright Advertising Company moved on May 1 from the Union Arcade to the Fidelity Building, 341 Fourth avenue.

\$50,000 Cash

for first payment on an attractive daily newspaper property. Eastern locations preferred. Proposition V. P.

Charles M. Palmer

NEWSPAPER PROPERTIES

225 Fifth Ave., New York

\$50,000.00

We have customer with above amount available in cash, as first payment on substantial, net earning EVENING NEWSPAPER. Prefer Middle Atlantic or Southern State. Correspondence confidential.

HARWELL & CANNON

Newspaper and Magazine Properties

Times Bldg. New York

16-PAGE HOE PRESS

FOR SALE—Two decks, two plates wide. Either 7 or 8 columns. Color attachment. Type column 21 3/4 in. Folder does half section and either inserts or collects in two sections. Equipment includes extra roller stocks, 2 extra spindles, hoist, 1 Westinghouse 15 h. p. A. C. motor. Stereotype equipment includes 7 or 8 columns Casting Box, Trimmer, Shaver and Tail Cutter. Price, \$7,500, f.o.b., tor quick sale.

SOUTHERN PUBLISHERS EXCHANGE,

Incorporated

Newspaper Properties and Equipment

12 North 9th St. P. O. Box 1597

Richmond, Virginia

Author Wins Six Cents Damages

A verdict of six cents damages was given, on April 5, by a jury before Supreme Court Justice McAvoy in New York in a suit of Alleyne Ireland, one-time secretary to the late Joseph Pulitzer, against the owners of the Chicago Evening Post because of a criticism of Mr. Ireland's book, "Joseph Pulitzer: Reminiscences of a Secretary." Mr. Ireland sued because the criticism referred to him as an "anonymous" author and because it was stated that Mr. Ireland had drawn upon his imagination in writing the book, "because no man could be so degraded as to submit to the experiences he described."

Canada May Tax U. S. Publications

OTTAWA, Ont., April 5.—While no definite announcement on the subject can be expected until the Budget is brought down in the House of Commons, it is generally expected in well-informed circles that the various means of obtaining revenue will include some form of taxation upon United States' magazines entering Canada. The latest suggested method is the imposition of a tax on advertising in all publications imported into the Dominion from the States.

Papers Raising Enforcement Fund

FORT WORTH, Tex.—The Fort Worth Tribune, an all-church paper, recently established in Fort Worth, has made an offer to raise a fund of \$10,000 to \$25,000 to finance a drive for law enforcement. City and county officers have said that their inability to enforce the laws and maintain order is due primarily to lack of funds.

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

FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it **FIRST IN AMERICA** among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill.
Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

New York American

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

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 Day
דער ווארײט

The National Jewish Daily

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

The Pittsburg Dispatch

the same year in and year out!

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

PROMOTION IDEAS

The Oakland (Cal.) Tribune Year-book, just off the press, is a splendid piece of promotional literature in the interest of the Eastbay district. It consists of 114 pages, with cover in three colors, full of vital information for everyone who wants to do business or has an interest in Alameda County. The feature is a statistical, industrial and market survey by Harry A. Laffer. Paul Goldsmith directed the editorial work. The work is the product of the Tribune plant in its entirety. A photograph of Mrs. Jack London, horseback riding, is the central figure of the colored cover from a snapshot made by a Tribune photographer on the famous London ranch.

The Brooklyn Daily Eagle will this year organize a tour to the Hawaiian Islands to dedicate the Hawaiian National Park created recently by act of Congress. The park will be turned over to the people in June by the ceremonies in which the Eagle party will participate. The party, which is being organized at the invitation of Secretary of the Interior Fall, will leave Baltimore June 1, and touch at Havana, Panama, Los Angeles and San Francisco before arriving at Honolulu. It will return by the northwestern route, stopping at various national parks, Portland, Wenatchee, Wash., Minot, N. D., Minneapolis and St. Paul, Madison and Milwaukee, Wis., reaching Brooklyn, July 23.

A beautifully printed booklet entitled "The Twin High Spots in New England Journalism" has just been issued by the Boston Post—referring to the Daily Post and the Sunday Post. It gives a complete analysis of circulation and the other factors which were responsible for enabling the Post to set a new American record of printing 5,135,966 lines of national advertising in 1920. The producers of the work are deserving of the highest compliments.

The Dallas Journal, published by A. H. Belo & Co., is offering cash prizes of \$50 for the person who submits the slogan selected for use by the Dallas Retail Merchants Association for advertising purposes.

Model stores, containing every well known brand of household commodity, have been placed in every public school in Wichita, Kan., by the Eagle's advertising department. Aluminum "money" in negotiable denominations was furnished by a local dry goods house and children in the lower grades make change and learn their arithmetic lessons in addition to becoming familiar with the trade names of advertised goods.

The St. Paul (Minn.) Daily News offers a cash prize for the boy or girl sending in the longest list of small words made out of the word "miscellaneous."

One thousand four hundred and forty inches of advertising was secured between March 4 and March 31, by the (Wash.) Daily World through a "buy now" campaign, in which 24 advertisements, 15 inches on four columns each, were paid for by the local merchants and devoted to prosperity copy over the signature of the Aberdeen Chamber of Commerce. Stores paid for an amount of space in the campaign according to their volume of business, the largest merchants giving 100 inches. Each merchant was billed for the space at his contract rate. Six pieces of copy were used as samples in selling the campaign, the selling talk being based on the premise that people are not buying be-

cause they expect further cuts in prices. It was pointed out to the business men that the public must be convinced that it was to their self-interest to buy now and to talk buying now in order to keep factories operating and pay checks circulating. In the copy, clippings from other newspapers were used to show that declining market days are over.

The St. Paul (Minn.) Dispatch and Pioneer-Press have organized what is called a Flying Circus, consisting of a number of airplanes with aviators who perform all sorts of daredevil stunts in air. The circus will make the rounds of county fairs in Minnesota next fall, its services being gratuitous.

REACH MEXICANS THROUGH ADS

Massachusetts Trade Delegation Uses Papers to Make Connection

(Special to EDITOR & PUBLISHER)

Copies of El Universal and other newspapers of Mexico City and other important trade centers of Mexico, received at Dallas, show that the long ceremonial connected with opening business relations between foreign houses and the Mexican houses is being attacked by the Associated Industries of Massachusetts from a new angle—advertising.

An excursion of Massachusetts business men to Mexico was preceded by an extensive advertising campaign. A full page ad in El Universal run several days in advance of the arrival of the party, gave the names of all members of the trade excursion, their lines of business, etc. The ad also gave the dates that the visitors would be in the city, that they would not have time to visit personally all the business men of Mexico City for business conversation, but would be glad to receive visitors at the American Chamber of Commerce or to make personal calls when invited by telephone or letter.

In the same edition, a New Orleans trade excursion follows a similar plan and uses a full page for display advertising of their coming.

National Advertiser Expanding

The Hinde & Dauch Paper Company, of Sandusky, Ohio, has acquired at Fort Madison, Ia., the plant and real estate of the former Brown Paper Company, manufacturers of strawboard and straw paper. A considerable enlargement of the mill is proposed and the company is already projecting a factory addition for the manufacture of corrugated fibre shipping boxes, etc. The former president of the Brown Paper Company, A. P. Brown, remains with the institution, having been elected to the directorate of the Hinde & Dauch Paper Company.

Booth on Coast for Hearst Papers

The New York Evening Journal and Boston American will be represented on the Pacific Coast by Arthur Booth, formerly with Botsford, Constantine & Tyler. His headquarters will be in Portland, and he is also co-operating with Everett Holman, San Francisco, who represents the Chicago Herald-Examiner on the coast.

Forbids Race Prejudiced Papers

ALBANY, N. Y., April 6.—Assemblyman Nathan Lieberman of New York City has introduced a bill in the Assembly making it a misdemeanor to print or sell any newspaper "likely to instigate prejudice against, or hatred of any class of persons, because of race or creed of such class."

Million Dollar Hearst Features

The World's Greatest Circulation
Builders

International
Feature Service, Inc.
New York

IF You Are Interested in Features

Let us show what we are now
in position to supply

The International Syndicate
BALTIMORE, MD.

World Wide ADVERTISING CORPORATION

Advertising Counsel

One West 34th St., New York

Telephones Fitzroy } 2969
 } 5111

Cable Address:

SCHOLZEM, NEW YORK

Nearly every person in Richmond reads

NEWS-LEADER

The NEWS-LEADER's circulation in Richmond is greater than that of all the other Richmond papers combined.

The NEWS-LEADER's circulation in Virginia is greater than any other Virginia newspaper.

The sworn statements of the Richmond papers show the NEWS-LEADER has a daily circulation in Richmond which is more than three times greater than its nearest competitor.

Foreign representatives
The Kelly-Smith Co., Chicago, Ill.
Marbridge Building, Kelly-Smith Co.
B'way at 34th St. Lytton Building,
New York City.
J. B. Keough, Candler Bldg., Atlanta, Ga.

IN LOS ANGELES IT IS THE EVENING HERALD

Government Circulation Statement
April 1, 1920

134,686

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

NEW ENGLAND

Advertising in New England reaches about seven and one-half per cent of America's population and **more than half** of these people live in thirty-six cities. New England as a territory leads the United States in bona fide **city trade.**

The New England market has a stupendous aggregate buying power. The families are spending millions of dollars today. They will spend millions more tomorrow.

National Advertisers and Manufacturers owe it to their salesmen and themselves to use advertising in result producing daily newspapers.

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

These papers will introduce you to the right people

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500	10,000
	lines	lines	lines
*Attleboro Sun (E)	4,805	.0275	.0175
Boston Sunday Advertiser.... (S)	397,414	.55	.55
Boston American (E)	301,595	.50	.50
Boston Globe (M&E)	285,189	.40	.40
Boston Globe (S)	349,003	.45	.45
Boston Post (M)	422,631	.60	.60
Boston Post (S)	380,461	.55	.55
*Boston Transcript (E)	33,211	.20	.20
*Fall River Herald (E)	10,898	.035	.035
Fitchburg Sentinel (E)	8,817	.05	.035
*Haverhill Gazette (E)	14,587	.055	.04
Lynn Item (E)	15,196	.055	.04
*Lynn Telegram News..... (E&S)	18,063	.05	.05
Lowell Courier-Citizen (M&E)	17,353	.045	.045
New Bedford Standard Mercury (M&E)	28,938	.07	.07
Salem News (E)	19,687	.09	.07
Worcester Telegram-Gazette (M&E)	74,281	.24	.21
*Worcester Telegram (S)	40,031	.18	.15

MAINE—Population, 768,014

Bangor Daily Commercial..... (E)	14,395	.0475‡	.04
*Portland Daily Press..... (M&S)	15,629	.04	.04
*Portland Express..... (E)	24,053	.09	.07
*Portland Telegram (S)	22,136	.09	.07

NEW HAMPSHIRE—Population, 443,083.

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

RHODE ISLAND—Population, 604,397

Newport Daily News (E)	6,155	.03357	.02928
*Pawtucket Times (E)	23,404	.06	.06
Pawtucket Valley Daily Times (Arctic) (E)	2,130	.021429	.021429
*Providence Bulletin (E)	56,416	.135	.135
*Providence Journal (M)	31,885	.08	.08
*Providence Journal (S)	48,224	.12	.12
*Providence Tribune (E)	24,653	.10	.09
Westerly Sun (E)	4,529	.025	.025
Woonsocket Call (E)	13,201	.04	.04

VERMONT—Population, 352,428

*Barre Times (E)	6,930	.025	.02
Brattleboro Daily Reformer... (E)	2,802	.02	.015
Burlington Daily News (E)	7,010	.04	.04
*Burlington Free Press..... (M)	10,328	.05	.05
St. Johnsbury Caledonian-Record (E)	2,790	.013	.013

CONNECTICUT—Population, 1,380,631

*Bridgeport Post-Telegram (E&M)	51,638	.145	.14
*Bridgeport Post (S)	19,858	.085	.08
*Hartford Courant (M&S)	29,393	.07-.09‡	.07-.09
*Hartford Times (E)	38,064	.14	.14
New Haven Register (E&S)	29,861	.09	.08
*New London Day (E)	10,468	.06	.045
Norwich Bulletin (M)	10,755	.07	.05
*Norwalk Hour (E)	3,829	.025	.025
*Stamford Advocate (E)	7,705	.0375	.03
*Waterbury Republican (M)	12,158	.05	.04
*Waterbury Republican (S)	12,301	.05	.04

Government Statements, October 1st, 1920.

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

‡Rate on 3,000 lines.

**A. B. C. Auditor's Report, Oct. 1, 1920.

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Regardless of the Views of the Pessimists

The mass of the people have more money and are making larger incomes than probably at any previous time in history.

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Now is the time when manufacturers and retailers should insure their future prosperity by rational but confidence-inspiring newspaper advertising.

If everyone would but seek to find market for a rational product at fair prices and temporarily eliminate the tendency of crowding labor down business would more speedily reach a new normal. No one ever got rich or increased the volume of his business or profits by sitting down and crying calamity.

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