

THIS ISSUE—LIVES IN DARK BUT RADIATES LIGHT AND CHEER  
BATTLE TO BREAK DEPARTMENT STORE CONTROL

# EDITOR & PUBLISHER

**1854** *The Oldest Publishers' and Advertisers' Journal in America* **1921**

Original second-class entry—The Journalist, March 24, 1884; 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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L. 53. No. 38

NEW YORK, SATURDAY, FEBRUARY 19, 1921

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

10c. Per Copy



Log basin and sawmill of Baie des Cedres: The logs are lifted into the mill, cut into 4-ft. lengths, dropped into the flume conveyor, floated a mile down the coast to the harbor, and tumbled into the holds of waiting steamers.

## The Chicago Tribune owns forests of pulp wood



**C**UT OFF from the world by snow and ice, several hundred men in distant Canadian forests are chopping down trees from which CHICAGO TRIBUNES will be made late this year.

In a wilderness on the north shore of the Gulf of St. Lawrence, far down towards Labrador, THE CHICAGO TRIBUNE is carrying out a great work of pioneering and development. The earliest French explorers sailed along these shores. During the intervening centuries migrations from Europe have swept past them to populate a continent with more than 120,000,000 people. But through all the years these virgin forests of the far northeast lay untouched, from the Gulf of St. Lawrence to the Arctic ice fields.

A rocky shore without harbors, no settlements, high tides, a stormy gulf, long and severe winters, combined to make profitable timber operations almost impossible. In the face of these obstacles THE CHICAGO TRIBUNE purchased 500

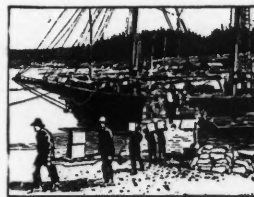
square miles of forests and undertook to develop its own supply of pulp wood.

Dams have been built, flooded out and rebuilt; a power house has been constructed, washed away and rebuilt; docks have been torn to pieces while under construction, but others have taken their places.

Setbacks and discouragements have been many, but success has finally been achieved.

THE TRIBUNE must see that before navigation closes each year sufficient supplies are received at these points to maintain twelve hundred people and more than a hundred horses during the six months that they are isolated.

Last fall the St. Lawrence was dotted with quaint schooners, manned by hardy French-Canadian sailors, beating down the river and gulf, laden with food, clothing, tools, building materials and other equipment for Shelter Bay and Baie des Cedres. These are the



Unloading supplies at Shelter Bay, The Tribune's timber town. All necessities are brought by schooner from Quebec, 400 miles away, unloaded, sledged over a portage, brought inland in scows, unloaded again, and then carried in canoes to the timbermen's cabins.

towns created by THE CHICAGO TRIBUNE'S operations.

As the trees are felled, they are trimmed of branches, sawed to 12-foot lengths, and dragged by horses through deep snow to the frozen streams. In the spring they are floated down to tide-water, cut to 4-foot lengths at the saw-mills and loaded on steamers which take them across the Gulf, up the St. Lawrence, through the Grand Lachine and other canals, then the length of Lake Ontario and up the Welland Canal to THE CHICAGO TRIBUNE'S paper mill at Thorold, Ontario, near Niagara Falls.



Tribune timber properties on the Gulf of St. Lawrence; Shelter Bay, 1,600 miles from Chicago, about 325 square miles; and Baie des Cedres, 75 miles west, about 175 square miles; Tribune paper mill at Thorold, Ontario, in the lower left hand corner of map.

**T**HE extraordinary efforts of THE CHICAGO TRIBUNE to develop an independent newsprint supply prove that, notwithstanding its enormous growth in circulation and advertising it is not depriving smaller publications of paper. Far from taking paper out of the market or raising the price by competitive bidding, THE CHICAGO TRIBUNE is materially increasing the production of newsprint.

The economic independence of THE CHICAGO TRIBUNE parallels independence of editorial stand, of news-gathering facilities, and of advertising policy, which have combined to establish this great newspaper in its unique position.

**1921  
Will Reward  
FIGHTERS**

**T**HE CHICAGO TRIBUNE'S tremendous prestige is available for the upbuilding of any reputable business. The advertising columns of THE CHICAGO TRIBUNE have made fortunes for many men and are today more efficient than ever. CHICAGO TRIBUNE experts are ready to give practical advice to manufacturers; to show them precisely how to link CHICAGO TRIBUNE advertising with the spirit of 1921—the spirit that 1921 Will Reward Fighters.

# NEW YORK STATE

## A MARKET FOR YOUR MERCHANDISE

49,204 square miles 10,384,829 people  
 207.7 persons per square mile  
 10 Cities of over 50,000 population  
 17 Cities of over 20,000 and under 50,000 population  
 Value of manufactured products exceed \$3,814,661,114

## NEW YORK STATE CROPS (1919)

35,260,000 bushels of corn.	39,567,000 bushels of potatoes.
11,178,000 bushels of wheat.	6,579,000 tons of hay.
29,580,000 bushels of oats.	42,986,900 pounds of cheese.
2,486,000 bushels of barley.	3,500,000 pounds of tobacco.
5,126,000 bushels of buckwheat.	2,100,000 bushels of onions.
16,800,000 barrels of apples.	250,000,000 pounds of grapes.

A territory that produces like this can consume equally well

Use this list of daily newspapers to cover this territory for you. They can sell your merchandise, as they go into the homes of the buying public and are read. Results count. These papers get results for their advertisers.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
*Albany Knickerbocker Press.....(M)	30,788	.09	.09	New York Globe.....(E)	181,475	.40	.40
*Albany Knickerbocker Press.....(S)	44,163	.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)	207,662	.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	.65	.6305
*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)	36,648	.12	.10	*New York Tribune.....(S)	127,836	.40	.36
†Buffalo Express.....(S)	63,766	.18	.14	*New York World.....(M)	337,228	.60	.58
Buffalo Evening News.....(E)	95,501	.21	.21	**New York World.....(E)	590,965	.60	.58
Buffalo Evening Times.....(E)	71,189	.15	.15	**New York World.....(S)	350,489	.60	.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
Hornell 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)	22,393	.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				
Newburgh News and Journal.....(E)	10,636	.05	.05				
New York American.....(M)	291,840	.60	.60				
New York American.....(S)	949,450	1.25	1.25				

Government Statements, October 1st, 1920.  
 \*A. B. C. Publishers' Statement, October 1st, 1920.  
 \*\*\*A. B. C. Auditor's Report, October 1st, 1920.  
 †Publishers' Statement.  
 \*\*A. B. C. Auditor's Report, April 1st, 1920.

**THE KALAMAZOO GAZETTE**  
 PRICE FIVE CENTS  
 KALAMAZOO, MICH., U. S. A. SUNDAY, JANUARY 9, 1921

**SEPARATE PEACE TO BE HARDING'S LAST RESORT**  
 Will Then Negotiate for Substitute Agreement; Germans and Pro-Germans to Be Disappointed

**HOUSE VOTES TO STOP AIR MAIL SERVICE**  
 \$1,250,000 From Post Office

**PLANT TO CURB GAMBLING IN FARM CROPS**  
 House Committee to Hold Hearings on Proposed Regulations

**LEGION HOME CAMPAIGN TO BEGIN MONDAY**  
 Contributions to Curb City for \$100,000 Fund

**5,000 RESUME WORK IN DETROIT**  
 Business Conditions Viewed Optimistically by State

**TEACH CO-EDS BIRTH CONTROL**  
 2 ARRESTED

**SCHABERG ELECTED HEAD OF ALUMNI**

**FLEEING GROOM TAKEN TO IONIA**  
 U. S. FORTIFIES WHISKEY DEPOTS

**PENILESS, DISOWNED, AUTHER WIFE WOULD WELCOME HIM**

**WHISKEY COSTS HIM \$10 QUART ON FINE**

**THE KALAMAZOO GAZETTE**  
 Kalamazoo, Mich.  
 January 2nd, 1921

The Newspaper Enterprise Assn.  
 Cleveland, Ohio.

Gentlemen:

May I extend to N.E.A. and its wide-awake, capable staff my heartiest wishes for a happy and prosperous New Year?

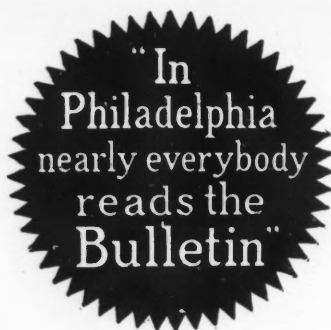
From the beginning of our connection, five or more years ago, the daily N.E.A. package has been priceless. During the past year it has reached a position far beyond the reach of any superlatives. It's there! That's all. I can't see how a newspaper keeps house without it. This comes from the heart.

Here's how!  
*J. W. Walsh*

*The* **Newspaper Enterprise Association**  
 (A SERVICE - NOT A SYNDICATE)  
 CLEVELAND, OHIO.



City  
Population  
1,823,779



Separate  
Dwellings  
390,000

Metropolitan Population: 3,000,000

# National Advertising in Philadelphia

Perhaps one of the most important reasons why national advertisers get such good results from advertising in the Philadelphia Bulletin, is because local retailers have been educated to the importance of linking up their advertisement to the announcements of the manufacturers whose wares they sell.

## Dominate Philadelphia

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

# The Bulletin

Net paid average circulation for the year 1920,

**488,687** copies  
a day

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

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# EDITOR & PUBLISHER



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Vol. 53

NEW YORK, SATURDAY, FEBRUARY 19, 1921

No. 38

## LIVES IN DARK BUT RADIATES LIGHT AND CHEER

Editor of Oregon Journal is a Leader in Community Upbuilding—Popular as Public Speaker—Noted for His Editorial Expression—Doesn't Believe in Age Limit to Mental Development

By HORACE E. THOMAS  
(Staff Correspondent EDITOR & PUBLISHER)

NEVER let a day go by without learning something." This motto, adopted when he was a boy and faithfully adhered to as he grew to manhood, is credited by B. F. Irvine to Portland, Ore., with whatever success he has made in journalism. That success has been great and that his career is one of the most inspiring in the entire field of newspaperdom may be judged from the fact that, although totally blind, he is editor-in-chief of one of the large dailies of the Pacific Coast, the Oregon Journal.

Mr. Irvine may well be ranked with the handful of men who have completely triumphed over the affliction of blindness, doing a man's work in the world and doing it better than most men who have no physical handicap. He is not only an editor, but an orator of distinction, a leader in the thought of his community and friend of many of America's great men who both admire and esteem him. Incidentally, too, it may be remarked that his disability does not prevent him from getting the fullest enjoyment out of life, for he shares in all the pleasures of his friends and his interests are far more varied than those of the average man.

"It was impressed upon me early in life that a man cannot stand still," said Mr. Irvine recently. "Since boyhood I have taken seriously the admonition to gain something in knowledge or experience each day. When I was stricken with blindness I determined that it would make no difference with me. In some ways this affliction may even have been a benefit, for a person's fighting spirit is aroused when he knows that the handicap against him is increased."

It was difficult to induce Mr. Irvine to talk about himself. He is naturally of a retiring disposition and has preferred, like most newspaper men, to keep himself in the background. But the story of a life such as his, I convinced him, should be recorded in EDITOR & PUBLISHER, an object lesson in cheerfulness and accomplishment to his fellow craftsmen.

### Normal Sight in Youth

Even as a boy Mr. Irvine was interested in newspapers and wanted to take part in their making. In youth his sight was normal and it was not until early manhood that his eyes began failing. He is a native Oregonian, having been born 58 years ago in Scio, a village in the western part of the state. In his grammar school days the tendency of his life developed. He delighted in writing the simple compositions of the school room and read whatever came into his hands. It was his hobby and, as might be expected, he disliked mathematics and kindred subjects as his education progressed.

"I was not more than 12 or 13 years

old when I did my first newspaper work," he recalled. "This was the writing of neighborhood news for the Albany Democrat, then a country weekly printed in our county seat. I can remember yet what a thrill it gave me when I first saw my items in print. In return for my work I got a free copy of the paper."

A few years after this his father, J. B. Irvine, became interested in a small newspaper venture, financing a stranger to establish a sheet in Scio. The town did not have more than 160 or 170 inhabitants. Moreover the paper was Republican, whereas the village was Democratic.

"They used to call Scio the remnants of Price's army," explained Mr. Irvine. "The town and the surrounding country on the fork of the Santiam River were settled by a colony of Southerners."

In this environment that little five-column folio lasted just a year, when it was necessary for the elder Irvine to take it over and provide more capital. He renamed the sheet the Scio Advertiser and established a small job plant in connection. The son, Frank, as he was known then and is still addressed by his intimates, was in his element. He learned to set type as well as a man and often had much of the responsibility of the paper, soliciting the ads, writing the copy and sticking the type. On one occasion, he remembers, he got out an entire issue unassisted and he admits that it must have been a weird publication. He was still in his early teens.

Young Irvine had the ambition to ac-

quire a college education, although in the little pioneer community most of the young people, and their parents as well, regarded schooling above the grammar grades as entirely superfluous. Partly by working his way and aided in part by his father he completed a course at Willamette University in Salem, where he made an enviable record. When he was through school he was thrown entirely on his own resources.

"My desire was to go at once into the newspaper business then," he says, "but I had little encouragement. Even if I could have got hold of a small country weekly the outlook was discouraging. Country editors in those days in Oregon were on a starvation basis. The payment of subscriptions in everything from cordwood to cabbages was not a joke then but a most serious fact and it was on such miscellaneous stuff as was turned in that the poor editor had to keep his presses grinding. My great ambition was to get on one of the Portland dailies, but I lacked the self-confidence to apply for a position."

Irvine then turned to railroad work, becoming the first station agent in Corvallis, Ore. He didn't forget his motto to learn something each day. He built up the business of the office, became an expert telegrapher and devoted all his spare time to reading. Meantime he was married and Mrs. Irvine had no small part in helping him to overcome the affliction of blindness with which he was threatened even then.

The trouble with his eyes forced him to give up the railroad job and he in-

vested his savings in a dairy ranch near Sprague in Eastern Washington. There his eyesight became worse, but he persevered for several years against great difficulties. A small boy was employed to lead him about the farm and acted as a guide in all his farm work. In such circumstances farming could not pay, and the family returned to Corvallis. First, however, Mr. Irvine was operated on by eastern specialists in a vain hope that his failing vision might be restored. It is probable that he then realized the fate that awaited him, but it is characteristic of the man that he went ahead with a new venture regardless of approaching blindness.

The new venture was the purchase of the Corvallis Times, the family returning to their former home. That was in 1895. Corvallis was a country town of perhaps 1,800 people, the site of the Oregon Agricultural College. Farming had not paid and Irvine had mighty little money to make the purchase. Among the assets turned in was a note due him for \$800 and out of which \$25 was finally realized, but the man who sold the Times was paid in full as soon as the paper began turning a profit.

In the next five years Irvine put the Times on its feet and built up a circulation of perhaps 1,500 or 2,000 copies. He also took over for a song the Leader, which had been established by the Oregon-Pacific railroad to promote its own interests, discontinued the Leader and added its 200 subscribers to the Times list.

Then came blindness, the tragedy that has made his life notable among those of newspaper men. Within three days his sight failed completely, never to be restored.

"It was a terrible shock, of course, although not unexpected," relates Mr. Irvine. "When it came it hardly caused a ripple in the conduct of my daily affairs. With the aid of a cane I could get back and forth to the office and I knew my typewriter so well that writing did not bother me at all. My reading was all done for me by Mrs. Irvine, who has continued to do it throughout the years."

### Editorials Attracted Attention

With the loss of sight, indeed, Mr. Irvine's energies and interests seemed to expand. He was recognized as a forceful writer and his editorials in the Times were often copied in the city papers. One of them in particular attracted the attention of Colonel C. S. Jackson, publisher of the Oregon Journal of Portland. He clipped it out and mailed it with a letter to Mr. Irvine.

"That's good stuff," he said in effect. "The Journal needs editorials like that, and we want you to write them. Will you do it?"



PORTLAND is famed as a city of roses and contented homes; in municipal improvements that city is one of the leaders in the nation—credit, in part, for all of this is attributed to the vision of the blind editor of the Portland Journal.

Mr. Irvine would and did. He sent two of them back on the next mail and they appeared in the Journal of November 2, 1906, and there has hardly been a day to the present time that he has been unrepresented on the Journal's editorial page.

"That letter from Colonel Jackson was a great event in my life," admits Mr. Irvine. "I had always wanted to get into the city field, but I had never mustered sufficient courage to make the break. I believe in a person striking out boldly for himself to fulfill any ambition he may have, but I had never been able to practice that policy myself. I have spent many hours of my later life in an effort to overcome that lack of self-assertiveness which I consider a fundamental weakness."

Those were happy and busy days for the blind editor. In the first place, almost unaided except in the mechanical department, he was getting out one of the best country papers in Oregon. He was on the regular editorial staff of the Journal and his daily contributions, sent in by mail, required both time and thought. To fill up any odd moments he handled the Corvallis correspondence to the Oregonian.

Two years later Mr. Irvine was requested to come to Portland where he might devote all his time to the Journal. He did so, leasing the Times and selling it at the end of the year's lease. The late George M. Trowbridge was then editor of the Journal, but Mr. Trowbridge's chief interest was in the news field and from the first the editorial page was turned over in great part to Mr. Irvine who originated the subjects, wrote much of the copy and read all of it, Mr. Trowbridge being well contented to leave the page to his capable direction. He continued in this capacity until November, 1919, when he was formally made editor of the Journal following the death of Mr. Trowbridge.

There seems no limit to the Irvine capacity to work. The Journal, at least during the first few years he was there, was inadequately supplied with editorial writers and the burden of it fell on the editor.

"I should say that there were from 150 to 200 days when I wrote every line of the three columns of editorials that we carried daily," said Mr. Irvine. "On one record day I wrote five and three-quarters columns of editorials. I had to select the subjects, too, and as every editorial writer knows, that is no easy matter. Then, of course, whatever research was necessary had to be done second hand and read to me."

"Time to me is the most valuable thing in the world. What couldn't we do if we just had time to accomplish it? My necessary reading takes so long that it almost discourages me. One of the banes of my life is the approach of Sunday when I must listen to the reading of the bulky Sunday newspapers. A man with his sight can skip here and there, but to one who is blind and wishes to keep in touch with events it is necessary to hear pretty nearly everything. The days are entirely too short for what we would like to crowd into them."

There certainly is little waste time in Mr. Irvine's office. He still writes all his copy on the typewriter, declining all suggestions that he dictate his copy. He believes that dictating leads to verbosity. When he writes, he says, he "sees" the copy before him, can avoid the waste of words and express most clearly and concisely the thoughts he is recording. Mrs. Irvine is with him at all times and herself confers with many of the callers who would otherwise take up the editor's time. She also knows the subjects in which her husband is most interested

and intuitively puts before him the material that he most needs in his editorial work.

While Mr. Irvine has never hesitated to do two men's work, on occasion, he is a firm believer in not overcrowding newspaper writers.

"It is a mistake to think that the best work is done under pressure," he said. "By observation and personal experience I have tested it until I think I know. Errors in fact and errors in judgment on newspapers are due in large measure to the unstrung or jaded nerves of overworked employees. It is a short-sighted policy to crowd to capacity the men who write the papers. Employers can well afford to hire enough men to do the work without undue strain. Be sure that you get reliable men in the first place and then give them the opportunity to work to the best advantage. I believe in hard work but not overwork."

#### His Active Social Life

Mr. Irvine is just as emphatic in urging the need of proper recreation out of office hours. He is a brilliant conversationalist and has a host of close friends. He does not dodge public entertainments and has an active social life. He is an excellent dancer in which he finds much pleasure. The ease with which he gets about a ballroom floor is cause for remark by everyone who sees him. A partner who dances with him is much safer from collisions and barked toes than she would be with many a dancer whose eyesight is the best. Mr. Irvine is fond of the theater and is a frequent attendant.

It is an orator, aside from his newspaper work, that the blind editor is best known. In Portland and throughout Oregon he is in constant demand and through his acceptance of speaking invitations has formed the acquaintance of community leaders throughout the state. He possesses unusual eloquence and no speaker in Oregon has better control over an audience. He introduced President Wilson in Portland when the President made his ill-fated swing about the country, introduced Cox to his Portland audience and, although a Democrat, delivered one of the addresses of welcome to Taft on his last official trip west.

Irvine writes all his speeches on the faithful typewriter, but he does not commit them.

"Nevertheless I see them," he says. "As I write I vision the lines, particularly the sub-heads, and when I speak I can see them in their proper sequence. My blindness, it seems, helps me to concentrate for I escape much of the distraction of the normal speaker. At the same time I quickly catch the spirit of an audience and am easily sensitive to approval and disapproval."

Mr. Irvine began public speaking before his sight had entirely failed. At first he used to have a white cloth placed at the edge of the rostrum in front of

him so that he could keep his sense of direction. Now, however, he is perfectly at home on the platform and never confused. The admiration of the public for a man who has overcome an affliction results in a spontaneous cheer whenever Irvine appears on the platform, but his reputation as a public speaker does not at all rest upon his physical limitation.

"Be brief when you speak," he advises, "particularly when there is another and more noted speaker to follow. I hesitated a long time before I consented to introduce President Wilson, for I know how impatient an audience is with an introductory speaker when they are eager for the main address. However, I was as brief as possible and the audience treated me very kindly. There have been times when I have talked two and a half hours, but I realize the enormity of the offence and am determined that it shall not be repeated."

#### Idealist But Not a Visionary

Mr. Irvine takes an active interest in the news end of his paper, as well as the editorial page. He is a keen student of events and is particularly interested in politics. He covered the Democratic convention at San Francisco for the Journal and many of the correspondents marveled to see a man who was blind reporting an event of such importance. Yet the articles that he wired home showed that nothing escaped him and that he was always in touch with the real trend of events.

An idealist but not a visionary might well define this notable character. He has always in mind high objectives but he does not permit dreams to obscure the practical facts of the workaday world.

"I believe intensely that the newspaper calling is the greatest on earth," he says. "The writer has more opportunity to promote the general welfare than any other citizen whatever. The editor who has lofty ideals does good beyond compare with the professional preacher, in my opinion. Even after all these years I write with a feeling of awe when I think of the great audience I am addressing. It is a great responsibility and a great privilege."

"Moreover a man's ability and effectiveness should increase with the years. I am not a believer in any 'chloroform' age. If a person lives right there should hardly be a limit to his mental development. We should grow to old age far more useful than we were at middle age, each day gaining a little more until our work is accomplished."

Anyone knowing Mr. Irvine must admit that he meets his own prescription. At 58 he has the energy, the vision and the ambition of a man in his thirties. In a world that is dark to him he radiates good cheer among all with whom he comes in contact.



THE blind editor of the Portland Journal at his typewriter, and at his elbow his true helpmate, Mrs. B. F. Irvine, the constant companion and aid of her popular husband.

## "P.-I." WON'T BE SOLD BY EXECUTIVES DECLARE

First Mention of Hearst Deal in Columns Is Pledge of Faith and Support to Seattle Republicans Under Present Management

(By Telegraph to EDITOR & PUBLISHER) SEATTLE, Wash., Feb. 16.—The Post-Intelligencer made its first reference to its own columns to widely circulated reports that the paper was about to be sold to the Hearst interests in a front page editorial Sunday, the tenor of which would indicate that all negotiations had been definitely called off, as previously reported in EDITOR & PUBLISHER.

At the time negotiations with the Hearst were under way the fact that the deal went through Seattle and the state would lose its staunchest Republican organ was widely commented here and it is interesting to note that the first public statement made by the Post-Intelligencer that it was not sold was contained in a printed "salutation" distributed among the banqueters at the Republican Lincoln Day banquet last Saturday.

On the following day the paper published the "salutation" on its front page in part as follows:

"Under the ownership and management established a little over two years ago, the progress of the Post-Intelligencer as a newspaper and as a sincere and disinterested adviser in affairs of government, has been more marked, more sure and steady, than at any other time in its career.

"Conditions and events have combined to give this newspaper an opportunity to demonstrate its attachment to fundamental Republican principles in a practical way, and with all due modesty may be said that the Post-Intelligencer has taken full advantage of the opportunity with results so evident that the need not here be recounted.

"The Post-Intelligencer will continue on its course, undisturbed by manifestations of envy, hatred and malice, this newspaper looks down upon its detractors with a charity not wholly free from contempt. Unhurt by lies and rumors of lies that have been disseminated for a purpose of injury, the paper goes on and forward, with the firmness in right as God gives us to see right, to work it is doing and has yet to do. The ownership, management, and editorial direction of this newspaper remain unchanged; no change is in contemplation or under consideration—and none will be made."

The salutation was signed by publisher Clark Nettleton and editor James A. Wood.

#### Against Shorter Printers' Week

ST. LOUIS.—A fight against reducing the working week from 48 hours, as demanded by union printers, was launched here February 3 at a conference of employers of job and commercial printers from throughout the Middle West. The proposed cut would decrease production and raise prices, they contend. The conference was attended by 100 delegates, representing 1,077 shops with 26,000 employees in forty-nine cities, it was announced.

#### Plumb with Syracuse Post-Standard

SYRACUSE, N. Y.—John A. Plumb has been appointed advertising manager of the Syracuse (N. Y.) Post-Standard. He was in charge of the promotion department of the Worcester (Mass.) Evening Post until January 15, and previously was advertising manager of the Worcester Telegram.

# BATTLE TO BREAK DEPARTMENT STORE CONTROL

## New Haven Register and Times-Leader, After Twenty Years' Cut-throat Competition, Join Hands for Protection Against Rate-Dictating Merchants

By CHARLES GRANT MILLER

That the store combine restrains its own members from having individual dealings with the publishers is shown in this letter from one of the store managers to one of the publishers:

DEAR SIR: I fully appreciate the position in which you are placed, but as we have always dealt with your paper as an association, I personally am not in a position without consulting the other members of the association, to give you a definite answer as to our attitude.

Yours very truly,  
HENRY M. SHARTENBERG.

Here is another letter, showing that not the individual store managers, but the combine, acts upon the publishers' propositions:

GENTLEMEN: Replying to yours of recent date concerning new advertising arrangements to go into effect September 1, 1920, would say that at a meeting of the New Haven Dry Goods Association it was decided to accept your proposition at the present rate, no advertisement exceeding four columns.

Sincerely yours,  
NEW HAVEN DRY GOODS ASSOCIATION.  
David S. Gamble, Secretary, *Pro Tem.*

Then here is a letter in which the pot calls the kettle black and the store combination of five members refuses to treat with anything like a publishers' combination of two members.

DEAR SIR: We cannot accept the rate combined with an obligation to take space with another paper, although we are willing to treat at any time with you as a combination if the rates do not bear this obligatory feature.

NEW HAVEN RETAIL DRY GOODS ASSOCIATION,  
W. E. Malley, President.

This advertising has always been handled by a committee of two men representing the five stores. No newspaper could deal with any one establishment except through the committee.

Heretofore, the publishers have individually made their pleas for increased rate, and whenever one paper was putting up a fight the other papers "stood pat" with the combine. One publisher after another has made his futile demand single-handed and been beaten out by the combine method of playing his brother publishers against him. Thus

all have played according to the cunning plans of the combine and dead against their own real interests. Each in turn has sold his birthright for a mess of pottage, and betrayed himself while betraying a brother publisher.

### Newspapers Stunted

As an inevitable result there has been arrested development of all the papers for twenty years. There has been no incentive even to increased circulation, for the larger the circulation the less the profit or more the loss in carrying the advertising. At the rates fixed, the only possible way a paper could win on them was by reducing its circulation. But the circulation of some of the papers inevitably increased, and there was a corresponding loss in carrying this advertising, particularly under advancing publishing costs.

Hendrick, of the Times-Leader, frankly talked to the extent of saying that since newsprint prices began to rise his costs have increased 300 per cent, while in the same period he has been able to get from the committee an increase in advertising rate of only five cents an inch—three cents at one time and two cents at another. He was offered another slight increase if he would stand with the combine while it bludgeoned Jackson, of the Register; but he declined longer to be used as a tool in their hands for holding down the general rates.

Hendrick had figured out that the carrying of this advertising was costing him \$1,500 a month more than he was getting for it. He offered to prove this to the committee by having them put an accountant on his books at his expense. They replied that they were not interested in his costs but only in their own. They had figured out what they were willing to pay, they said, and he could take it or not.

### Position Dictation

Dictation regarding position has been as positive as that regarding rates. One of the two papers still carrying the business is now giving an island position on the first page of a second section every day, to maintain which it much run from one to four dummy pages. The rate does not cover the cost of the space actually occupied, to say nothing of the extra pages. This publisher told me he is satisfied because he is now getting the highest rate paid in town by the department stores. He says he knows nothing about a combine among them, and sees no reason for the publishers to get together. Incidentally, he is taking full advantage of this rare opportunity to boast "quantity" lineage.

Though the store managers cannot deal individually with the papers regarding advertising, any one of them feels free to make editorial demands. No shop-lifting incident, no store accidents, no employees' grievances, nor anything else inimical to the interests or tastes of the store managements, has found print in all these years.

"Has any of them ever called you down for anything you printed?" I asked one of the publishers.

"No, because we call them up first," was his significant reply.

To this same question another publisher replied:

## Step on the Gas!

A few hills ahead mean nothing to the progressive business man.

He is used to driving his car and knows that a shift of gears and a "little more gas" will put the high spots behind him in jig time.

Beyond the problems of the present is the smooth level road of the future.

The outlook for business holds no fears for the men who "step on the gas and go to it."

The real good times—the good times based on normal values, smaller profits and quicker turnovers, the good times of peace and plenty are right before us.

**Step on the gas! Advertise! Advertise to your consumers at the places where conditions favor the sale of your product.**

**Use the newspapers to do this best.**

IN an effort to stimulate business and promote newspaper advertising as the one means to that end the Bureau of Advertising of the American Newspaper Publishers Association has prepared and sent out a series of promotional advertisements. The use of them is optional with the newspapers. That great good will result from their use there can be no doubt. Above we reproduce the advertisement that is offered for release on February 26. Its publication in any newspaper before that date is forbidden.

NEW HAVEN newspaper publishers seem never to have heard, or at least never heeded, the old parable which the father gave to his sons about the bundle of sticks. These publishers for twenty years have permitted themselves to be broken, one by one, by a local department store combine; they have been permitting themselves separately to be utilized by the combine as levers to break one another, or a part of them bundled together to bludgeon another.

As result, the advertising rates of all are pitifully low and there is absolute dictation by the store combine in all matters of rate, position and insertion and even of editorial policies so far as the interests of the department stores are involved.

Now, for the first time in twenty years' experience of this condition, as many as two publishers out of the four have revolted and are co-operating in a refusal to carry any of this advertising at the rates offered. The Register and the Times-Leader have thrown it all out. The Journal-Courier and the Union continue to carry it. The register and the Times-Leader together have about 49,000 net paid circulation out of a total circulation of 55,000 to 58,000 in the evening field.

Publishers John Day Jackson, of the Register, and William A. Hendrick, of the Times-Leader, are acting in unison in their dealing with the department stores combine. Competition between them is as keen as ever in all other matters. These two publishers simply refuse longer to allow the combine to play them one against the other for keeping down their rates.

### Unusual Conditions

The conditions of repression, suppression and oppression against the New Haven publishers have struggled separately, and so, of course, futilely, for twenty years, will prove astonishing to publishers elsewhere.

There is no common ownership among the five big stores of New Haven, but they act as a unit through a committee of two of their members in all their dealings with the press. It is estimated by those familiar with the condition that these five stores, since 1902, have made or saved, by holding the advertising rate down far below what it ought to be, something like \$1,500,000, which they should have paid the newspapers. Their combination having been so profitable to the stores, they are apparently willing to suffer considerable loss in trade in a fight to hold this tremendous advantage.

Here is a letter to one of the publishers which contains a triple admission of the existence of the combine, its control of rates and its membership:

NEW HAVEN, Conn., June 11, 1920.

DEAR SIR: It was unanimously decided at a recent meeting of the New Haven Dry Goods Association that we voluntarily increase your rate from \* to \*, the new rate to date from June 1. The above association includes the Edw. Malley Co., the Gamble Desmond Co., Mendel & Freedman's, Shartenberg's and the Chas. Monson Co.

Yours very truly,

PAUL M. WALKER,  
Secretary N. H. Dry Goods Assn.

"You've heard of the French king who made no threats but simply announced that he had a lot of bird cages too small for a man either to stand up or lie down in, but large enough to hold any of his recalcitrant subjects he might see fit for any reason to shut in them. That king's subjects saw the point, and so do the New Haven publishers. In any editorial matters that could possibly affect any of the department stores we have anticipated their wishes and taken their point of view."

#### Efforts Successful

This astounding plan of combined action of the stores operated with, unqualified success from 1902, when the combine was formed, up to May 1 last, when Jackson, from the Register, following a vain effort to secure a higher rate, restricted their space to four columns each in any issue. Four months later Hendrick, of the Times-Leader, after similar efforts, imposed the same limitations. The stores continued to take their four columns space in both the Register and the Times-Leader until September 15, when the Register declined to run any further copy at the prevailing rate.

Then the committee approached Hendrick, offering him a slight increase in rate if he would remove his four-column restriction and give them unlimited space to offset through the Times-Leader the publicity they were losing in being out of the Register. It was the same old trick and Hendrick had gotten tired of it. He not only refused to remove the limit but declined to run any further copy for any of them until they adjusted rates with the Register.

The committee now approached Jackson, who refused to make any deal involving the Register unless it also involved the Times-Leader to the satisfaction of the latter. The Times-Leader dropped the advertising on October 8, and none of it has since appeared in either of the two newspapers up to the present time.

D. S. Gamble, the head of one of the five department stores, sees nothing in the situation, he says, but a dispute over rates. He admits that he "was surprised to find out through actual experience" that advertising in only two papers is bringing better results than they had been getting in four.

#### In New Haven It's We

"Then why don't you cut it all out and do better still." I asked him. He did not care to joke about it; he said it was just a fact. "We are all doing more business than we did at this time last year and are satisfied with the situation," he added.

"Why do you say 'we' and 'all'—is there some sort of combine among you all, particularly regarding advertising?" I asked.

"No, no; not at all, not at all," he hastened to say. "I place my advertising individually and presume that the others do."

"How do you know they all are satisfied with the situation?"

"Oh, they say they are."

This is the same Gamble who, under date of August 26, 1920, wrote one of the above-quoted letters to a publisher. W. E. Malley and H. M. Shartenberg, the heads of two other stores and present members of the advertising committee of the combine, are both in Florida, enjoying a long vacation.

It is, of course, impossible to secure any figures regarding the business being done by the five stores; but it is common observation about the city that their present volume of business is not what it was a year ago, not what it might be if they were reaching the full public with their publicity, and that special sales

in particular have notably fallen off. A striking feature of the New Haven shopping district is the rapid increase of specialty stores, that are doing thriving business.

That the loss of newspaper publicity is seriously felt by the department stores is confessed in the extraordinary measures taken to make up for it. They are putting out hand-bills; and, as one instance, a circular issued by one store is costing \$400 for 10,000 distribution, whereas the same message through the Times-Leader and the Register used to reach 50,000 people for \$200. It is more than a loss of money, of course, for the newspaper carries prestige which the hand-bill does not.

#### Circulation Aids?

Another extreme resort of the store combine is an attempt to build up free circulation for the two papers serving them. Five return postcards, printed from the same type, on the same stock, and identical in every respect except for the firm signature, are sent out to the charge customers of the five stores, which post-card reads as follows:

As our local advertisements appear exclusively in "The New Haven Union" and "The Journal-Courier," we are anxious that a copy of either of these publications should come to your notice. Therefore, in case you are not already a subscriber we are pleased to present you with a three-months' subscription to either of the above mentioned newspapers, and will see that same is delivered to your home. Simply fill in the lines below and mail card back to us.

It would be highly interesting indeed to know exactly the results of a four-months' circulation-building campaign of this extraordinary character. J. B. Carrington, of the Journal-Courier, not with this in mind at all, assured me that his circulation "has steadily increased for the last year."

"Sure about 'steadily'?" I asked. "Yes, indeed," he reassured me, "the increase runs right along."

No extraordinary increment for this paper then, as result of this free offer in the last four months.

On the other hand, Hendrick and Jackson, whose Times-Leader and Register might have been expected to lose circulation, both claim to have gone on gaining at about their usual rates of increase. Hendrick, indeed, proved a gain of over 400 in the four months.

No report was secured from the Union. But the three papers out of four uniformly show no perceptible effect of this free offer.

And public sympathy has not been enlisted, either; not a word about this contest between the two newspapers and the store combine has as yet been published in New Haven.

#### Union Rocks Ahead

Serious complications impend with the typographical union. The strange custom has prevailed here for many years by which the five stores have supplied type set in their own print shops and deducted from the space price of each paper the saved cost of individual typesetting.

Perhaps in few cities other than this does the typographical union stand for such practice and the publishers here thus far have avoided a definite break with the union only by making such heavy concessions in wages that the "saving," which they don't save anyway, is wiped out. The publishers have been directly paying the store combine for the composition and also indirectly paying their own printers for it.

Still the process is so irregular in the view of the typographical union that the

publishers confront serious trouble as the time closely approaches for another renewal of their printers' contract. Hitherto this has been the one matter in which the publishers have held their own by standing together.

"In view of this experience, what do you think of the common theory that department store advertising is an important reading feature to gain and hold circulation?"

This question was put to both Hendrick and Jackson, and each declared that so far as his thorough experience has gone, with it and without it, the theory is bosh, and that imperceptibly little, if any, circulation is due to that feature.

#### Interesting Discoveries

Now that Hendrick and Jackson have got to comparing notes they have made interesting discoveries. For instance, the store committee for years has prepared tables purporting to show results from advertising in the several papers. Jackson would be shown a table indicating that it was his Times-Leader that was lagging behind. Notes have not been compared with the Journal-Courier and the Union in this regard, but there is ground for strong suspicion that all regularly have been treated to this system of a flexible record contrived to make each publisher look small to himself.

There seem to be a whole lot of things the New Haven publishers would learn by a general comparison of notes, to the decided advantage of all.

#### SEE NO DECLINE IN AD RATES

#### Technical Publishers Discuss Future Trend of Space Costs

The Technical Publicity Association of New York held its monthly dinner meeting February 10, at the Machinery Club, discussing "Where Do We Go From Here" as applied to the future price of advertising space. Crosby Spinney of the Curtis Publishing Company, George Andrews of the McGraw-Hill Company, Inc., and Fred H. Walsh of Newell-Emmett, Inc., were the speakers. Mr. Spinney stated that the Curtis Publishing Company had increased the price of advertising space about 8½ per cent from 1914 to the present time, basing the figures on per 1,000 copies printed. Continuing, he said that he saw no prospect for lower space rates, and that they might go even higher, on account of increased circulations and because editors were demanding more money.

Mr. Andrews read a paper prepared by Malcolm Muir, vice-president, stating that his company has improved the editorial staffs of their various publications, and also extended the service department, thereby giving more to the space buyer. He said that the production costs were 40 per cent of the total publishing costs and the paper costs were 17 per cent of the production, so that a reduction in the price of paper would not help a great deal, and that his company did not look for a decrease in the price of space costs.

Mr. Walsh, speaking from the space buyer's standpoint, read excerpts from letters from publications and said that the space-buyer does not want indiscriminate increased circulation, but rather increased circulation in the field interested in his own product.

#### Dabney White Sells Again

TYLER, Tex.—Dabney White, one of the publishers of the Tyler Daily Tribune, has sold his interest to S. Gunter.

## SOUTHAMS PLAN TO BUY TORONTO WORLD

Also Casting Eyes on Montreal Herald Rumor Says, in Effort to Get Chain of Daily Papers Across Canada

(By Telegraph to Editor & Publisher)

TORONTO, Feb. 16.—According to an apparently well-founded rumor current here The Southam newspaper interests are negotiating for the purchase of the Toronto World and it is said that official confirmation of the report may be expected at any time. Since the assumption of the World some months ago several attempts have been made to interest capital in various quarters in publication with a view to purchase. Recently such an effort was made in Great Britain.

The reason given for the contemplated purchase by the Southams is their belief that in Toronto there is more room for a third evening paper than for three morning papers. At present the Southams own or have a substantial interest in various prominent Canadian newspapers. They own the Ottawa Citizen and the Hamilton Spectator.

Lately they purchased the Hamilton Times, an old established evening journal, and changed it to a morning paper. It lived for three days. Its then mysterious and sudden death is now understood to have been a Southam plan to remove competition. They have a large interest in the London Free Press a few weeks ago they obtained control of the Winnipeg Tribune, which has absorbed the Winnipeg Telegram. They also own the Calgary Herald and the Edmonton Journal. The Southams have keen to control a chain of newspapers across Canada and it is said they will purchase the Montreal Herald if La Atholstan, who is likewise owner of the Montreal Star, could be persuaded to sell.

#### WORDS CAN'T BE TWISTED

#### Oklahoma Court in Libel Ruling Sets Usual Meanings Must Govern (Special to Editor & Publisher)

OKLAHOMA CITY, Okla.—"Words used in an alleged libelous article are to be construed by their most natural and obvious meaning, and in the sense in which they would be understood by those reading the article," is part of the holding of the Supreme Court in a decision handed down in the case of the Phoenix Printing Company of Muskogee, appealing from the Muskogee county district court from a judgment in which Charley Robertson was plaintiff. The judgment of the lower court is reversed and the case remanded. Robertson had sued the newspaper for libel on account of an article printed concerning him.

The court further said: "The fact that a publication may be unpleasant, annoying or irk the subject thereof, does not subject him to jest or banter, so as to affect his feeling, is not, standing alone, sufficient to make it libelous. In order to be libelous it must tend to lower him in the opinion of men whose statements of opinion the court can properly recognize or tend to induce them to utter an ill opinion of him."

#### Kentucky Daily Reorganized

MIDDLESBORO, Ky.—The Citizens News Company has succeeded the Pleasant News, Inc., as publisher of the Middlesboro Daily News. Charles L. Herd, who has conducted the News for five years, retires and will give his attention to other activities and E. G. Lamb, for two months managing editor of the News, becomes general manager.



# INLAND ADMITS CANADIAN DAILIES AT MEETING WHERE OPTIMISM REIGNS

## President Sundine and Secretary Tufford Re-elected—Joyful at Trend of Paper Prices—Press Congress Delegates Named No Linotype School

(By Telegraph to Editor & Publisher)

CHICAGO, Feb. 17.—Promotion of closer relations between the press of the United States and Canada is foreshadowed by the action of the Inland Daily Press Association at its annual meeting here this week in which it unanimously admitted Canadian newspapers to membership. The association, which convened Tuesday with newspapers in fourteen inland states of the union on its list of members, became an international body by election to membership of the Michigan (Ont.) Mercury, J. J. McInerney, and the St. Catharines (Ont.) Standard, W. B. Burgoyne.

No meeting in the history of this publishing organization has been so widely attended and perhaps none has been so interesting with so much of interest held the attention of members. One hundred and twenty men with a sprinkling of women participated in most of the sessions and listened to the speeches. Everybody wanted to hear the business prospects and paper prices. And the news was good. The prevailing opinion was that better times were at hand, and all authorities on the situation agreed that prices from which they would be downward.

E. P. Adler, of the Davenport (Iowa) Times, chairman of the American Newspaper Publishers Association paper committee, confidently predicted that the price would be around one and a half cents a pound by fall. President John Sundine, of the Missouri (Ill.) Daily Dispatch, and secretary-treasurer Wil V. Tufford, Clinton, were re-elected without opposition Tuesday. Vice-presidents were

Miller, Battle Creek, three years; Wisconsin, Frank H. Burgess, La Crosse Tribune (re-elected), three years.

Mr. Miller was named chairman of the board of directors. The permanent cost finding committee was appointed, as follows: E. E. Johnson, Iowa City Citizen, chairman; A. L. Miller, Battle Creek Enquirer-News; F. F. Rowe, Kalamazoo Gazette; C. R. Baker, Mankato Free Press.

President-elect Harding, a member of the association, in his capacity as an Ohio editor, sent from Florida a letter of greetings, with expressions of regret at his inability to be present this year. He wrote that he had been much impressed by the fairness of the press of all political faiths during the presidential campaign and since, that most of the papers seemed to present the news fairly and let the public draw its own conclusions.

The following were chosen to represent the association at the world press congress at Honolulu in October: Willard E. Carpenter, Mrs. M. S. Shaw, F. F. Rowe, John Potter, Verne Joy, S. G. Goldthwaite, Lee P. Loomis, Mrs. Z. H. Deming, D. P. Worthington, D. W. Stevick, I. U. Sears, H. F. Kendall, H. H. Bliss and W. V. Tufford.

Willard E. Carpenter was appointed master of transportation to have charge of inland delegations attending the Press Congress of the World in Honolulu in October and of the party which has been invited to visit Western Canada this summer as guests of the Dominion government.

Sessions of the association were held in the Red Room on the nineteenth floor of the La Salle Hotel. Business was dispatched in expeditious fashion during both days, loss of time at midday being reduced to a minimum by having luncheon served in the meeting room.

Discussion of the newsprint situation, past, present and future, featured the opening day. After the morning session, at which fourteen new mem-

bers were admitted, most of the afternoon Tuesday was given over to paper.

Jason Rogers, of the New York Globe, and W. J. Pape, president of the Publishers' Buying Corporation, started the discussion with addresses outlining the activities of the Buying Corporation. Mr. Rogers, renouncing the newsprint manufacturers as "pirates" and "robbers," declared that the plan of the manufacturers now was to make three-year contracts at five cents a pound, and that the only way for the publishers to fight them was to make themselves independent. He said he had the necessary backing for a publishers' mill, which would turn out paper at a profit well below present prices, and invited members of the association to get in on the transaction. Saying paper could be manufactured today for two and a half cents a pound, Mr. Rogers announced that he had no contracts with manufacturers and did not propose to make any; that contract prices necessarily would continue to fall as the price of spot paper went down. He said he had been offered paper recently at four and one-half cents a pound, and confidently believed that would be about the price at which contracts could be made in March. He referred to the general slump in business, remarking that there had been a drop of about eleven per cent in New York newspaper advertising in January.

Mr. Pape told the publishers that one of the chief purposes of the Buying Corporation was to keep manufacturers informed of what was going on. He said the newspaper industry in the United States all but failed in 1919 because the newspapers did not know what they were doing and had misleading information from the American Newspaper Publishers' Association. He told how the Buying Corporation had built up sources of information, had promised its members protection, and had gone into the foreign market to get cheaper paper.

E. P. Adler, chairman of the newsprint committee of the American Newspaper Publishers' Association, insisted that the Publishers' Buying Corporation was not responsible for the drop in price of paper from the peak spot figure of 15 cents some months ago. He said foreign paper did the work; that the action of Hearst, Munsey and one or two others in buying foreign paper and getting out of the American

spot market was what caused the collapse. Mr. Adler added, however, that he had no objection to the Buying Corporation.

He joined in the prediction that the trend of prices would continue downward, asserting that by fall publishers ought to get paper at almost their own prices. He thought the price would go as low as 3½ cents, and that it should not go much lower. New, modern mills and big additions to existing plants, he said, insured a bountiful supply.

J. B. Finan, of Cumberland, Md., was called upon to tell the meeting something about the prospects of a tariff on paper. He declared very emphatically no tariff was necessary and that none should be tolerated. Protesting against the theory that a newspaper should pay any price asked for paper and pass the cost on to the advertiser, Mr. Finan urged that everybody fight for a proper price. He urged that the Publishers' Buying Corporation be maintained efficiently as a sort of "fire department," predicting that another attempt to send paper prices up would come in a few years.

Urey Woodson, of Owensboro, Ky., also predicted that paper prices would continue to decline. All the speakers were greeted with hearty applause and the addresses were enlivened by questions from the floor.

### More Big Dailies Join

The association began its convention with a business session Tuesday morning. Minutes of the last meeting were approved, reports of officers were heard, new members were elected and given an informal reception.

Following are the new members: Arthur H. McKechnie, Charles City (Ia.) Daily News; L. N. Heminger, Findlay (Ohio) Morning Republican; A. F. Butler, Wichita (Kan.) Beacon; Charles F. Scott, Polo (Kan.) Daily Register; George W. Eagan, Sioux Falls (S. D.) Daily Press; Hopewell L. Rogers, Chicago Daily News; Hugh A. Barnett, Rochester (Ind.) Sentinel; J. A. Chew, Xenia (Ohio) Gazette-Republican; H. B. Burgoyne, St. Catharines (Ont.) Standard; J. H. McKeever, E. P. Neill, Aberdeen (N. D.) American-News; J. I. McIntosh, R. M. Hamilton, Guelph (Ont.) Mercury; C. E. Dittmer, Wabash (Ind.) Plain Dealer.

There was some discussion during the meeting of the forty-four-hour week, speakers suggesting that the unions would go after the newspapers for that concession as soon as they were through with the job printers.

Secretary-treasurer Tufford reported the affairs of the organization in excellent condition, a treasury balance of \$2,000 being considerably in excess of balances in the past. Mr. Tufford touched on what had been done to help members during the critical paper situation, telling how paper had been allocated through the association's committee by the International, George H. Mead Company and the Finch-Pruyn companies. Ninety-four members were assisted in this way, some of them undoubtedly being saved from discontinuing publication. It was planned to charge \$5 per ton more than cost for allocated paper but the committee found after all transactions had been completed it had a balance on hand and was able to return three dollars of each five so collected.

Willard E. Carpenter, chairman of the board of directors and head of the special newsprint committee made his final report and at his request the committee was discharged.

He said newsprint conditions were so

## INTERNATIONAL WILL CONTRACT FOR REST OF YEAR AT \$110, OR SECOND QUARTER AT \$114

WITH the announcement by the Canadian Export Paper Company that its price on newsprint contracts for the second quarter of 1921 would be \$110 a ton, 5½ cents a pound, f. o. b. mill, against a present price of \$130 a ton, and by the International Paper Company of two new propositions, definite impetus was given to the movement for lower newsprint contract prices that has been taking shape since last fall. The International gave its customers the choice between the following alternatives:

1. A contract for the second quarter for roll news at \$114 a ton, f. o. b. mills.
2. A contract for the remaining nine months of 1921, beginning April 1, at \$110 a ton.

The International's price for the first quarter was \$130 a ton, as was that of the G. H. Mead Company, which informed EDITOR & PUBLISHER that it had not yet set its price for the second quarter. The Minnesota & Ontario Company price will be the average of the above prices.

Spot quotations in Chicago on February 16 on Finch-Pruyn roll paper averaged \$115 a ton, with sheet news quoted at \$120 a ton. The situation in New York this week was expressed by one buyer of paper when he said:

"Spot market? There ain't no such animal. It's a buyer's market—and I'd hate to stick my head into a broker's office and yell 'four cents.'"

### New Terms for Directors

The association adopted a resolution presented by President Sundine changing the by-laws so as to provide for two- and three-year terms for directors so as to avoid the necessity of electing the entire board each year. When the new directors had been elected, lots were drawn for the assignment of terms, the result being as follows:

Illinois, Verne E. Joy, Centralia Standard, two years; Minnesota, G. R. Miller, Mankato Free Press, one year. Kansas, Gene E. Howe, Atchison Globe, one year; Indiana, George D. Lindsay, Union Chronicle (re-elected) one year; Iowa, L. P. Loomis, Muscatine Journal, one year; Canada, W. B. Burgoyne, St. Catharines (Ont.) Standard, two years; Michigan, N. J. Galvin, Lima News (re-elected), three years; Michigan, A. L.

improved that there was no necessity for continuing paper allocations, that all paper in the hands of the committee had been turned back to the manufacturers and every inland member who wanted a contract could get one direct with the mills.

Ninety-five per cent of the members now have contracts, he added, and the other 5 per cent prefer to get their supply on the spot market. Mr. Carpenter commended the attitude of the Minnesota and Ontario, Finch-Pruyn, George H. Mead Company and International Companies for their attitude during the crisis.

President Sundine, read a report from the American Newspaper Publishers' Association stating that the Canadian Export Company's price for the second quarter of 1921 was expected to be 5½ cents a pound, a reduction of one cent from the price for the first quarter. Several members reported spot paper available now direct from domestic mills at prices as low as 4½ cents a pound. The general opinion was that the American contract price for the second quarter would conform to that of the Canadian Export Company.

E. E. Harris of the Richmond (Ind.) Palladium made an interesting report Tuesday on an intensive investigation of advertising rates, one of his exhibits was a tabulation of advertising rates of 75 newspapers in cities of between 25,000 and 30,000 population, showing an average minimum rate per inch per thousand of paid circulation of four and nine-tenths cents. The Metropolis of Miami, Fla., had the highest rate per inch per thousand in this group, and the Raleigh (N. C.), News & Observer, had the lowest.

The News & Observer rate was accounted for by the fact that all but 3,200 of the paper's 23,919 circulation is outside of the city and is covered by the state and foreign rate. No publishers were reported to be contemplating a reduction of rates.

Establishment of a linotype school by the Inland was characterized as impractical by the committee headed by B. E. Pinkerton of the Monmouth (Ill.) Atlas, in its report to the association. The following reasons were given:

First: The existence of so many schools at the present time that are open to any member of the Inland who wish to send one of their girls or boys.

Second: The difficulties in getting a location agreeable to the entire Inland membership.

Third: The difficulty of securing equipment, and the right sort of management at any reasonable figure compared with the existing opportunities to send the boys to a school.

Fourth: The fact that many Inland members are now helping to support one school at Macon, Ga., and that this school is still an experiment that should be an index for future schools controlled by a press association.

Fifth: The lack of time on the part of the committee members to make an investigation such as would be necessary to submit any sort of an intelligent report to this association even though the need of a school were apparent.

Continuing with the discussion of the problem of finding linotype operators, Mr. Pinkerton said:

"The trouble with Inland publishers is not a lack of linotype schools. It is in the inland offices themselves. A questionnaire was sent out and as the answers were returned the short-sightedness of newspaper publishers was laid bare, and the help problem made plain. From all parts of Illinois, Indiana, Iowa, Wisconsin, Michigan and other states came the indirect reply. It said: 'We want the other fellow to make our linotype men and floor men.'

"Replies all said that the publishers were willing to do their part, as far as the unions allowed them to do so, but they are not making new printers, and this is just as true in the unorganized offices as well as the organized.

"A linotype machinist better than the average now in the offices of the country can be made within about six weeks. He will not be an expert because if he comes from the right sort of a school he will lack even the ordinary confidence of his outside brother in the trade who may have spent many years as a machinist, but give him six months of trial to get his confidence and the school machinist will put it all over the non-school machinist.

"One publisher in Ohio, who did not return

a card said he purchased an extra machine at \$500 on a sale and has used it for a number of years as a learner machine. He reports it as the most economical and valuable piece of machinery he ever purchased since he never has had an operator shortage, and, in fact, has helped other publishers. There is a lesson here for many other publishers.

"The union office cannot always do what it desires, but down state in Illinois we have the city of Peoria with 26 union offices and four apprentices. And the unions in that city are about as close to the minimum in production as any city in the United States. An operator, a union man, recently went to that city and had to leave because he would not destroy his 'bonus' speed of over 50,000 ems 13 ems 8 point by trying to keep even with that crowd. The 'union' speed there is a little more than 30,000 ems.

"Just as a little side light of that situation it might be mentioned that the Peoria papers have lost the advertising of all the big stores since the first of the year because of radical rate increases. Of course, these rate increases are the direct result of limited man production and excessive overhead caused by the necessary upkeep of about a third more linotype machines than are necessary. Inland publishers might study this situation in their own home cities. It is the concern of every newspaper manager to keep costs down, not through wage reductions, but by efficient production. Any cause that brings an effect of low production is a serious menace to any trade or profession.

"These 137 reporting offices give facts concerning 687 newspapers and printing offices in their cities. Of these 237 shops are reported as operating as open shop and 398 as closed or union shops. There are reported as operating in these cities 981 typesetting machines and that there are 2,909 journeymen printers in these offices. It should not be overlooked that many of these journeymen are in strictly job shops and also that many of them are doing job printing in the newspaper offices.

"Associated with these 2,909 journeymen printers are 479 apprentices, or in other words, one for every six printers. One hundred of the reporting offices say that they are not taking on more apprentices while 56 say that the quotas are full. For instance, some of the open shops reporting no opportunity for additional apprentices when there are no restrictions upon them, while one city with over 100 printers reports no apprentices.

"Sixty-two reports say that the supply of floor men is adequate, while 68 say the supply is scarce.

"Sixty-three offices say that there is opportunity to teach new men, while 67 say there is no opportunity.

"Twenty-five offices say they have bright young men who are working or who would like to work, but 103 say they know of no one in their towns.

"One hundred and thirteen offices say they are willing to take on their full quota of apprentices, but eleven say they are not or could not do so for union and other reasons.

"It will not be possible to do so in a very few years and the smaller publisher, once he is awake, with present housing conditions, will begin to get the best of the larger publisher by providing homes or keeping in closer touch with housing conditions in the neighborhood. And once your printer is fixed in his town by a home, the bigger publishers may whittle for the help he is now not doing his part to provide.

"The 44-hour week does not look bad to the average publisher of an afternoon daily. It is pleasant to get out early on Saturday anyway, but let the day come that this goes through generally and the big publisher will find himself losing because of his rate costs or because it is adding another to the times he must give way to dangerous restrictions placed upon his profession or business as you may be pleased to call it.

"The labor problems of this membership are sure to be just as acute in another two years as they have been the past two and when the next time comes, unless the publishers awake to the needs of that future, they may expect to lose dollars where it will now cost but cents to create new printers and linotype men.

"The committee recommends no new linotype school, but it does recommend a full time secretary or executive head for the Inland Association and that one of his principal duties shall be to organize and keep going the creation of 'new printers' and linotype men who may be taught in the 113 and more offices where publishers say they are willing to take on new workers to the extent of their full quota of apprentices."

There was much favorable comment on a report by Chairman Johnson of the cost finding committee on the committee's work toward standardizing bookkeeping methods. Various members referred to this work as possibly the most constructive undertaken by any American newspaper association.

Collin Armstrong, national chairman of the A. A. A. spoke in condemnation of the practice of giving commissions direct to large advertisers. He said it was up to the newspapers themselves to establish standards of merchandising co-operation; that running wild was to the detriment of all parties concerned. He told the meeting something of the work done for the government by the organized advertising agencies, remarking that a government

department of advertising had been made unnecessary.

J. K. Groom, of Aurora Ill., head of the foreign advertising agency for the Copley group of papers, made an interesting address on "how much co-operation should be given advertisers and should he refuse to sell position." He argued that the best policy was to keep the makeup man reminded that he is to give a fair share of preferred positions to each and all advertisers. Mr. Groom contended earnestly for borders around patent medicine advertising and his ads set in body type. This, he said, would eliminate most of the complaint against patent medicine advertising.

The general opinion among the publishers seemed to be that the business situation is well in hand; that the experience of the past year or two has been invaluable and that even with some falling off in advertising the newspapers now have their business on a basis to operate safely under almost any conditions.

The meeting closed with a round-table discussion of classified advertising led by Mr. Boughner of the Chicago Daily News, president of the National Association of Classified Advertising Managers, and participated in by a large number of the members.

No formal action was taken on a plan to send a special train to New York in April for the A. N. P. A. meeting because of the uncertainty of many members as to whether they could attend. For the same reason the matter of arranging for a special car for the Florida N. E. A. convention in March was left open.

On account of the absence of Bruce Walker, representative of the Canadian Government, and the fact that the Canadian plans are still incomplete, details of the proposed trip of members of the association to Canada during the coming summer were not taken up.

#### Keystone Editorial Officers Re-elected

HARRISBURG, Pa.—All officers were re-elected at the closing session of the Pennsylvania State Editorial Association, previous sessions of which were reported in EDITOR & PUBLISHER last week. They are: President, C. N. Andrews, Easton; first vice-president, John G. Zook, Lititz; second vice-president, H. L. Johnson Altoona; third vice-president Howard W. Pace, Philadelphia; secretary-treasurer, Marion S. Schoch; directors, J. H. Zerhey, chairman, Pottsville; C. J. Smith, Allentown; George J. Campbell, Pittsburg; A. B. Schroff, Lebanon; W. J. Peck, Pittsburg; R. C. Gordon, Waynesboro; George W. Wagenseller, Middleburg.

#### Akron Morning News Starts

(By Telegraph to Editor & Publisher)

AKRON, Ohio, Feb. 16.—A new morning paper, the Akron News, has been started here, with Associated Press service. John R. Carroll is president of the company and other officers are: secretary-treasurer, John J. Rice; directors, Messrs. Carroll and Rice, A. J. Schaffer, James P. Dunley, John Alexander. A three-story building has been secured, with 4,800 square feet of floor space. Mechanical equipment includes five linotypes and a Goss flat-bed press. The paper will be non-partisan in politics.

#### Ritter Agency Advances Hanford

Jack Hanford, who recently joined the Philip Ritter Company, Inc., New York advertising agency, has been made director of service of that agency.

## NEWSPAPERS ARE TO BETTER BUSINESS

### Importance of Daily Press to Business Depression Strengthened Speakers At Advertising Meeting in Minnesota

(By Telegraph to Editor & Publisher)

ST. PAUL, Minn., Feb. 17.—Emphasis on the value of newspaper advertising to bring business out of its depression featured the First Annual Conference of the Eighth District Associated Advertising Clubs of the World and the Annual Convention of the Associated Advertising Clubs of Minnesota, closed here today. More than 300 merchants, bankers, editors and advertisers from all parts of the North attended the convention which opened February 16.

That business depression was a temporary condition due to misunderstanding between the buyer and the keynote struck at the convention.

"There is every facility in this country today for the best business in his life," said James O'Shaughnessy, Executive Secretary of the American Association of Advertising Agencies, New York, during the convention. "Misunderstanding has stopped the newspaper in conjunction with other means of educational advertising is the best means to restore normal conditions."

"National distributors, and the course means advertisers, as never made a commercial success by using the columns of the press and turning down to brass tacks and demanding results," said H. C. Hotelling, Executive and Field Secretary of the National Editorial Association.

"Advertisers' investigations brought them to the point where they are convinced that goods are not properly advertised without connection with the retail dealer and the home paper. There never was a time when the truth and value of home advertising could be more ably set forth."

"There are newspaper men who are looking forward to that golden age when national advertisers will fill the columns to overflowing and they will be the local home field, they have the wrong perspective. If they will evaluate the local field thoroughly, they start things off on the right foot."

"The newspapers of the country are effective publicity and advertising cannot be injured without corresponding damage being inflicted upon business," was the statement of A. J. McFaul, Advertising Director of the St. Paul Press. Mr. McFaul called attention to the advertising men to the readers which has grown slowly and continuously over an entire lifetime, pointing out that unwise curtailment of newspaper publicity would work untold damage on retailers.

"The newspapers, however, from a broad viewpoint of this subject," he said, "and are glad to encourage a more useful use of advertising space—a use which will prevent space as it is their advantage."

A large number of Minnesota editors who came to St. Paul to attend the annual convention opening tomorrow attended the advertising sessions today. Other principal speakers were: J. E. Neale, Executive Secretary of the Associated Business Papers, New York; H. Mackintosh, Head of Correspondence Department, LaSalle Extension University, Chicago; Bert N. Campbell, Vice-President, Fifth District, A. A. A.; and C. J. Orblson, Vice-President of the Sixth District Advertising

O. STATEMENT STENCH IN NOSTRILS OF ADVERTISERS," SAYS CLAGUE

B. C. Director Calls on Kansas City Advertising Club to Start Movement for Repeal of Law Compelling Dailies to Report Average Circulations

(By Telegraph to EDITOR & PUBLISHER)

KANSAS CITY, Mo., Feb. 14.—"The called Government Statement of Circulation, as provided under the act of August 24, 1912, is a stench in the nostrils of the advertising world. While remains on the statute books and while is enforced in its feeble way by the Postoffice Department, it is a detriment to the honest publishers of the United States," declared Stanley Clague, managing director of the Audit Bureau of Circulations, before the Kansas City Advertising Club today in the presence of an address on the accomplishments of his organization.

Mr. Clague strongly did he urge his point that the club, following his address, unanimously passed the following resolutions: Resolved, that this club heartily endorses the movement of the Audit Bureau of Circulations tending toward the elimination of that part of the publication statement to the Government of the United States under the act of Congress August 24, 1912, which refers to the circulation of newspapers.

Further resolved that the committee appointed on this occasion by the president of the club is hereby instructed to co-operate with the Audit Bureau of Circulations and to secure the co-operation of the Associated Advertising Clubs of the World and other agencies for accomplishment of this reform.

Further resolved that a copy of this resolution be forwarded by the club to Senators and Congressmen."

Mr. Clague's remarks which were enthusiastically received by the advertisement, were in part as follows:

One of the first achievements of the members of this institution was to wipe the so-called imaginary boundary between the United States and Canada. They formed an organization which has among its members the leading publishers and advertising agents of the Dominion, as well as the United States.

And then they sent the idea across seas, so that today in Australia advertisers and publishers are planning the establishment of an Audit Bureau of Circulations—and in London the question of the hour is not 'Shall an A. B. C. be formed?' but 'Who shall form it?'

Cablegrams have been crossing the Atlantic repeatedly during the past few weeks, seeking information concerning the work of the Audit Bureau, and I have no doubt that by this time a permanent organization has been formed which will carry on the work in the United Kingdom, just as it is being carried on in the United States.

A little over six months ago a friend of mine, advertising manager of a large concern of Akron, Ohio, desired to place his business with a large newspaper in a town in the Midland district of England. It was his first business trip to Great Britain.

He visited the office of the publication with his London agent, and in the course of the conversation preceding the signing of the contract, he asked for the circulation figures of the paper. The publisher looked astonished and pained. It was an exhibition of impertinence which would never come from an English advertiser and was but another example of the crudeness of the American. "That is a personal matter," the publisher replied, "and one which I do not

even care to discuss. My paper covers the community thoroughly—that is all it is necessary to know."

"This advertising manager, who, in the United States and Canada, was in the habit of placing his advertising on an A. B. C. basis, of course, was not surprised, because he had had similar experiences in many cities during his visit to England. But impertinently insisted upon endeavoring to get within hailing

distance of what 'covering the community' meant.

"Did the publisher have 10,000 circulation?"

"Oh, certainly."

"50,000 circulation?"

"Yes."

"100,000 circulation?"

"Maybe."

"A quarter of a million?"

"Well, it is somewhere between 100,000 and a quarter of a million."

"And that was the only information he ever secured from that particular publisher. This experience was the rule in England less than a year ago—not the exception. And this was the rule seven years ago in the United States—not the exception. The only difference now is that in the matter of circulation the United States is seven years ahead

of Great Britain—and twenty years ahead of the rest of the world—with the exception of Australia, where, I understand, an audit bureau is being formed this year.

"But in one short year this whole situation has been changed in Great Britain. A tremendous change in public opinion has taken place through the personality of one man—Lord Northcliffe, the head of the Northcliffe press.

"Less than six months ago he decided that the advertiser had the right to have circulation counted, and the truth known as to how much the advertiser was buying when he invested his pound or his shilling—just as he had the right to know how many pounds there were in every roll of paper he purchased. With the vigor that has distinguished Lord Northcliffe in the many movements he has championed in the British Isles during the past two decades, he succeeded in a few short months in breaking down what seemed insurmountable barriers by bringing the issue squarely before the English advertiser and the English publisher.

"With virile pen and with the aid of the facile pencils of distinguished artists, he has driven his message home through the printed word and through the pitiless publicity of caricature. The highest-priced writers and the highest-priced artists have, day in and day out for several months pilloried the 'dumb press,' as he has characterized those in the publishing business who refuse to divulge their circulation data.

"May I, for a moment, briefly sketch what these results have been in the United States and Canada? Practically every newspaper, magazine, farm paper and business publication in the United States and Canada, necessary for a national campaign, is a member of the Audit Bureau. There is only one outstanding exception in the magazine field, very few exceptions in the newspaper field, one worth-while exception in the farm paper field. In the business press there is gathered together in the A. B. C. a larger number of influential business journals than were ever gathered together before in one organization. In a nutshell, the Audit Bureau of Circulations certifies to the daily, weekly and monthly circulation of United States and Canadian mediums that amounts to several billion individual printed copies.

"But the work of the Audit Bureau goes further than the mere counting of printed copies. It is eliminating waste in the office of the publisher. Thousands and thousands of tons of newsprint and magazine stock are being saved every year by the standardization of press-room and other records, and by the elimination of free and worthless circulation, for which the advertiser in the past has paid. It has discouraged competitions, contests and schemes which attracted millions of so-called subscribers who were cajoled, not by the merits of the publication, but by the allurements of the inducements offered.

"It has saved thousands and thousands of dollars as represented by the time of advertisers and advertising agents in listening to the description of the halo of one publication as against the utter worthlessness of the halo of its competitor. The advertiser and the agent no longer desire or care to hear the story of circulation claims. These are established through the A. B. C. All they ask is a copy of the A. B. C. report and a copy of the publication itself; and then, with whatever information the representative can give as to the local conditions prevailing in his territory, they are in a position to wisely buy their space.

"The A. B. C. publisher, while proud

ADVERTISE TO MAKE PUBLIC BUY

HOW YOUR INCOME MAY BE ASSURED - NUMBER 8

YOU, ME & CO.



The Retailer's Fortune Is YOUR Fortune and Mine!

If you quit buying, the retailer is the first to feel it. He sees him FIRST. Who sees? Everybody who works for the retailer—no matter how small. Will that also cover it all—but it goes a LONG way. Further, perhaps, than you had thought. It goes all the way, and comes back to affect the fortunes of EVERY ONE of us.

The Immediate Effect Every one who works for a retailer is a retailer's RETAILER, also. So, if the retailer's business suffers, so must that of all his employees, no matter how small. And THEIR business is that of a retailer's retailer, also, at last.

If this business is greatly restricted through the Public's decision not to buy, he must either reduce the salaries of his employees, or discontinue their services—or both.

If you are employed by a retailer, you will realize how soon this could reach you. You are a part of the Public, and since YOU are part of the Public, that as a condition to have in mind if you are a retailer's retailer, you share from OTHER retailers.

These Reach You? A retailer buys light and heat and power. He buys them from somebody. Maybe YOU are a part of the business that furnishes light, heat or power to some retailer. If so, a business of the retailer's store would eventually affect YOU!

A retailer buys delivery services—purchasing agents, truck, etc. He buys THEM from somebody. And if somebody's business is kept going by buying...

A retailer buys advertising space on newspapers. The retailer of the paper wants him to keep right on doing it. They are interested in the retailer's business news. The newspaper goes and the retailer to keep it up for content if they could not furnish their readers their daily news items at the normal existing charge.

This Would Eventually Result, too, if you quit buying that retailer's business news. The newspaper goes and the retailer to keep it up for content if they could not furnish their readers their daily news items at the normal existing charge.

All of the goods on any retailer's shelves are MANUFACTURED SOMEWHERE, and by SOME ONE. The manufacturer who produces each article is NOT a SINGLE individual.

Is a man at the head of a business employing men, women and children? Each of those employees is in a certain way affected by the conditions as they affect the manufacturer.

So when YOU decide not to buy this article, or that, from a retailer, you are deciding not to buy the work of the employee of some distant manufacturer.

He suffers, but THEY suffer WITH him. And if buying INACTIVITY just because it is so easy to reach enough retailers, it will reach enough jobs and enough employees to reach YOU, too!

And YOU will be affected, just as they are!

Can't Escape This? Depending upon your particular employment, you are a manufacturer, a jobber or a retailer, in SOME sense of the word.

When their business is curtailed, more is curtailed. And when, as an individual, you QUIT BUYING from them, you are establishing a condition which, sooner or later, will force them to quit buying from you.

That isn't what you want. Of course NOT! How can it be prevented? By presenting a condition which would BRING THAT RESULT.

How can YOU prevent it? By buying from THEM. Then they must buy from you. You will have large to maintain the BUYING IMPULSE that makes each buy from the other—and in turn buy from YOU!

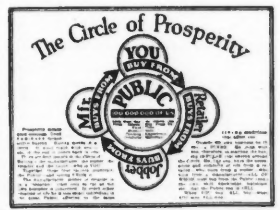
A Big Lesson. If we learn one thing as we go through life, it is that the interests of each one all hang up in the OTHER. What helps OTHERS helps YOU.

What happens to the manufacturer, jobber or retailer, is bound to happen to YOU! If the profits, you profit.

Way to Prosperity. Prizes are LOW. Do we want them to go SO low that they will mean LOW WAGES and unemployment, too?

Then, we secure the welfare of each one of us by securing the welfare of ALL.

It begins with ME—with YOU. We start Prosperity around the Circle by BUYING from the dealer. Then, watch it sweep around, and COME BACK TO US!



What Helps Others, Helps You

THE above is one of a series of full page advertisements set in large type and illustrated, prepared by the Sidener-Van Riper Advertising Co., of Indianapolis, for the use of newspapers in a campaign to re-establish a buyers' market. The title of the series, "How Your Income May Be Assured," indicates their general character.

These advertisements, which are written in an appealing style, are full of sound logic and convincing argument. They show what the resumption of buying by the public means to the manufacturer, the jobber, the retailer and the consumer. To quote from "The Circle of Prosperity," which appears in a box at the bottom of each of the advertisements:

"Prosperity means good business. Good business means active buying. Buying moves in a circle. It must begin with you and in the end it comes back to you.

"Our interests are all curiously inter-

woven in the business of living. Each depends upon the other for his welfare. If you are doing your best—giving good value and service for a fair profit, just assume that the other fellow is, also,—and go to it!

"You buy from him—and he'll buy from you!"

"And that's what we need—BUYING."

Here are the titles of some of these papers; "Does the Jobber Keep Prices Up?" "The Manufacturer May Be Wearing Your Face!" "The Cart Can't Go Before the Horse," "Are You Throwing a Boomerang?"

These advertisements are now running in the New Orleans Times-Picayune, Memphis Commercial Appeal, Dayton (O.) News, Indianapolis Star, Cincinnati Enquirer, Sacramento Bee, Omaha Bee, Toledo Blade, Denver Express, and the Richmond (Va.) Times-Dispatch, and other prominent newspapers.

of the position he has taken in this movement for 'above-board circulation,' has one 'pet peeve.' He is constantly irritated by the fact that there are still a few publications who claim to be entitled to recognition in the placing of national appropriations who refuse to divulge their circulation figures and in some cases are getting away with their claims 'that we cover the community' or 'our word is our bond.'

"In a few cases these publishers are conscientious objectors against this great reform which has swept the United States and Canada and is now spreading its influence throughout the rest of the civilized world. For them I have the utmost respect; but there are others who neither deserve nor inspire respect, who are hiding behind one of the greatest influences for evil which now inflicts the publishing and advertising business.

"By this I mean the so-called 'Government Statement of Ownership and Circulation,' called for by the Postoffice Department under a law enacted by Congress in the year 1912. The so-called 'Government Statement' of circulation, as provided under the act of August 24, 1912, is a stench in the nostrils of the advertising world. While it remains on the statute books, and while it is enforced in its feeble way by the Postoffice Department, it is a detriment and handicap to the honest publishers of the United States.

"The honest publisher lays his cards on the table—he tells the truth, the whole truth and nothing but the truth. The publisher who hides behind this so-called 'Government Statement' may be telling the truth, but in many cases he is lying, and the government is almost powerless to detect his lying. The government has no machinery to follow up the statements of the twenty-odd thousand daily and weekly newspapers. And publishers who offer these lying statements to the advertiser and the agent as evidence of their net paid circulation are, with the aid of the government, obtaining money under false pretenses.

"For many years the Audit Bureau followed the rule of the government that a subscription in arrears not over twelve months should be included in net paid circulation. That is to say, the government established the rule that a publisher had twelve months in which to determine whether a former subscriber wished to renew his subscription—and during those twelve months he was allowed to supply a copy of the paper free. These free copies were carried through the mail at public expense and the advertiser paid for the whole cost of production.

"A year ago the Audit Bureau determined that a reform in this direction should be inaugurated and it was decided to cut down the period of time in which a subscription should be called legitimate, if unpaid, to six months after the subscription had expired. The bureau then appealed to the government to support it in this position. Members of the Postoffice Committees of both the Senate and the House heartily agreed that the reform should be supported, but up to this date there has been not one particle of evidence that Congress was even asked to take action in the matter. In the meantime, while various committees of the House and Senate have been spending thousands of dollars in investigations regarding the best methods of preventing newsprint shortage, millions of copies have been carried in the mails at the expense of the people, without a definite order from the recipient for the publication mailed.

"The bureau, nevertheless, has gone ahead with its reforms, and its publisher

members have gladly accepted the burden of the handicap it imposes upon them in competing with publications who are allowed this privilege of sending copies twelve months after a subscription expires.

"There are among our members publishers who are impatient regarding the progress of this reform. They feel—and perhaps properly so—that even six months is too long a period of credit to be given to a subscriber who apparently has no interest in renewing his subscription.

"And so, with all the circumstances in mind, I feel that it is fitting for me to come to you today and ask for your support in a reform which the Audit Bureau proposes to wage after the new administration has been established in Washington.

"We desire and shall plead for the abolition of the so-called 'Government Statement' of circulation, on the grounds—

- (1) That it covers fraud and deceit;
- (2) That even if it did not cover fraud and deceit, it is inadequate in that it does not give the advertiser the information as to how the circulation was obtained and where it goes;
- (3) That even if these two objections were overcome, it would be impracticable—if not impossible—for the government to verify the statements of over 26,000 publications, without an added burden on the finances of the nation, unwarranted at any time, but particularly so at this time.

"I want the Kansas City Advertising Club to get squarely behind the Audit Bureau of Circulations in its fight for this reform. I not only want your resolutions of support, but I urge that all possible pressure be brought to bear by you on your congressmen and your senators in Washington.

#### Eight Columns in Charleston

CHARLESTON, W. Va.—The Gazette has inaugurated an 8-column paper in place of the seven columns formerly employed. The new column width announced is 12½ ems instead of 13 ems.

## POOR RICHARDS JOINING JOBS AND WORKERS

PHILADELPHIA.—The Poor Richard Club has inaugurated a new members of the club, to act as the to solve a most timely and perplexing problem. Acting on the recommendation of Secretary J. A. Lutz, the Board of Directors has just authorized Mr. Lutz to establish what he has called the Placement Bureau of the Poor Richard Club, open to non-members as well as members of the club, to act as the connecting link between the job that is looking for a particular man or woman and the man or woman who is looking for a particular job.

"This new Placement Bureau," said Mr. Lutz in speaking of the bureau, "is a perfectly natural or logical development of what you might call casual experiences which I have been having during the past year. Hardly a day has passed that someone has not telephoned me or called to see me and asked if I could get the kind of man or woman that they wanted to fill a particular position in the advertising or merchandising line.

"And when it has not been a question of a job seeking the right kind of man or woman, it has been a man or woman seeking a particular job. In this hit-or-miss fashion we have been rendering

## SPACEBUYERS DON'T USE A. B. C., SAYS HARN

Tells Six Point League Information Made Available by Bureau is Neglected by Advertisers to Their Own Loss

The Six Point League of New York entertained at its monthly luncheon, February 15 at the Hotel McAlpin, O. C. Harn, advertising manager of the National Lead Company, and president of the Audit Bureau of Circulations. In the absence of Col. Mortimer B. Bryant, president of the League, Herman Halsted presided, and introduced the speaker.

Mr. Harn told of his seven years' connection with the A. B. C. and how at first that all of the publishers did not accept all of the principles of the organization, not liking their word to be questioned regarding the circulation of their papers, but that now most of them had "come across," realizing the importance of it. Speaking, in part, Mr. Harn said:

"But this is not enough, for I know that many members of the A. B. C. are not using it. I know that advertisers and agents are not getting what they should. They ask 'Are you a member of the A. B. C.?' and go no further. For illustration, if the purchasing agent of a big coal concern bought coal without making the proper investigation, he would probably lose his job. And I say that many advertising managers and space buying agencies are not on their jobs, and today are not getting the information they should get.

"We are in the position of having sold a machine for certain purposes, when the man buying it is only using it about 10 per cent. For instance, a multigraph machine duplicates letters, but it also does other things, so for this year's work, we are taking the selling of the A. B. C. to our members."

Mr. Harn made an urgent request that all members and space-buyers turn to pages 2, 3 and 4 of the audit state-

ment and read them. He referred to a meeting held in Chicago, following which he had with Stanley C. ... when a number of New York ... copy writers went to the general ... of the A. B. C. in Chicago and ... some days giving their best effort ... behalf of the organization.

He also called attention to the ... "Scientific Space Buying," which ... ing published by the Audit Bureau ... Circulations and which will shortly ... out. In the course of his talk, he ... maps of advertisements which are ... appearing in leading publications, adve ... ing the A. B. C.

About seventy newspaper repre ... tatives and space buyers were presen ...

#### TEXAS SENATE PASSES AD

Fines Provided for Fraudulent Advertisers—Publishers Exempt

(Special to Editor & Publisher) AUSTIN, Tex.—With the passage of the State Senate of a bill providing honesty in advertising the proposed of the pending measure believe it will be passed by the House and go to the error before the end of the present session. As amended by the Senate bill is as follows:

"Any person, firm, corporation or association, who, with intent to sell or in any manner to dispose of merchandise, securities, services or anything offered by such person, firm, corporation or association directly or indirectly to the public for sale or distribution, or intent to increase the consumption thereof to induce the public in any manner to acquire any obligation relative thereto or to acquire title thereto, or any interest therein, makes, publishes disseminates, circulates, places before the public in this state, newspaper, or other publication, or in the form of a book, notice, handbill, poster, bill, circular, pamphlet, or letter, or in any other advertisement of any sort regarding merchandise, as to its character or cost, quality, service, or anything so offered to the public which advertisement contains any untrue, deceptive or misleading in any particular as to such matters or things advertised, shall be guilty of a misdemeanor. Upon conviction shall be fined not more than \$10 nor more than \$200 for each offense provided, however, that the provisions of this act shall not apply to any owner, publisher, agent or employee of a newspaper or other publication, periodical or circular, who, in good faith, and without knowledge of the character of such advertisement, causes to be published, or takes part in the publication of such advertisement."

#### Poor Richards Train Speaker

PHILADELPHIA — A public speaking class has been organized by the Poor Richard Club, one of the objects of which is to forestall any member of the Club arising at any time and at any place and saying "Unaccustomed as I am." The class will open February 15, in the direction of Dr. Silas Neff, a member of the Poor Richard Club and head of the Neff School of Oratory. The class will consist of eleven lessons and cover such subjects as Public Speaking, Mind Training, Voice Development and Vocabulary. The class will meet on Tuesday evening in the club house.

#### Grandin Heads New Agency

Grandin-Dorrance-Sullivan, Inc., the name of a new agency, with temporary offices at 115 5th avenue, New York, which has been formed by Frank A. Grandin, president of the Liberty Advertising Agency, the affairs of which are being liquidated, and a number of former executives of the Thomas Logan Agency, who include: Stuart Dorrance, George L. Sullivan, Roy Wooley, Lawrence J. Delaney, Eugene Lopatecki, and Edward Springsteen. Also associated with the new agency are John J. Floherty and E. C. Griffith. Chicago branch is contemplated.

#### A. P. Bureau at Lansing

The Associated Press has opened a new bureau at Lansing, Mich., under the direction of Monroe W. Stern as correspondent.

# AUTHORITY AND SINCERITY ESSENTIAL IN GOOD AD WRITING

## Words Must Ring True if They Are to Carry Conviction to the Reader—Good English and a Punch at the End Are Not Sufficient

By FRANK H. WILLIAMS

HERE is the record of a little occurrence in the copy department of a big advertising agency:

The head of the copy department called the youngest copy-writer—youngest, that is, in the point of actual experience in the preparation of national advertising copy—to his office.

"This copy of yours won't do," said the chief, bluntly.

The youngest copy-writer was a little flustered.

"Why not?" he questioned. "Isn't it well written?"

"Sure, it's well written," the chief replied. "There's a lot of snap and dash to it. It reads right along to a good punch at the end. Your headline is good, too. But it won't do because it lacks authority."

"What do you mean—authority?" questioned the youngest copy-writer.

"I mean," explained the chief, "that you either don't believe what you've written, or you aren't familiar with your subject or you aren't fully convinced of its merits. Your copy doesn't ring true. It hasn't that very essential tone of authority about it that good copy must have. The reader doesn't get the impression that what you say is so—there's no authority in what you've written. Good copy must convince the reader, it must ring true, it must sound like the writer knows thoroughly what he's talking about. It simply must have authority if it is to get over with the reading public in the way it should get over."

The youngest copy-writer went back to his desk and pondered over what the chief had said. There was a sort of unanny feeling in the youngest copy-writer's heart that it sure was weird the way the chief had unerringly placed his finger on the weak spot in his copy. For the youngest copy-writer, being extremely candid with himself, admitted that the chief was right. He had concentrated his efforts on style and presentation and, in doing so, had neglected to thoroughly familiarize himself with the product he was writing about. He had not first convinced himself that his product was the best thing of its kind in the world and, not being convinced himself, he could not, of course, convince anyone else.

It is an easy task to pick the ads that have been written with authority from those which lack this vital essential. Sincerity often illuminates an ordinary bit of copy until it grips and holds the reader in a way the most polished and witty, but not thoroughly convincing, copy never can. And, in the final analysis, isn't it this firm foundation of authority which makes some copy which looks exceedingly poor on the face of it, pull and pull and keep on pulling while more brilliant copy falls by the wayside with a mighty poor record to its credit?

Isn't this the reason why an unlettered man who doesn't know the first principles of advertising, can grasp a stubby pencil in his grimy fist and laboriously turn out some crude write-up which will win its way to the hearts of a vast audience while some better written, more sprightly copy gets nowhere? And this is no mere fanciful illustration, either. Almost every advertising man can cite one or more interesting exam-

ples of "crude stuff" that has gotten over big with not alone the particular audience to which it has been addressed, but with everyone else who has read it.

Speak with authority on a vital topic and you'll get attention whether your method of presentation is faulty, your diction poor or your grammar something astonishing. But if you can combine authority with perfect presentation, then there is no reason in the world why your copy shouldn't sell the goods.

Take soap, for instance. Most people know soap. Some bolsheviks may be rather hazy as to its general purposes and methods of use, but the American knows soap. It is pretty hard to write interestingly as well as authoritatively about soap, for the simple reason that everyone who reads the ad is pretty certain to be thoroughly familiar with soap as soap. But here is an ad for Goblin soap which says a few interesting things in an authoritative manner that makes everyone realize beyond the shadow of a doubt that the writer knows exactly what he's talking about. Listen to this:

"It especially answers the needs of delicate skins. The pure oriental oils, combined with an active element, thoroughly cleanse the pores and leave the skin soft and smooth. Goblin lathers freely in hard or cold water. It quickly and safely removes the most stubborn stains, grime and dirt from the skin."

That last sentence, particularly, rings true. It calls up to the mind of the reader at once a picture of the ad writer trying it out for himself on his own hands after he has let them become, for the purpose of making this experiment, as black as those of a coal heaver after a busy day.

It is easy to be rather hazy and unconvincing regarding office appliances, but here is an advertisement of the Rand Visible Business-Control, which is authoritatively specific and wholly convincing on this subject. That the man who wrote this ad was thoroughly familiar with his subject and absolutely

convinced of its utility is plainly evident from a perusal of the copy. The ad is headed "Perfect Control—through VISIBLE records—makes Management Easier." And then, after some introductory paragraphs, the advertisement authoritatively tells just how the Rand system does this, in the following words:

"In the Credit Department—Rand speeds up service to the waiting customer, saves you time and clerical cost and saves loss from memory authorizations.

"In Personal Records—Rand gives an instant grasp of your labor problem, often eliminating a vital labor crisis.

"In Sales Promotion Work—Rand puts all facts so readily, groups prospects so clearly, it speeds your follow up and gets more business from any given number of prospects.

"In Stock or Production Management—the ease with which records are made and seen is a certain guard against overstocking, material shortages, and gives visible control of routing and jobs in work."

How much better such an advertisement is than one that might be written by the most brilliant user of English in the whole wide world who, however, would depend for his data for his advertisement upon the say-so of others or the testimonials of users instead of getting down to brass tacks and finding out for himself just what his product will do and why it will do it. Doing just that—getting right down to brass tacks in studying the product and its uses, is just about the only way for an outsider to acquire the specific knowledge about a product which he must have if he is to write authoritatively, truthfully and convincingly. Of course, if the ad writer has grown up in the manufacturing plant, where the product is made, as a salesman or bench hand or executive, all this authoritative knowledge is a part of his very soul and he needs no study before he can convince his audience that he knows what he's talking about and knows that he knows.

Now let's consider the proposition of writing an advertisement for a motor truck axle. It would be easy enough to claim that any axle had different features from other axles. It would be an easy task to be rather brilliant and interesting and decidedly hazy as to just what these differences were. But to be authoritative about these differences and to convince your readers that you know

what you're talking about when you speak of these differences is quite another matter. Notice, now, how authoritative a recent ad of the Sheldon Axle and Spring Company is when it says:

"Do you know the strength of locomotive axle construction? Here's a heavily loaded motor truck climbing a sharp grade on a road with a side slope of 6 per cent. That truck's axle is taking punishment—weight, traction, side strain—every burden is thrown on it. A Sheldon Worm Gear Axle can stand this test of service indefinitely with practically no replacement or upkeep charges, because of the principle of Sheldon Construction. It is the same principle of construction that is used in Locomotive and Freight Car Axles, which carry the Freight Tonnage of the World."

There's certainly no lack of authority about that advertisement. The reader knows beyond the shadow of a doubt that the writer knows what he's talking about and is telling the truth about what he knows.

And here, to still continue in the automotive business, are some authoritative facts regarding motor trucks contained in an advertisement of the Continental Motor Corporation. The ad is headed "A Principle of Truck Performance" and here is what it says:

"It's CONTINUOUS PERFORMANCE that earns the profits on your truck or fleet of trucks. The truck on the job is the earning truck. The truck in the repair shop loses more than the cost of repairs—it loses time. Lost time is lost earnings. Upon the motor more than anything else, depends the character of service your truck will give. If you can depend upon the motor you can, in most cases, depend upon the truck. Motor dependability widens the user's profit margin."

There's no bunk about that stuff. The writer simply states facts in an authoritative, compelling manner.

Listen to the authoritative manner in which Boutwell, Milne & Varnum Co. speaks about granite for tombstones in a recent ad:

"In the early days of memorial art, man was forced to be content with the use of the softer stones; but the demand for an everlasting material has developed machinery and methods which have not only made it possible to quarry and shape the harder granites, but to polish the surface in such a way that it produces a most beautiful effect and makes it practically impervious to the ravages of time and the elements. 'Rock of Ages' is a hard, enduring granite. An all-polished 'Rock of Ages' memorial will always look as though someone cared for it, for any slight amount of dust which may find lodgment on its surface is washed away every time it rains. Its beauty is permanent, because its highly polished surface will not absorb smoke, gas or other atmospheric elements, which lead to discoloration and disintegration."

The writer of that ad, it is hardly necessary to point out, was another one of that growing class of copy-writers who know what they're writing about—not only what is thus and so about their product, but why it is thus and so.

These examples illustrate the direct use of authority in ad writing—the knowing a subject thoroughly and getting that knowledge over to the reader in the simplest possible manner. Small wonder these ads carry conviction to the mind of the reader. They have absolutely everything necessary for doing that very thing.

Of course, not every authoritative advertisement makes its authority so self-

## GAG ON PRESS IS DEMOCRACY'S END—SMILEY

PHILADELPHIA.—David E. Smiley, editor-in-chief of The Evening Public Ledger, was the speaker last Friday at the Long Table Luncheon of The City Club. In the course of his remarks in which he stated emphatically that a gag on the newspapers of the country would mean the end of democracy, he said:

"The newspaper, while one of the most familiar institutions to the public, is one about which the public knows least. It arrives with the morning coffee and the reader does not stop to analyze the real thought behind many articles carried in its pages.

"Newspaper editors are human beings. I am constantly being asked 'Why don't newspapers tell the truth?' We are today expected to know and discuss intelligently everything that comes up in the news. The critic usually is the man who knows only his particular subject and is ever ready to pick flaws.

"A newspaper must give the public what it wants. The paper that tries to be a moral teacher is pedantic and not

successful, but at the same time the newspaper can improve the public taste by careful choice. It is the most influential of all public institutions, not excluding the schools, and it therefore has a great responsibility, and secrets entrusted to it are well kept.

"The American newspaper is the preserver of the liberties of the people. It enables the exposure of graft, of dirty politics and of innumerable other crimes, which otherwise would go on unheeded. Nothing in the world so terrifies the crook or grafter as the fear that when the bright light of publicity is turned on he will be exposed.

"The newspaper must be the medium of opinion for all classes of people. Labor must be allowed to have its fair share and so must capital. The advertiser does not control the newspaper. It would be against his own interests to do so and the worthy newspaper is not an individual organ to promote the interests of some one set of people, but to serve the public with the truth at all times."

evident as these. Many advertisements cover the authority with which they speak in unique styles, odd angles of attack and all that. But the authority is there, nevertheless, and through it comes conviction to the reader.

The lack of authority, too, can be shrouded with style and sprightliness and odd method of presentation, but though its disguises may be deep, most readers soon sense the lack and come to feel that the ad writer doesn't really mean what he says, and feeling this way, of course, do not buy.

Almost the first essential to good ad writing, it would seem, unless the writer is a brilliant genius who can do things that no average man can possibly do, is to know what you're writing about and be convinced that what you're writing is true. In other words, if you want to write good ads—ads that will convince people and sell goods—write with authority!

#### GOSS HEADS SEATTLE CLUB

#### Unopposed for President—Lively Competition for Other Press Club Offices

(Special to EDITOR & PUBLISHER)

SEATTLE.—Frank P. Goss, political writer on the Seattle Post-Intelligencer, is unopposed for election to the presidency of the Seattle Press Club. For first vice-president, H. W. Ross, formerly of the P.-I. and W. D. Chandler, day editor of the Times, have been nominated. Beriah Brown, retired newspaper man, is the unopposed nominee for second vice-president; James A. Wood, editor of the P.-I. for treasurer, and E. H. Thomas for secretary.

The names of sixteen members were put in nomination for the six places on the board of trustees, as follows: Carlton Fitchett, Charles E. Claypool, E. A. Batwell, E. J. Friedlander, E. L. Carpenter, Gustav R. Stahl, Frank C. Fitts, O. J. David, John W. Potter, W. J. Petrain, William F. Smith, A. A. Andersen, W. C. Lyon, I. Comeaux, D. B. Duncombe and A. A. Bartow.

#### Democrats Want Missouri Daily

JEFFERSON CITY, Mo.—The members of the Democratic State Committee want a daily newspaper in Kansas City or St. Louis for a party organ. Meeting here last week the committee proposed to finance the purchase of the newspaper by selling stock to Democrats all over the state. Frank Armstrong, publicity man for the committee, estimated that \$1,000,000 could be raised in this manner. The committee appointed to ascertain at what price a newspaper could be purchased in either of the two largest cities of the state follows: State chairman Yancey; Thomas H. Fisher, secretary of the state committee; A. T. Dumm, Jefferson City. The latter, a lawyer, negotiated the sale of the Jefferson City Capital News to R. F. Hollister, executive secretary of the Democratic National Committee.

#### Two Agencies Consolidate

The H. K. Carter Company, Inc., New York advertising agency has been consolidated with Cecil, Barretto & Cecil of Richmond, Va. Herbert K. Carter has been made a vice-president of Cecil, Barretto & Cecil, in charge of the agency's New York office.

#### Oregon Journal Staff Dances

PORTLAND.—The Oregon Journal was host to its employees and their families at a dancing party recently. More than 400 people attended.

## "G.-E." WILL USE DAILIES FOR FAN CAMPAIGN

### Flying Squadron Will Explain Plans in Two-score Cities to Distributors and Dealers — Company Will Help

By EDWARD A. MUSCHAMP

Advertising managers of newspapers in practically every city throughout the country—especially those located in nearly two-score of the larger cities—will be interested in the plans made by the General Electric Company for the G-E fan newspaper advertising to be done during the 1921 season. Right now activities in this campaign are taking the form of merchandising conferences that are being held in the big cities throughout the country. Fifteen specialists of the General Electric Company and its associated companies are going from city to city holding these merchandising conferences, explaining the sales, service and advertising programmes which combine to make up the campaign for the season of 1921.

A brief account of the recent Philadelphia convention held in the Continental Hotel will serve as an illustration. This conference was held under the auspices of the Philadelphia Electric Company supply department.

In addition to the fifteen experts of the General Electric Company and its associated companies, the conference was attended by representatives of the Philadelphia Electric Company supply department and the central stations, jobbers, retailers, contractor dealers and manufacturers' representatives to the number of about 600.

The 1921 campaign is elaborate and each phase of it was discussed by one of the traveling representatives of the General Electric Company or one of its associated companies. The keynote of the conference was co-operation—first between the General Electric and its associated companies, and the distributor; and then in turn, co-operation between the distributor and the dealer—and others who, like the dealers, buy their supplies from the distributor.

Plans for the localized newspaper advertising to be done by distributors and dealers were explained in detail. The expense of this advertising is to be borne jointly by dealers, distributors and manufacturers. Distributors will use space ranging all the way from one column wide and about 50 lines deep up to full newspaper pages.

Dealers will use space ranging from a column wide and about thirty lines deep up to four columns wide and half a page deep. The General Electric Company has prepared electrotypes of all of the ads suggested for use in the localized newspaper campaigns which they offer to supply free to distributors and dealers. This part of the campaign is fully explained in an eight-page "newspaper folder" entitled, "Localized Newspaper Publicity," copies of which have been sent to all G-E fan dealers and distributors throughout the country.

An excellent plan for assisting distributors and dealers in their newspaper campaigns has been provided by the General Electric Company in the form of large "Temperature Calendars." These calendars cover the four months of the fan campaign—May, June, July and August. A full page of each calendar is devoted to a month and at the top of each page is a map of the United States divided into states and

colored in zones of temperature, each zone being marked with the degree of heat that may be expected in that zone during the month shown on the page. The various days in each month that should mark certain activities on the part of the distributors and dealers are lettered accordingly.

For example, the space on the May calendar for the nineteenth of the month carries this notice:

"Have you scheduled your Campaign Newspaper Space and Dates?" Attention is called to the appeals in the national magazines of the general advertising and there are specific days suggested for making window displays, sending out special sales letters, featuring newspaper advertising strongly, etc.

In urging the earnest co-operation of dealers and others in supporting the newspaper advertising campaign and the other phases of the general campaign, L. V. Garron, manager of the Philadelphia Electric Company supply department, in addressing the conference said:

"We all have a common effort—that of selling the ultimate consumer. To be successful we must be partners. We must tolerate each other's views and get together and discuss our problems as a whole—fairly, justly and without selfishness. This is the thought for which this effort is made."

The representative of the General Electric Company and its associated companies who attended this Philadelphia conference and are going from city to city addressing similar conferences are:

A. D. Page, sales manager, Edison Lamp Works; Kolin Hager, merchandising service bureau, General Electric Company; H. H. Russell, Edison Electric Appliance Company; A. L. Powell, lighting service department, Edison Lamp Works; D. W. MacCreedy, W. D. Yates, supply department; T. J. Casey, Hurley Machine Company; H. S. MacWhorter, Electric Vacuum Cleaner Company; H. B. Kirkland, Sprague Electric Works; J. M. Smith, Ivanhoe-Regent Works; R. E. Harrington, department of publicity, Edison Lamp Works; A. L. Powell, lighting service department, Edison Lamp Works; W. D. Yates, supply department; Guy P. Norton, Duplex Lighting Works; and T. J. McManis, department of publicity.

The traveling specialists will be on tour continuously until early in May when the advertising and general merchandising campaign will get under way. In addition to New York and Newark and Philadelphia where the first conferences were held, the itinerary includes the following cities; Baltimore, Pittsburgh, Columbus, Cleveland, Toledo, Buffalo, Schenectady, Washington, Jacksonville, Atlanta, Birmingham, Memphis, New Orleans, Houston, Dallas, Kansas City, St. Louis, Indianapolis, Cincinnati, Boston, Detroit, Chicago, St. Paul, Omaha, Denver, Salt Lake City, Butte, Spokane, Seattle, Portland, San Francisco, Los Angeles.

#### Picnic Stuff in Washington

WASHINGTON, D. C.—"Resolved, That it is more noble to be fat than lean," was the subject debated before the members of the National Press Club at Keith's Theater, February 3, the affirmative being upheld by Rep. J. N. Tinsler, of Kansas, and Rep. S. E. Winslow, Massachusetts, and against Senator Pat Harrison of Mississippi, and Senator Henry F. Ashurst, Arizona, with the Speaker of the House as judge. Reinald Werenrath, of the Metropolitan Opera Company, was soloist.

## PAUL BLOCK RESIGNS FROM N. Y. MAIL

### Pressure of Other Business Interests Assigned as Reason for Withdrawal as Publisher after Several Years' Service

Paul Block, publisher and special representative, has withdrawn from active connection with the New York Evening Mail, with which he has been associated since July, 1918, and from time prior to that paper's sale to E. W. Rumely, who was lately convicted, concealing its German ownership. Rumors of his intention to resign as publisher of the Mail have been current for several months, due to his manifold interests in the publishing business. No confirmation could be secured on February 16, when Henry L. Stoddard, editor of the Mail, made the following announcement on the editorial page:

"It is with regret that I announce the withdrawal of Mr. Paul Block as publisher of the Evening Mail. Mr. Block has been my associate and friend for over 15 years. When I sold the Evening Mail in the winter of 1915, he retired with me from its control, but in July, 1918, he joined with me in its purchase.

"In the upbuilding of the Evening Mail to its present strong and progressive position, Mr. Block as publisher has done his full share; his spirit, vision and energies, always unbounded, have been an inspiring influence in all that has been accomplished.

"Mr. Block's many other interests constantly requiring more of his time make impossible that active participation in the company's affairs which the position of publisher obviously demands.

"Only recently, he added the Daily (Minn.) Herald to the list of publications with which he is associated in various cities. It was on the announcement of this latest acquisition that Governor Miller telegraphed Mr. Block: 'I have your many successes in the East well duplicated in the West,' a sentiment that I warmly endorse.

"Mr. Block remains a member of the board of directors."

#### Publisher's Daughter Ends Panic

HAVANA.—Kitty Barrett, eight-year-old daughter of Edward Ware Barrett, publisher of the Birmingham (Ala.) Age-Herald, shared honors with a parrot in a tale of a fire at sea told of passengers landing from the steamer Cartago, February 10. The little girl refused to enter a lifeboat until she had brought her parrot from her stateroom and her insistent demand that the life be rescued calmed something approaching a panic among the passengers and gave the ship's crew a chance to extinguish the flames and save the steamer.

#### Diem & Wing Open New Offices

The Diem & Wing Paper Co., Cincinnati, has opened an office in Indianapolis which will be in charge of R. N. Adams. Mr. Adams has been traveling the State of Indiana for some time, and in the future will divide his time between the Indianapolis office and adjacent territory.

#### New Ohio Public Printer

CLEVELAND, Ohio.—Governor Harry L. Davis has appointed Walter M. Reilly, editor and manager of the Georgetown Gazette, superintendent of public printing for Ohio, succeeding W. A. Fyler, Democrat, also of Georgetown.

# U. K. REPORTERS' WAGE ISSUE CONFUSED BY DEMANDS OF TWO UNIONS

National Union and Institute, the Latter also Including Owners, in Conflict—Plymouth Paper Profitless for 60 Years Amalgamation Discloses

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

THE subject of a revision of newspaper men's salaries in the British field is not rendered easier by the fact that the two organizations claiming to represent those workers have each drawn up a distinct and separate basis for the proposed new scales.

The National Union of Journalists represents the greater rank and file throughout the country and I think have the ear of the newspaper proprietors as such. This union restricts its membership to actual working journalists, excluding from its roll all who have any proprietary interest in newspapers.

The other body is the Institute of Journalists, an association of older existence than the Union and formed at a time when it was probably never contemplated that there would be any serious dis-union between the publishers and journalists or causes upon which the interests of the two sections might split. The Institute includes among its members both workers and employers, and while it is, in the abstract, the more impressive body of the two, its very mixed membership does not give it the strength or labor standing as representing solely the voice of the paid workers.

The publishers thus find themselves in the quandary of being faced with two distinct proposals, and while both are said to be under consideration, time alone can prove which, if either, of the two bodies will gain their demands.

Several efforts have been projected to form an alliance between the Union and the Institute, but without success, and the present situation has produced further doubts this time in the minds of some of the "higher form" section (so to call them) of the Institute whether that body can effectively represent both interests.

Meantime, the power that the National Union believes itself to possess is suggested by a notice recently issued that "members who accept any new position, without first informing the general secretary, are liable to be expelled from the Union."

## Professional Players and Writing for the Press

LAST May there was an outcry against reverend gentlemen making pocket money and competing with recognized journalists in providing for the press reports of the "May Meetings." Because of the fact that these functions were not opened to the press, there was an unusual paucity of publicity and the press was rather unkindly accused of ignoring the spiritual side of the news during that month.

Now, Lord Hawke, a great British sportsman and cricketer, has attacked another evil in the existence of the professional player who also criticises in print. He said, at a meeting of the Yorkshire Cricket Club (a big county organization), that he condemned the practice of cricketers writing for the press and hoped no Yorkshire cricketer would be tempted into writing about the game in which he was taking part. He attached much value to the writing of experienced players on cricket, but no man was capable of writing in an unbiased way about a match in which he

was taking part. He went so far as to say that he hoped when the team was chosen for next summer, it would be made a condition that neither amateur nor professional should write an article on the match for which he had the honor to be selected.

## Sixty Years Published Without Profit

IT seems incredible that the proprietors of any publication would continue to issue it over any period if it did not at least exhibit signs of making profits, but we are asked to believe that a newspaper has actually been published in England for nearly 61 years without showing a penny profit.

The Western Daily Mercury is the paper to which this curious distinction belongs, and it has been a daily feature of Plymouth—the port at which many Americans make their first acquaintance with the soil of England. The news of its deficiency was disclosed upon the announcement of its amalgamation with its rival, the Western Morning Post, which appears under the title of the Western Morning News and Mercury.

The change, it is frankly acknowledged, is the outcome of a recognition of the hopelessness of making the receipts of the Mercury balance the expenditure.

"Throughout its long history," the journal says, "the Mercury has never returned one single copper to the proprietors by way of dividend, so far as we can ascertain. Taking 100 as the index figure for 1914, expenses in 1920 have increased as follows: Wages to 300, salaries to 270, cost of paper to 500. Receipts have increased: Sales to 192, advertisements revenues to 330. To express these figures in actual costs and receipts would reveal a considerable loss, not to be overcome by any course apparent to the proprietors."

It was recently announced that the Western Daily Mercury had been purchased by Sir Leicester Harmsworth, who seemingly has found no solution to the problem of making the property pay.

## Journalists on the Newspaper Strike

WITH the successful settlement of the newspaper strike in Manchester and Liverpool come some interesting after-reflections, not the least being those of the journalists who, more or less, found their occupations gone as the result of the dispute. One writer, in the columns of the National Union of Journalists' monthly organ, refers to the efforts of the strikers to supply the deficiency of newspapers, and from his comments it would appear that they did not strike him as very workmanlike.

He says, "The National Labor Press came along with the Evening Paper, and a four-page production of Labor Leader size, which sold like hot cakes at two-pence a copy, and never managed to be more than an apology for a daily paper. It died with the dispute. On the Wednesday following a racing flysheet—the 'Mid-day Paper'—was issued from the same office, and has since gone."

Another point of view is also revealed in the "Journalists" by the statement that before the dispute was over, the possibility was being discussed in local newspaper circles generally that one of the results would be the separation of newspapers from the general printing trade in future negotiations on wages and conditions. There can be little doubt that a considerable section of the newspaper office members of the Typographical Association were not at all happy about the stoppage of the different papers and on the other hand, the owners have realized what the last Bulletin leader said, that "a serious newspaper is something a great deal more than a commercial business."

## Newspaper Achieves What Official Effort Missed

AN interesting instance of the popular hold maintained by a well-edited newspaper upon its public, and at the same time, a not unamusing incident of comparative official incapacity reaches me from Swindon, Berkshire. A war memorial was proposed for the town and the local authorities made strong efforts to raise funds for its provision. The response was so feeble that the appeal practically failed. So the local paper, the Swindon Evening Advertiser, took the matter in hand and boosted a shilling fund to raise the memorial, calling for 20,000 shillings (one thousand pounds). In a few weeks the whole amount, and over a hundred pounds in excess, had been subscribed. Swindon thinks more of its journal than it did.

## OPEN NEW ONTARIO LIMITS

### Algoma and Thunder Bay Districts Ready for New Paper Establishments

(Special to EDITOR & PUBLISHER)

TORONTO.—The establishment of two additional pulp and paper industries in Northern Ontario foreshadowed by the announcement by the Hon. Beniah Bowman, Minister of Lands & Forest in the Ontario Government that extensive pulpwood limits will shortly be advertised for sale. One of these limits is tributary to the Nagagami River in Algoma and so situated that the mills would probably be located north of the transcontinental railway. The other is around Long Lake in the Thunder Bay district south of the railway.

The usual conditions regarding the erection of a pulp and paper mill of a specified daily output will be imposed on all bidders. The limits will carry with them rights to develop sufficient power for the operation of the plants.

## Deny Hearst Purchase in "K. C."

(By Telegraph to EDITOR & PUBLISHER.)

KANSAS CITY, Mo., Feb. 15.—A report of the purchase of the Kansas City Journal by William R. Hearst is characterized as "unfounded" by Charles C. Rosewater, the paper's publisher. The rumor is laid to the journal's contracting to do the Hearst color work for the new Kansas City (Kan.) Kansan. The Journal is still in the hands of a receiver.

## Receiver for Hartje Paper Co.

COLUMBUS.—Federal Judge Sater here appointed George E. Wisner receiver for the Hartje Paper Manufacturing Company of West Virginia with offices at Steubenville, Ohio. Appointment was made on petition of William J. Alexander of Steubenville, who alleges more than \$5,000 due from the company on an account. The petition also alleges the company is indebted on notes and accounts amounting to \$1,000,000.

## FIGHT TO KEEP NEWSBOYS

### Massachusetts Law May Prevent Employment of Youngsters Under 14

(Special to EDITOR & PUBLISHER)

BOSTON.—The legal status of the newsboy was taken up last week at a meeting in the Boston City Club by members of the Suburban Newsdealers' Association. The newsdealers are alarmed about an intimation from the State Board of Labor and Industries that, like the Indian and the Chinese, the newsboy "must go." The intimation is conveyed, newsdealers believe, in a recent notice from the state board calling attention to the following paragraph from Section 1, Chapter 831, of the Acts of 1913:

"No minor under fourteen years of age shall be employed or permitted to work in or about or in connection with any factory, workshop, manufacturing, mechanical or mercantile establishment, barber shop, bootblack stand or establishment, public stable, garage, brick or lumber yard, telephone exchange, telegraph or messenger office buildings, or in any contract or wage or in the construction or repair of earning industry carried on in tenement or other houses."

The strict enforcement of this law, newsdealers say, means the death knell of existing delivery systems. Members of the Massachusetts legislature, many of whom "carried routes" to work their way through grammar and high school, declare that there was no thought of hitting at the newspaper delivery boy in the original legislation. Newsdealers find it there, nevertheless, and if it is declared by legal authority to be there, may ask the legislature to take it out, on behalf of a large class of well behaved, industrious and ambitious American boys.

## Prizes for Rural Weeklies

BROOKINGS, S. D.—In order to stimulate interest in higher standards for the rural press, the Department of Agricultural Journalism of South Dakota State College here has announced a prize ribbon contest open to all weeklies of the state. Ribbons will be offered for the best typographical makeup of front page; for the best editorial, written by the editor or other member of staff of the paper; for the best farm news page or department, including advertising, variety or agricultural items, local service rendered subscribers in this department and method of presentation; for the best display advertisement, any size, advertising farm products for sale by a South Dakota farmer. Ribbons will be offered for second and third prizes in each class.

## Returning Forester Booms Alaska

PORTLAND, Ore.—Prospects for the development of the pulp and paper industry in Alaska are very bright, according to W. J. Jones, ex-deputy forest supervisor of the Government forests in Alaska, who has arrived in Portland. He has left Alaska because of his wife's health and hopes to be transferred to California. A large number of permits recently have been granted for the use of Alaska power for pulp mills, he said. Sales of timber for paper manufacture he also reports as very heavy.

## Holt Heads College Foundation

HAMILTON Holt, editor of the Independent, has been elected president of the American-Scandinavian Foundation, which conducts an exchange of students between the universities of the United States and those of Sweden, Denmark and Norway.

# THE AMERICAN JOURNALISTS' FORUM

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

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

## ADVENTURES IN INTERVIEWING

By I. ALLEN,

San Francisco Examiner

"THE Adventures of One," by Edgar Mels, undoubtedly will give a "cub" some insight of the work he will be called upon to do if he intends to be a newspaper man—not a journalist.

When the budding James Gordon Bennett the elder or the coming Henry Watterson is sent out by his hard-boiled city editor to see a man or woman, he must find that person if he or she be alive.

My first lesson in interviewing was given me by Arthur McEwen, one of the brightest pen-wielders of his day. He was M. E. 'n everything on the Mail in 1876 or '77, I've forgotten which year. I was working on a fraternal organization paper, a weekly, setting type, sweeping out the office, folding, mailing and delivering the paper to city subscribers. I got acquainted with the police reporter of the Mail and was introduced to McEwen. For a few nights I hung around the office from 7 to 10, unnoticed. Then McEwen said to me:

"See 'Hallelujah' Cox and get his views on 'Life Insurance and Hell.' Cox was a life insurance agent and on Sundays would preach the Word on the streets to derelicts. He was a notable figure in San Francisco those days. He lived among the sand hills. I returned to the Mail office about midnight, hungry and weary from a fruitless quest around that dark part of the city looking for Cox.

McEwen looked stern when I told him I had failed in my mission.

"My boy," he said, "when you go out of this office to do a thing, do it. If the man you wish to interview is swimming in the bay, hire a boat and talk to him. Get to your man, even if you need a balloon. Excuses for failure satisfy no one. Anybody can make excuses."

The reporter may not have a "story" when he returns to the office, but the city editor will be mollified if he knows a conscientious effort was made to "make the person talk."

Sam Chamberlain, one of the largest stars that ever twinkled for a Hearst salary was an insistent editor for interviews with big men. While I was in New York, as correspondent for the San Francisco Examiner, Chamberlain gave me, in the early 90's, this stunt:

### A Bishop's Wish

"See big men on following: 'What will be the greatest event coming year?' Suggest as starter talks with Bishop Potter, Henry Stanley, Ingersoll, Cardinal Gibbons, Edison."

The Examiner files will show that most of the big fellows "came through."

Bishop Potter dodged me three times when I knew he was in his apartments opposite Central Park. Finally I sent a letter requesting some sort of a reply to the query. I enclosed a 2-cent stamp and a 10-cent special delivery stamp, feeling certain the Bishop would not hang on to the whole 12 cents. A letter came from the Bishop in which he hoped

that all reporters would be put on a far-off island inhabited by cannibals so that he wouldn't be further pestered.

Major Pond prevented me from seeing Explorer Stanley while he was in New York. Through friends in the telegraph office, I located Stanley in a Philadelphia hotel and got a message to him, reminding him that as he was an old newspaper man, he shouldn't throw down a struggling youngster. His reply (collect) was a gem. It began: "Persistence wins."

Ingersoll, though he gave me for the Examiner the preceding year a "watchword," reneged on the prediction request. He was at his high desk in the office in lower Broadway or Nassau street when I addressed him and showed him Chamberlain's message. The Colonel read it, gave it back to me, turned on his high stool and began writing on a

sheet of legal cap. I got nervous. The great man must have noticed my physical state from behind his ears, for he turned to me and said:

"Good day; call when you have something sensible to ask."

One of the kindest men I ever called upon to interview was Cardinal Gibbons. Fortified with a letter of introduction from Charles Henry Metzler of the New York Herald, I sneaked aboard the newspaper train leaving Jersey City around 4 or 5 a.m.; no passenger tickets were sold for this train. The Cardinal was ordaining a negro, the first negro Catholic priest, I think, ordained in this country. I lolled around Baltimore until after 12, when I spoke to the Cardinal as he was leaving the Cathedral. He asked me to call on the morrow, as he was tired and had to lie down. When I told him I had to go back to New York that afternoon and get more interviews and stay up all night and that I had not been to bed myself for 36 hours, he patted me on the shoulder

and said he felt sorry for all newspaper men, he knew how hard they had to work. His Eminence called a secretary opened a Bible he carried, selected a text and dictated a message to the "Catholic of the Pacific Coast," which the Examiner published.

### Cleveland Said O. K.

During the Presidential campaign of 1891 I received a letter from a San Francisco friend—a conservative man—announcing his belief that from all political signs, California would go Democratic. I sent the letter to Cleveland, then in Buzzard's Bay. Cleveland wrote that he was pleased to get the letter and indicated that he had received similar news. His letter to me was marked confidential. The night Cleveland's election was announced I asked Mr. Nelson, editor of the New York World (who had "made" the President elect), how I could "reach" Cleveland. National Committeeman Harry had previously wired me Cleveland was at W. H. Whitney's house getting the returns. Nelson said Cleveland wouldn't give out a word. I sent a boy with a note to Cleveland, begging him to permit me to use a part of his confidential letter to me as a message to the faithful Democrats on the Coast.

The boy brought back my note with "Yes, G. C." penciled on the margin in Cleveland's neat handwriting. The Examiner was the only paper in the country that had a personal message from Cleveland the day after the election.

For the next few months I got busy with Cleveland. He was close-mouthed would not tell whether he was going to close up his law office and see America (especially the Pacific Coast) before inauguration, or just take a rest. San Francisco Examiners sent daily to his East 57th street residence and to his office brought no results. Ditto with a few letters. Finally I wrote two "interviews" with Cleveland of about 300 words each. One was to the effect that he would embrace the opportunity to see the Western country. The other detailed that he was sorry he could not spare the time for the trip. I sent the boy with a letter enclosing both interviews to Cleveland, telling him that I had to telegraph one of them that night. He returned the "no trip" interview with a few eliminations.

### The Family Talker

C. P. Huntington of the Southern Pacific Railroad "gave up" readily. He one were "solid" with Miles, his secretary. But when I was instructed to find out what Huntington had to say about the California Legislature waste-basket scandal, the old gentleman had "nothing to say." I telegraphed my deduction that Huntington was not a "d—n fool." The Examiner the following day had an "Elaine" cartoon portraying Huntington as the dumb man steering a boat in which was the corpse of the California politician involved in the scandal. There were also varied comments on Huntington's "Nothing to say." After those Examiners arrived in New York I could never find Huntington "in" when I called at his office.

The door of Chauncey Depew's office in the Grand Central was always open

(Continued on page 36)

## WE HAVE WITH US TODAY—

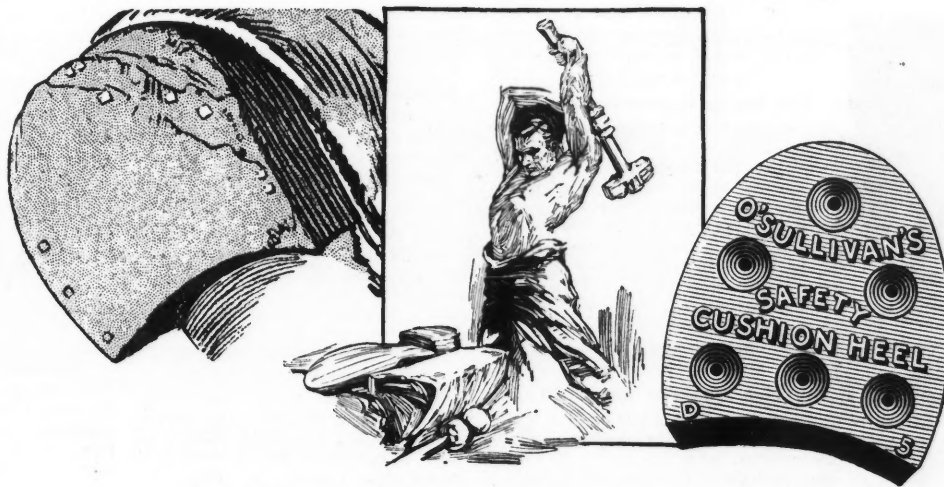


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**DURING** the last century Washington correspondents have become a power in moulding national opinion. From behind the scenes of our political stage they are able to detect the ambitions, passions, jealousies and selfish endeavors of statesmen great and small. They can make or break budding political careers. We have with us today, reading from left to right: Robert Small, of the Consolidated Press Association; Frank I. Whitehead, of the Washington Post; Senator Dillingham, of Vermont (under examination), and J. Lincoln Gould, of the Washington Star.



“Absorb the Shocks that Tire You Out”



## Newspapers Did It!

O'SULLIVAN'S Rubber Heels have been advertised to the public for eighteen years.

They have been advertised extensively in Newspapers during the last eight years.

Specifically, during the last four years, in spite of new competition from big manufacturers, New York City sales have increased from a supply for *one person in every four*, to enough heels to keep *one person in every two*—men,

women and children—shod with O'Sullivan's all the year 'round!

Let us pay just tribute to the many factors which combined to produce this extraordinary result—

—*but the fact is that the greatest single sales force in this specific success was the daily Newspapers!*

If you are not buying Newspaper advertising, can your sales reach their peak?

*Invest in Newspaper Advertising*

### E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

NEW YORK      CHICAGO      ATLANTA      KANSAS CITY      SAN FRANCISCO

#### Serial Advertisement Number 5

This year, of all years, advertising **MUST** sell goods. Newspapers are the only mediums equal to **THIS** emergency.

By enlisting the intelligent cooperation of local wholesalers and retailers, publishers will establish a chain

of Newspaper supporters. Urge your local trade to demand Newspaper advertising of every salesman who calls. Let the salesman understand that advertising in **HIS** territory will increase his personal profits by swelling his company's sales.

*Contributed for the better appreciation of Newspaper Advertising*

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

**ROBERTS NEW GENERAL MANAGER****Promoted from Head of N. Y. American's Local Advertising Staff**

H. M. Roberts, local advertising manager of the New York American, has been appointed general manager, and was given a luncheon on February 11 at the Hotel Plaza by the advertising staff of the paper to welcome him in his new position. W. R. Hearst, owner of the American, attended the luncheon. Martin Ready has been appointed local advertising manager to succeed Mr. Roberts.



H. M. ROBERTS

Mr. Roberts will be in full charge of the business and advertising departments of the American, a post which has not been permanently filled since the resignation of Walter G. Bryan as publisher. There will be no other changes in the American's staff, it is announced.

Mr. Roberts has been in newspaper work for four years, all of which has been spent on the American. Following his graduation from Yale in 1905, he entered the engineering department of the New York Telephone Company, shifted to the sales department of James Stewart & Co., general contractors, and then to the storage battery division of Thomas A. Edison, Inc. Then he entered the classified advertising department of the American, under the management of C. L. Perkins, learned the business of selling newspaper space and applied his knowledge to the American's local advertising, was promoted to local advertising manager and then to his present position.

**Tufford Cut Paper Cost 30 P. C.**

ST. PAUL.—"Wil Tufford, chairman of the National Committee on Newsprint Supply," says H. C. Hotaling, in the Minnesota Bulletin of the National Editorial Association, "has been able to make a refund of 30 per cent of the expense money advanced by those who obtained paper from the committee."

**Advertising Class at Boston University**

BOSTON—"Advertising is no skin game," said William H. McLeod, advertising manager of William Filene's Sons Company at Boston University a few nights ago. "Advertising is not mysterious," said Mr. McLeod, "and it does not

perform miracles. It does not take the place of a good product and is not a substitute for hard work." A few points in writing advertising brought out by Mr. McLeod in his talk were "have something to say," "say it so that the people who read it will understand it easily," and "put it where they can see it." The stenographer's desk was suggested by Mr. McLeod as the most effective road to an advertising position.

**Two Buying Corporation Meetings**

CHICAGO, Feb. 16.—Publishers' Buying Corporation meetings were held this week at Pittsburgh, Monday, and at Chicago, Tuesday and Wednesday. At Chicago the meetings were in connection with the annual meeting of the Inland Daily Press Association. W. J. Pape, president of the corporation, and Jason Rogers, of the New York Globe, met with groups of publishers and gave them full details of the news print service and mill building plans.

**Plan Minnesota Select List**

ST. PAUL.—N. S. Huse of New York, vice-president of the American Press Association, conferred in St. Paul with the publishers of twenty-five leading weeklies of Minnesota. It was decided to organize what is called the Minnesota Select List and an effort will be made to add seventy-five papers to those represented at the conference. Officers will probably be elected at the meeting of the Minnesota Editorial Association in St. Paul in February.

**Eight Columns in Stamford**

STAMFORD, Conn.—The Advocate has changed its makeup from the 7-column to the 8-column page. The new type measure will be 12½ ems. Recent improvements in the Advocate's mechanical equipment include an addition to its building containing 4,500 square feet of floor space; an 8-page unit added to its press; two additional linotypes; improved stereotyping machinery, and a complete dry-mat outfit.

**Hart Heads Legislative Writers**

HARRISBURG, Pa.—For the first time in many years the Correspondents Association at Harrisburg has selected a president who does not represent either a Philadelphia, Harrisburg or Pittsburgh newspaper. The new executive is Edward S. Hart of the Scranton Republican.

**Sanders Sues Texas Officers**

HOUSTON, Tex.—G. V. Sanders, editor of the Houston Press, has filed suit against Col. Billie Mayfield and three

junior officers of the Texas National Guard, asking damages of \$15,000. The suit is based on the arrest of Sanders by members of the National Guard under orders of Col. Mayfield, while the latter was judge advocate of the guard organization at Galveston. Sanders' arrest was ordered because of the alleged publication of articles in the Houston Press ridiculing officers of the Texas Guard on duty at Galveston.

**Advertising 50 Years Behind—Flint**

LAWRENCE, Kan.—The best place for merchants to go for "first aid" in writing advertisements is the news columns of a good newspaper, Prof. L. N. Flint, head of the department of journalism at the University of Kansas here, told Kansas merchants attending the annual Kansas Merchants' week here. His subject was "Mr. Busyman as an Ad Writer." He declared that advertising today is in about the same place where reporting was fifty years ago.

**Philadelphia Writers Elect**

PHILADELPHIA—The Pen and Pencil Club, the newspapermen's organization has elected the following officers for 1921: President, James A. Campbell; vice-president, James B. McKeown; treasurer John M. Hutchinson; secretary, Mark V. Wilson. The board of governors includes J. Solis-Cohen, Jr., Robert W. Comber, Joseph Melgin, William F. O'Donnell, George W. Shafer.

**Using Radio in Minnesota**

ST. PAUL, Minn.—The dissemination of news by wireless telephone has become a reality and Minnesota editors are probably the first in the country to put the system to practical use. The wireless telephone is carrying messages from the Dunwoody Institute in Minneapolis to the Minnesota Editorial Association in session this week in St. Paul. Local and world news is being transmitted.

**Daily for Tonawanda**

BUFFALO.—Business men of Tonawanda, N. Y., are forming a company to publish a daily newspaper. A company with a capital stock of \$100,000 will be incorporated in the near future. Tonawanda, nine miles from Buffalo, has a daily newspaper. It is served by the North Tonawanda News, located in an adjoining city, and by the Buffalo News papers.

**Montreal Weekly Changes Size**

MONTREAL.—The Weekly Witness Canadian Homestead celebrated its 75th birthday by changing to a smaller page. It now appears in a four-column page, 15½ inches deep.

**Goes to Eight Columns**

HUNTINGTON, W. Va.—The Herald Dispatch has adopted the eight-column make-up.

You'd be much obliged if someone would tell you, an advertiser, where you can pick up hundred dollar bills. Well, it's in Brooklyn. Full information at the Standard Union office. You're welcome!

R. P. Shulman

Super Calendered Newsprint  
33½ 66½ 70" Rolls

Standard Newsprint  
33½ 49½ 66½ 67" Rolls

On Spot New York

Prices on Application

**THE AGROS CORPORATION**

Importers Finnish Paper

27 WILLIAM STREET

NEW YORK

# The Times-Picayune.

## FIRST IN THE SOUTH

TOTAL ADVERTISING LINEAGE OF THE FIVE  
LEADING SOUTHERN NEWSPAPERS FOR 1920

1st	THE TIMES-PICAYUNE . .	16,863,772
2nd	BIRMINGHAM NEWS . . .	16,193,352
3d	COMMERCIAL APPEAL . .	15,215,662
4th	ATLANTA JOURNAL . . .	14,938,812
5th	DALLAS NEWS . . . . .	13,783,083

Figures given by the Advertising Age and Mail Order Journal for January, 1921, except for Atlanta Journal, which furnished own figures

The Times-Picayune delivers into the homes of New Orleans MORE papers than BOTH the afternoon papers combined.

Even advertisers who use afternoon papers exclusively in other cities, draw their exception in New Orleans and go over to—

# The Times-Picayune.

National Representatives: Cone, Hunton & Woodman, Inc., New York, Chicago, Atlanta, Detroit, Kansas City. R. J. Bidwell Co., 772 Market St., San Francisco, Cal.

## FROLIC FOR AD WOMEN IN PHILADELPHIA

Will Entertain Only Congresswoman in New Administration at Bellevue-Stratford on Washington's Birthday

(Special to Editor & Publisher)

PHILADELPHIA—The fourth annual dinner dance—or annual frolic, as it is popularly called—of the Philadelphia Club of Advertising Women will be held next Tuesday evening, February 22 on the roof of the Bellevue-Stratford. And the reputation that these advertising women of Philadelphia have made for themselves in giving similar affairs in the past, plus the interesting programme arranged, also plus the large demand for reservations, assures the success of next week's celebration.

In view of the fact that next Tuesday is Washington's Birthday, the party will take on a Colonial character. None other than "George Washington, himself," in full costume, will be the master of ceremonies throughout the entertainment part of the evening. The guests will be given dozens of unique advertising novelties and favors contributed by numerous local and national advertisers.

There are more than one hundred members of the Philadelphia Club of Advertising Women and in addition to these the diners will include about three hundred guests among whom will be many of the most prominent advertising men in Philadelphia. There will also be a number of out-of-town guests.

Miss Mary A. O'Donnell, the president of the club, will be toastmaster and the after-dinner speakers will include Miss Alice Robertson, new Congresswoman-elect from Oklahoma, and Mrs. Maud Wood Park of Boston, who is chairman of the National League of Women Voters and an authority on civic and social problems of immediate interest to women. Miss Robertson used newspaper paid advertising space to a decidedly good advantage in the recent national election, and she says advertising was one of the chief factors in electing her—the only woman member of the new Congress to assemble after President-elect Harding's inauguration.

Karl Bloomingdale, president of the Poor Richard Club, will be one of a number of Poor Richardites who will attend the dinner and probably speak.

One feature which the advertising women have planned is a "Fashion Show" for both men and women, and the chairman of the entertainment committee, Miss Blanche E. Clair, says that this show will be decidedly unique and unlike any other feature that has ever been staged by any club or organization. After the dinner and speeches there will be dancing and one doesn't have to be even a second cousin to a prophet to predict that "a large and pleasant time will be had by all."

Assisting Miss Clair on the entertainment committee are: Miss O'Donnell, the president; Miss Anna K. Johnson, vice-president; Miss Viola A. Harris, treasurer; Miss Elinor M. Begley, corresponding secretary; Miss Marie A. Cramer, recording secretary; Miss Gertrude H. Shearer, Miss V. Bertha Fitch, Miss Gertrude M. Flanagan, Miss Anna M. Kelley and Miss Bertha P. Shaffer.

### Boston Record Back to Two Cents

BOSTON—The Boston Evening Record, which on Dec. 13th last, decreased its retail price to 1 cent, has returned to its former retail price of 2 cents. The Record management states that when it made the decrease to 1 cent it was hoped by them that a recession in newsprint cost would follow the very marked decrease in prices of basic materials used in other lines of business, but that it could not continue to lose money steadily on a 1 cent newspaper as the conditions hoped for had not come about.

### Artists to Entertain

The thirty-ninth annual skelter of the Kit-Kat Club, of New York, will be given March 4 at the Palm Garden.

### NEWS OF ASSOCIATIONS AND CLUBS

MADISON, Wis. — The mid-winter meeting of the Wisconsin Daily League took place here last week, called because of the banquet given by the newspaper men of the state to Secretary of Agriculture E. T. Meredith. The business of the Association as coming through its representatives J. W. & J. M. Martin with offices in Milwaukee, was reviewed. Legislative matters were given consideration. It was found that there was no legislation inimical to the newspapers with the exception of one bill which sought to annul the present law

regarding publication of council proceedings to come at the present session.

PITTSBURGH—Former members of the staff of the old Pittsburgh Times at a dinner at the Pittsburgh Press Club on Feb. 10, formed an organization called the "Old Guard of the Pittsburgh Times," to perpetuate the memory of the men who worked on that newspaper and the history of the publication and other newspapers of Pittsburgh. Shirley P. Austin was selected as president of the Old Guard and Harry A. Pickering as secretary. An organization committee composed of Charles W. Danziger, chairman; John K. Emge, Charles R. Sutphen, John D. Watson, Burd S. Patterson and John D. Pringle worked out a plan of procedure and organization and nominated the men selected as officers.

DAVENPORT, Iowa—Thirty-six newspaper women of Davenport, Moline and Rock Island have organized under the name of the Tri-City Women's Press Club. Miss Mary S. Wright is president, and the following committee heads have been named: Constitution, Mary M. Kinnavey; social, Elizabeth Bryan; entertainment, Grace Woodrow; membership, Laura Ade. Meetings will be held twice a month.

MILWAUKEE—Martin Taylor, president of the Otto J. Koch Advertising Agency, gave the principal address of the evening at the monthly meeting of

the Milwaukee Sentinel Spizzier Club, Feb. 7. Mr. Taylor's subject was "If I Were Back in the Advertising Department of a Newspaper," and welcomed the way the newspaper advertising men were studying the merchandising problems of the users space in their paper. Also that the so-called "buyers' strike" was only a "buyers' protest."

St. Louis.—MacMartin, head of the agency which bears his name, spoke at the regular weekly luncheon meeting of the Advertising Club of St. Louis Feb. 15. Edward Mead, of the Thomas Cusack Company, spoke before the Women's Advertising Club on Feb. 14.

DETROIT—Detroit Adcraft Club members, debating here Feb. 10, were unable to reach a decision as to whether advertising space contracts should be cancellable. Both sides of the question were heard in formal debate, but the question went undecided because of an even division of opinion. Otis Mearns, advertising manager of the Detroit Press, was chairman. General opinion was that nearly every cancellation should be judged by circumstances. Where a good reason for cancellation existed, advertising men declared, the publisher should be able to rely upon the contract to the extent of proceeding with the business in the belief that the contract would be fulfilled, and if such does not follow, to take steps to compel it.



BLANCHE E. CLAIR



## Let's Unite and Get Somewhere

**WEAKER** media are developing more national advertising because they are doing less fighting among themselves and present a united front. Furthermore, from many agencies, who have found little reasons for co-operating with newspapers, these media are getting co-operation because they themselves are creating business for the agencies; in other words, are offering a *quid pro quo*.

No one should be able to outplay the newspapers at this time if we set ourselves to it. We are particularly fitted to give manufacturers in nearby or distant towns a line on conditions and possibilities in our own markets, and if these manufacturers are non-advertisers, we are in a position to put live aggressive agents in contact with them. In the initial stages we are offering a co-operation that they will be ready and anxious to return.

In addition to working with Advertising Agents who appreciate what newspapers can do, there is a splendid broad constructive work that every newspaper in the United States can do with and through the manufacturers' agents in its own town, by getting them advertising support from their manufacturers, which support in turn will help no one more than the manufacturers themselves.

Among the products splendidly sold in Baltimore by Wm. H. Bryan there is no more striking illustration of national advertising development work that we newspapers should do, than the Valca products put up by Cavanna & Co., of Philadelphia. With very little advertising this line shows up surprisingly high in Baltimore, thanks to the first class selling work of the local representatives, but Baltimore should be twice the market for Cavanna & Co., and it will be if we convince them that advertising and selling are both more productive when one is as good as the other.

*In conjunction with their first class selling, a systematic advertising campaign through the intensified circulation—180,000 odd copies daily—of the NEWS and the AMERICAN would mean for better marketing and make for the Cavanna line a development heretofore not even approximated in the Baltimore territory.*

## The Baltimore News

EVENING DAILY AND SUNDAY

## The Baltimore American

MORNING, DAILY AND SUNDAY

DAN A. CARROLL  
Eastern Representative  
150 Nassau Street  
New York

*Hand & Webb*  
Advertising Manager

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago

## LEDGER SYNDICATE

News and Feature Services

Maintain Prestige—Create Circulation—Attract Advertising.

- Complete Leased Wire Service From 52 Correspondents.
- Foreign News Service from 28 Correspondents.
- Domestic News Service from Staff of Trained Writers.
- Financial News Service from 16 Authoritative Correspondents.
- Commentaries by former President Taft, Col. E. M. House, and other Authorities of World Renown.
- Feature Service Includes Magazine Pages, Comics, Cartoons, Paris and American Fashions, Home Page Features, Daily and Weekly Serials, Sports Features, Inspirational Features.

All Needs of a Distinctive Newspaper

LEDGER SYNDICATE  
INDEPENDENCE SQUARE PHILADELPHIA, PA.

# Lexington Buying Habits

Number 2 of a series of advertisements by the Lexington, Ky. Leader—a service to manufacturers and agencies of specific facts on the territory, population, buying habits, trade conditions and the Leader's relation to them. Reprints supplied upon request.

## Questionnaire

"In your judgment, what percentage of the total retail trade of Lexington, all lines considered, comes from the following described territory:

Lexington and Fayette County  
Winchester and Clark County  
Georgetown and Scott County

Richmond and Madison County

Paris and Bourbon County  
Nicholasville and Jessamine County  
Versailles and Woodford County

"Answer: .....Per Cent.

Signed .....

"April, 1920.

## The Bulk of Retail Business

In April, 1920, the Lexington Leader submitted in writing exactly the above question to 50 of Lexington's merchants, representing the foremost retailers in the city, doing at least 50% of the total retail business. Each questionnaire was signed and returned by a principal, and is on file in the Leader's office.

## The Result

The average reply showed that 95% of Lexington's retail trade comes from the territory prescribed.

## The Trading Territory

The territory exactly prescribed in the aforementioned questionnaire includes precisely territory designated by the A. B. C. in co-operation with both Lexington newspapers as city and suburban. The average suburban radius is 30 miles.

## Lexington Leader

The Lexington Leader is a home paper published every afternoon and Sunday morning.

Of the present circulation, over 15,500 net paid, about 12,000 is delivered exactly in this local territory, which it is proved supplies 95% of Lexington's retail business.

We believe this accurate information will be of service to you.

# LEXINGTON LEADER

*Circulation Largest where Business is Greatest*

REPRESENTATIVES

**E. KATZ SPECIAL ADVERTISING AGENCY**

Established 1888

New York

Chicago

Kansas City

Atlanta

San Francisco

# The New York Herald First in Advertising Gains!



THE great impetus given *The New York Herald* by its consolidation with *The Sun* (Feb. 1, 1920), is clearly made manifest in the tremendous advertising gains made since the amalgamation of the two papers, based on New York Evening Post figures for the last eleven months of 1920, compared with the same period of preceding year.

	Lines
<b>HERALD</b> (Compared with Sun) . . . . .	<b>5,179,096 GAIN</b>
<b>HERALD</b> (Compared with Herald) . . . . .	<b>3,300,576 GAIN</b>
<b>TIMES</b> . . . . .	3,073,980 GAIN
<b>TRIBUNE</b> . . . . .	1,618,754 GAIN
<b>WORLD</b> . . . . .	143,755 LOSS
<b>AMERICAN</b> . . . . .	342,834 LOSS

The marked extent to which the trend of advertising has turned to the columns of *The Herald* is further emphasized by the fact that during these same eleven months of 1920 *The Herald* carried a greater number of lines of Foreign, Local and Total Display Advertising than any other New York Morning Newspaper, except *The Times*.

You are not buying on theory or predictions when you purchase advertising space in *The Herald*. The productiveness of *The Herald's* "Quality Circulation in Quantity" is an established fact. Only unusual results to advertisers can produce records like that of *The Herald* for 1920.

# -continuing Leadership in Advertising Gains!



**A**FTER leading all New York Morning Newspapers in advertising gains for the last eleven months of 1920, *The New York Herald* starts 1921 by showing in January an advertising gain more than twenty times greater than the next morning paper that gained in January, 1921, compared with the same month last year.

## The New York Herald

### Gained 320,014 Lines of Advertising

(Compared with The Sun last year)

### Gained 306,804 Lines of Advertising

(Compared with The Herald last year)

The Daily Advertising Report of New York Newspapers, issued by the Statistical Department of The Evening Post for January, 1921, compared with January, 1920, shows important gains.

That you may more fully appreciate the growing leadership of *The Herald* it is necessary to explain that January, 1921, had five Sundays, against four Sundays in January, 1920. Without this extra Sunday every New York Morning Newspaper showed a loss except *The Herald*, which gained over 200,000 lines with this extra Sunday eliminated.

The tremendous purchasing power and responsiveness of *Herald* readers are attracting advertising to the columns of *The Herald* in rapidly increasing volume from local and national advertisers.

*Is The Herald on your 1921 Schedule?*

# THE NEW YORK HERALD

*"Quality Circulation in Quantity."*

**Over 200,000--DAILY or SUNDAY**

**A PROFITABLE FIRST YEAR****Northwest Daily Press Secured Over 1,700,000 Lines of Advertising***(Special to Editor & Publisher)*

MINNEAPOLIS.—Members of the Northwest Daily Press Association, assembled here today for the first annual convention of the organization, expressed general satisfaction over the results obtained during the new business-getting body's first year of existence. Reports showed that the association obtained from Minneapolis and St. Paul advertisers a total of 1,766,042 lines of advertising for its 32 member dailies, the value of which was \$43,000.81.

A. W. Peterson, of the Waterloo (Ia.) Evening Courier, spoke of the advisability of publishers adhering to present subscription rates for some time to come.

Merits of the Publishers' Buying Corporation were discussed by L. S. Whitcomb, of the Albert Lea (Minn.) Times, and treasurer of the Northwest Association.

Details of the Fargo (N. D.) Forum's educational demonstration week to be held February 21-26, were sent to the convention by C. W. Broen, advertising manager of the Forum, and discussed by the members. Much interest has been aroused by this campaign which is aimed to stop the so-called buyers' strike in the Fargo territory and to convince consumers that retail merchants are selling their goods at prices beyond criticism.

Fred B. McClellan, of the McClellan Paper Company, Minneapolis, was the principal speaker at the luncheon, his topic being "The Past, Present and Future of the Print Paper Situation," and he gave the publishers little encouragement of materially cheaper print paper for some time to come.

Officers of the association were re-elected for another term of office as follows: President, Fred Schilplin, St. Cloud (Minn.) Times; treasurer, L. S. Whitcomb, Albert Lea (Minn.) Tribune; secretary, Ed. M. La Ford, Little Falls (Minn.) Transcript; executive committee, Howard Bratton, Faribault (Minn.) Daily News and C. R. Butler, Mankato (Minn.) Free Press; business manager, R. P. Palmer; general manager and supervisor, R. R. Ring.

**Lose Stands and Pay Fines**

BUFFALO.—In addition to losing their stands by court order seven Buffalo newsboys have now been directed to pay their share of cost of a legal battle waged to prevent a decision barring the stands. The newsboys were directed to pay \$17.38 each. All stands have now been removed from the streets of the city.

**Oregonians in Sigma Delta Chi**

EUGENE, Ore.—Five well-known Oregon newspaper men were recently initiated into the University of Oregon chapter of Sigma Delta Chi, national

journalism fraternity, as honorary members. They are: Robert W. Sawyer, publisher of the Bend Bulletin; Merle Chessman, editor of the Astoria Budget; Elbert Bede, editor of the Cottage Grove Sentinel; Charles Fisher, editor of the Eugene Guard, and E. E. Brodie, editor of the Oregon City Enterprise.

**From Columbus to Stamford**

STAMFORD, Tex.—W. Kilgore, of the firm of Kilgore & Burkhead, publishers of the Columbus (N. M.) Daily Courier, announces that the work of moving the printing plant from Columbus to Stamford will be completed within a short time and that the publication of a morning newspaper in Stamford will then be launched.

**N. A. Paper Company Dissolved**

Stockholders of the North American Pulp & Paper Company have voted for a dissolution of the company and the formation of a new concern to be known as The Saguenay Pulp & Paper Company. The old concern was an American company and had to pay both American and Canadian taxes. As a Canadian company, only Canadian taxes will have to be paid.

**New Associated Press Members**

The following newspapers have become members of the Associated Press; Fulton (Ky.) Leader and the Middlesboro (Ky.) Daily News, both evening and the Akron (Ohio) News, morning. The Valparaiso (Chile) Evening El Mercurio has changed its name to La Estrella.

**Utica Papers Name Special**

The appointment of Gilman, Nicoll & Ruthman, New York and Chicago, as foreign advertising representatives of the Utica (N.Y.) Morning Telegram and Utica Saturday Globe has been announced by Business Manager Fred B. Stuart.

**Plan New Windsor Daily**

WINDSOR, Ont.—Plans are being made for the establishment of a new daily newspaper in the Border Cities, within the next two or three months. W. Taylor, owner and editor of the Woodstock (Ont.) Sentinel Review, is said to be behind the project.

**Akron Magyar Papers Merge**

CLEVELAND, Ohio.—The Akron Hungarian Journal, Aprad Turnoczy, publisher and editor, has absorbed its competitor, a weekly, called A. Het.

**Nine Columns in Lansing**

LANSING, Mich.—Nine columns to the page is now the form of the State Journal.

**Adds Photo-Engraving Plant**

DETROIT.—The Daily Times has added a photo-engraving department to its Bagley street building.

# The Rochester Herald

## Makes Record for Entire Country

During the recent Automobile Show in Rochester, N. Y., The Herald published 105,364 lines of automobile and accessory display advertising, which was 3,262 lines more than the combined lineage of all the other Rochester newspapers together.

Incidentally, no other newspaper in the United States has carried this season a volume of automobile advertising equalling this.

In addition, The Herald published, during the same period, 29,827 lines of classified automobile advertising.

The Herald has always led the newspapers of Rochester in volume of automobile advertising. The paper that so completely dominates its field in this important industry has positive value for every national advertiser who wants to reach a prosperous and responsive class of readers.

*"Western New York's Home Newspaper"*

## John M. Branham Company

Representatives

New York  
Brunswick Bldg.  
Atlanta  
Candler Bldg.

St. Louis  
Chemical Bldg.  
Detroit  
Kresge Bldg.

Kansas City  
Republic Bldg.  
Chicago  
Mallers Bldg.

## Marysville Democrat

3,000 Miles from You  
but**ONLY ONE MINUTE FROM YOUR DEALER  
CONNECT THE LINK**by advertising in the Democrat  
**IT WILL HELP YOUR DEALER'S SALES**EST.-  
1884**CALIFORNIA**FLAT RATE  
25¢ PER INCH



# Great Removal to the New Orleans States

*Jiggs and Maggie ("Bringing Up Father"), "The Katzenjammer Kids," "Krazy Kat," Tad's "Indoor Sports," Beatrice Fairfax, and a host of other world-famous newspaper celebrities, after more than a decade's residence in the NEW ORLEANS ITEM, are coming home at last to THE NEW ORLEANS STATES, accompanied by a galaxy of news service and literary stars from the four corners of the globe!*

This record-breaking acquisition constitutes

## The Biggest Event in the Newspaper History of the South

**All the World's Greatest Newspaper Comics and Features---  
Plus the News Feature Leased Wire of UNIVERSAL SERVICE---  
And INTERNATIONAL NEWS SERVICE Leased Wire.**

### These All Star Comics and Features Exclusively in the New Orleans States

#### Daily and Sunday

Bringing Up Father  
Katzenjammer Kids  
Mr. Dubb  
Little Jimmy  
Eddie's Friends  
Jerry on the Job  
Abie the Agent, Tad,  
Krazy Kat, and Penny Ante

#### The American Weekly Sunday Supplement

A ten-page illustrative magazine section brimful of stories of impelling fascination; color cover by Harrison Fisher, Howard Chandler Christy, Penrhyn Stanlaws and other famous artists; Lady Duff Gordon Fashion page, and other big features.

#### Daily Magazine Page For Women

Nell Brinkley's beautiful romantic drawings, articles by Beatrice Fairfax, Hal Coffman, Gertrude Beresford, Virginia Terhune Van de Water, William F. Kirk, Aline Michaelis, J. J. Mundy, Brice Belden and Garrett P. Serviss.

These are the Features which in the last six months of 1920 accomplished a gain of 25 per cent in the enormous circulation of the PITTSBURG PRESS!

Added to the established prestige, character and influence of this newspaper, the new comic, feature and telegraphic news acquisition will not only mean INCREASED CIRCULATION, but also form an index to the *increased advertising merit* of

# The New Orleans States

Eastern Representative  
The S. C. Beckwith Special Agency  
New York City

Western Representative  
Jno. M. Branham Co.  
Chicago, Ill.

**MOTOR COPY AND "WANTS" CHIEF LOSSES IN JANUARY OF NEW YORK DAILIES**

**W**ANT advertising and automobile display copy are the classifications which were responsible for most of the 11 per cent loss in advertising lineage for January, 1921, against January, 1920, by New York City newspapers, as set forth in **EDITOR & PUBLISHER** last week. Analysis of the total figures by the Statistical Bureau of the New York Evening Post discloses that most other classifications either made considerable gains, held about even, or incurred comparatively slight losses, while the automobile display copy fell off from 50 to 60 per cent and "wants" showed a similar deficiency.

For instance, the 6,352,838 lines carried by morning papers last month were 1,181,977 lines less than they had in January last year. Automobile copy in the morning papers dropped from 647,214 lines to 280,113 lines and "wants" slipped from a total of 1,329,172 lines to 618,766 lines, a combined loss of 1,077,507 lines. Foreign advertising in morning, evening and Sunday papers dropped, and the advertising of newspapers, magazines, and railroads was also lower. Increased advertising of dry goods, women's specialty shops, furniture and amusements largely offset these losses in all the papers.

Lineage of the following papers is included in the analysis below:

New York American, New York Commercial, New York Herald, New York Sun, New York Times, New York Tribune, New York World, New York News, New York Evening Journal, New York Evening Mail, New York Evening Post, New York Evening Sun, New York Evening Telegram, New York Evening World, New York Globe, Brooklyn Eagle, Brooklyn Standard Union, Brooklyn Times.

	MORNING		EVENING		SUNDAY	
	Total	1921	Total	1920	Total	1920
TOTAL SPACE	6,352,838	7,534,815	6,637,446	6,809,434	3,473,238	3,412,480
Amusements	302,108	276,582	241,986	236,945	182,862	154,530
Art	30,238	21,672	3,906	5,338	31,538	20,674
Auction Sales	116,830	177,719	10,310	11,418	26,954	49,548
Automobile Display	280,113	647,214	271,390	558,670	175,092	391,082
Automobile Undisplay	40,454	44,624	74,510	81,922	18,856	19,096
Boots & Shoes	56,451	35,212	68,772	67,974	32,140	19,896
Building Material	4,564	1,538	4,040	2,48	110	60
Candy & Gum	22,796	15,796	38,426	49,660	7,974	2,530
Charity & Religious	49,646	58,846	42,086	83,372	15,510	950
Dancing	13,502	10,862	6,858	11,348	4,146	9,872
Deaths, Etc.	60,454	67,292	25,042	32,440	16,970	18,074
Druggist Prep.	47,264	52,348	21,780	50,518	26,708	38,134
Dry Goods	1,308,854	1,255,330	2,599,27	2,299,356	1,138,702	908,938
Financial	656,078	804,466	469,270	508,305	98,288	135,156
Food Stuffs	88,650	95,604	176,830	230,157	30,590	23,682
Furniture	217,278	131,642	128,380	98,256	233,630	143,540
Hotels & Restaurants	29,220	38,080	69,146	69,238	20,238	15,488
Jewelry	14,176	17,140	17,394	23,791	6,380	4,630
Legal	26,670	41,756	109,218	122,860	.....	.....
Men's Furnishings	232,828	225,765	278,176	294,836	17,098	40,054
Musical Instruction	4,186	1,460	8,402	7,692	4,922	2,690
Musical Instruments	75,666	97,408	96,294	163,906	55,814	68,156
Miscellaneous Display	295,202	407,430	271,318	243,386	103,356	113,700
Miscellaneous Undis.	293,667	282,623	369,927	317,803	146,518	117,092
Newspapers	15,016	40,850	14,222	38,720	2,250	10,358
Office Appliances	16,840	18,432	540	1,670	750	1,642
Prop. Medicine	68,974	71,150	129,826	184,604	41,938	40,180
Public Service	8,410	40,394	18,070	36,310	2,480	3,420
Periodical (Mag.)	32,578	86,914	23,074	68,100	6,004	11,022
Publishers	66,324	69,224	14,412	21,092	5,012	52,084
Railroads	17,590	31,108	17,166	30,191	.....	690
Real Estate	426,810	383,868	294,846	223,160	256,164	274,596
Resorts	53,036	49,530	33,702	38,446	33,816	22,544
S. S. & Travel	286,626	201,642	65,946	41,627	50,254	29,586
Schools & Colleges	43,984	55,464	19,778	16,548	31,666	35,012
Tobacco	20,460	37,596	28,764	44,134	8,588	2,388
Wants	618,766	1,329,172	82,318	193,616	235,034	394,672
Non-Intox. Beverages	1,880	12,982	2,910	9,426	200	468
Women's Spec. Shops	409,649	298,086	480,794	292,443	353,616	241,196
Foreign Adv.	1,210,158	1,686,005	1,007,954	1,689,215	522,542	681,036
Local Display	3,951,774	4,050,996	4,732,544	4,285,771	2,452,292	2,146,908
Undisplay Adv.	1,167,004	1,797,814	876,748	834,448	498,404	584,536
S. S. & Travel Guide	23,902	.....	.....	.....	.....	.....
European	5,392	388	1,160	.....	1,632	76
Brooklyn	276,472	191,704	242,812	204,248	276,472	203,627
Harlem & Bronx	97,354	6,226	45,114	14,088	94,732	51,450
New Jersey	5,640	6,718	.....	.....	5,640	6,718
Graphic Section	124,882	166,360	22,956	9,760	128,352	176,120
Affiliated Adv.	1,640	6,014	32,282	11,256	220	6,014
Office Adv.	109,532	55,774	60,022	41,368	36,320	11,538
Total Pages	6,058	6,506	5,960	5,762	3,124	3,010

**Community Paper in West Warren**  
**WEST WARREN, MASS.**—This town is ready for its experiment with a community newspaper, one of the first to be published in this section. The contract for printing the paper has been let to the Covell print of Warren and the paper is expected to make its appearance within the next week. Howard S. Pember, M. William Sheehan, Miss Agnes Watson and John Keating, Jr., are members of the editorial staff. The new paper will be called *The Community News*. It will contain news of Warren and West Warren and neighboring towns. The paper will be issued every two weeks for a few months, then weekly. Enough advertisements have been secured to pay expenses and most of the merchants have agreed to advertise in every issue for at least six months.

**Elected Heads of Princeton Paper**  
**PRINCETON, N. J.**—Thomas Covington McEachin of Jacksonville, Fla., was elected chairman of the Daily Princeton-

ian. Adlai Stevenson, grandson of the former vice-president of the United States, was elected managing editor.

**FOR SALE**  
 All or part—20 tons of standard newsprint, size 28 x 40. Basis 24 x 36, No. 32.  
**INQUIRIES SOLICITED**  
**INVINCIBLE PAPER AND PULP CORP.**  
 135 Broadway - New York City  
 Phone, Rector 9957-8-9

**CLUB FOR DOW EMPLOYES**  
**Portland Express-Telegram Relief Association Organized**

(Special to **EDITOR & PUBLISHER**)  
**PORTLAND, Maine.**—The employes of the Evening Express Publishing Company, publishers of the Express-Advertiser and the Sunday Telegram, have organized the Evening Express and Sunday Telegram Relief Association and Social Club. The organization is designed to afford financial aid to incapacitated workers, to provide life insurance and for social purposes. The association has been made especially attractive to the employes as the assessments each month will be doubled, the company agreeing to provide an amount equal to that paid in by the employes. One hundred have enrolled. A room for socials, lectures, etc., is to be provided to an addition to the plant, now nearing completion.

All permanent employes of the two papers, over 16 years of age, are eligible for membership. The monthly dues are 65 cents for those receiving more than \$12 a week, and 30 cents for those receiving less than that salary. The initiation fee is \$5. Members incapacitated by sickness or accident will receive \$12 a week for ten weeks, except that those paying 30 cents dues will receive \$6. A death benefit of \$600 will be paid. Officers were elected as follows: President, Thomas Ward; vice-president William Rogers; secretary, H. J. R. Tewksbury; treasurer, Maurice G. Pressy; trustees, Miss Elizabeth I. Taylor, Miss Margaret Doughty, Bert D. Weymouth, Edward Coughlan, Lloyd Drake and Lester Wallace.

The house committee consists of L. Barton Motherwell, Miss Katherine V.

Doyle, James L. Anderson, Charles D. Sym, Mrs. Alice Lundberg, Clarence Chiasson and George Davis.

**New Bennett Home Directors**  
 The Board of Directors of the James Gordon Bennett Memorial Home for New York Journalists on February 7 elected as directors of the corporation Edward Percy Howard, editor of the American Press and president of the New York Press Club, and Merrill P. Callaway. One vacancy in the directorate came as a result of the death of Josiah K. Ohl, the directors passing resolutions expressive of their regret prior to the election of Mr. Ohl's successor. The committee appointed for the purpose of considering applications for relief by this home being unable to function due to the death of Mr. Ohl and the fact that a second member of the committee, Commander Kelly, is no longer a director, President Rodman Wanamaker, appointed a new committee consisting of Robert W. Candler and Messrs. Callaway and Howard.

**Meeks Add to String**  
**ATLANTA.**—Ralph Meeks, editor and publisher of the Calhoun (Ga.) Times, and president of the Covington (Ga.) News Publishing Company, has leased the plant of the Douglas (Ga.) County Sentinel. R. N. Kirby has been named managing editor of the paper, succeeding Z. T. Dake, editor and publisher for the past eight years.

**Ohio Paper Changes Size**  
**CLEVELAND.**—The Mount Sterling Tribune has ceased using the "blanket sheet form" and has become an eight-page paper, six columns to the page.

**"We Thank You for Your Helpful Co-operation"**  
**Hood Rubber Products Co., Inc.**  
 Let us help you in Rochester. Our Service Department is thoroughly familiar with conditions here. Write us — we're at your service.  
**Rochester Times-Union**  
 First in Its Field  
**Circulation (A.B.C.) 64,018**  
 J. P. MCKINNEY & SON, Representative  
 334 Fifth Ave., New York—122 S. Michigan Ave., Chicago

**"Know the Tremendous Pulling Power of Worcester's One Big Newspaper!"**

# WORCESTER TELEGRAM-GAZETTE

*Circulation exceeds Worcester's other daily newspaper by 300 per cent*

The important consolidation of the two top-notchers of the Worcester field clarifying, as it does, the Worcester newspaper situation, renders this rich field more attractive than ever to the National advertiser.

**WORCESTER,  
MASS.**

*and*

**WORCESTER  
COUNTY**

Second largest city in the State. Population 179,741 (census 1920). With suburbs and county over 450,000.

One of the richest counties in all New England.

Worcester and Worcester County's list of Manufactures presents a great diversification of products. Loom factories; steel and wire mills; rugs and carpets; abrasives (largest in the world); corsets; valentines; envelopes; woolen goods; leather goods, and many other industries.

To the Powerful circulation of the "Telegram" (City and County) is now welded the Potent Concentrated circulation of the "Gazette." Thus this combination constitutes one of the most powerful advertising influences that can be brought to bear upon any Merchandising situation of equal Importance anywhere in the United States.

TELEGRAM-GAZETTE CIRCULATION		
Since Consolidation.		
WEEK ENDING		
January	8	- 73,483
January	15	- 72,939
January	22	- 82,087
January	29	- 74,131
February	5	- 74,254
February	12	- 74,546

## THE TELEGRAM-GAZETTE

WORCESTER, MASS.

**PAUL BLOCK, Inc.**

*Special Representative*

NEW YORK

CHICAGO

BOSTON

DETROIT

## TASMANIAN EDITOR DEAD

## Hon. C. C. Davies Had Visited U. S. After Imperial Press Conference

OTTAWA, Ont.—Hon. Charles C. Davies, M. L. C., managing proprietor of the Hobart Mercury and Tasmanian Mail, died recently at his home in Hobart, Tasmania. He was a member of the Imperial Press Conference held in Canada last summer, and a member of the first Imperial Press Conference held in England in 1909. After 1920 conference and tour of the Imperial newspaper men, Mr. Davies visited the United States and spent several weeks traveling across the continent. He had been home only a few weeks before he died.



HON. C. C. DAVIES

## SYLVESTER RAWLING DEAD

## New York Evening World Music Critic Collapses at Desk

Sylvester J. E. Rawling, music critic of the New York Evening World since 1908, died February 16 in St. Vincent's Hospital of a complication of troubles. He realized his wish, so frequently expressed to his associates of "dying in harness," for he was at work on an article for his paper when he collapsed at the Manhattan Club early Tuesday morning, the day before his death.

Mr. Rawling was born in Saltash, Cornwall, England, about 63 years ago. He came to America when he was a lad of seventeen, going from there to St. Louis, where he began his journalistic work on the Globe Democrat. He progressed through the entire newspaper field from composing room to editor's desk, with frequent ventures into dramatic and musical criticisms and came to New York in the late seventies at the invitation of the New York Tribune.

A few years later, he went to the New York Herald, filling various editorial posts. He attracted the attention of and became a close personal friend of James Gordon Bennett, who sent him to Paris and found and manage the Paris Herald. Later he acted as London correspondent of the Herald, and it was while acting in that capacity, that he performed his biggest newspaper "beat" giving to his home paper the news of the Samoan disaster.

In 1888, Mr. Rawling joined the staff of the World, of which until 1892, he was night editor, also writing on musical topics. He joined the staff of the Evening World in 1893, and for fifteen years was make-up editor and music critic, performing the latter duties out of his love for music, and receiving no compensation. In 1908 he became musical editor.

## M. R. JENNINGS DIES SUDDENLY

## Edmonton Journal Editor, American-Born, Had Long Career

(By Telegraph to Editor &amp; Publisher)

TORONTO, Ont., Feb. 17.—Milton Robins Jennings, editor and general manager of the Edmonton (Alta.) Journal, died suddenly in Victoria, B. C., yesterday from acute heart disease. One of the outstanding newspapermen of the West, the late Mr. Jennings had been a director of the Canadian Press, Ltd., and president of the Canadian Daily

Newspapers Association, of which he had been the chief organizer when for convenience the Canadian Press Association was split into several coordinated bodies.

He was born at Warsaw, N. Y., in 1874. Educated at the University of Rochester, he commenced as a reporter in that city. In 1898 he went to Cuba as special correspondent of the Washington Times. Later he came to Canada and worked on several Montreal dailies. For some years he was circulation manager of the Toronto Mail and Empire. His work on that paper during the South African war was particularly notable.

## Son of Don Marquis Dead

Robert Marquis, five-year-old son of Don Marquis, who conducts the Sun Dial in the New York Sun, died February 15 at the home of his parents in Brooklyn. His mother, Mrs. Regina Marquis, is also a writer and magazine contributor.

## Rhode Island Editor Dead

PROVIDENCE, R. I.—Albert Lewis, for many years editor of the Providence Democrat and the Providence News, died late on the night of February 16th in his 77th year. He was president of the Rhode Island Press Club.

## Advertising Agent Dead

Edward T. Perry, a New York advertising agent, died February 16 in that city.

## Obituary

JAMES RYAN KELLER, aged 40, senior associate editor of the Louisville Times, died Feb. 9, in Louisville. He had been in declining health several years. He started as police reporter for the Times 18 years ago, later was city editor, but in recent years had been associate editor.

CHARLES A. THORNE, of Hastings, Minn., one of the oldest newspaper correspondents in the Northwest, died on Feb. 9, aged 53 years, after eight days' illness of pneumonia. For over thirty years he represented the Twin City dailies and Associated Press.

**DAILY STORY**  
FOR THE  
**CHILDREN**  
BY  
**Howard R. Garis**  
FEATURING THE FAMOUS  
  
**Uncle Wiggily**  
A STEADY FAVORITE  
THE McCLURE  
NEWSPAPER SYNDICATE  
373 Fourth Ave., New York City

CHAMBERS M. LEIGHLEY, aged 68, an employe of the Pittsburgh Dispatch more than 20 years, and twice president of Pittsburgh Local No. 7, Typographical Union, died Feb. 14.

JAMES GILBERT GIBBS, 68, founder of a Norwalk (Ohio), daily newspaper and for many years treasurer of the National Editorial Association, fell dead of heart trouble Feb. 11.

JOSEPH P. RENNO, aged 82, died at St. Charles, Mo., Feb. 11. He was a reporter in St. Louis for several years before the Civil War and served with the Union Army. He and his son, E. Lee Renno, bought the Cosmos-Monitor at St. Charles in 1898. Joseph Renno retired several years ago.

CAPT. FRANK GAIEENIE, aged 79, and who was head of the advertising company which bore his name until his retirement several years ago, died in St. Louis after an illness of about a week.

## Charge Agent with Larceny

THE DALLES, Ore.—Joseph Ruffner, Jr., former reporter on newspapers in Portland and The Dalles, is under arrest here charged with larceny by bailee. Ruffner started an advertising agency in this city about three months ago and left with obligations amounting to about \$1,400. The specific charge against him is that he took to another part of the state an automobile on which he had made only a small payment. Other

charges against him may be pressed, according to Francis V. Galloway, district attorney.

## Gets Original Press in West

EUGENE, Ore.—The first printing press used west of the Rocky Mountains has been received as a gift by the journalism department of the University of Oregon. It is the gift of Harrison R. Kincaid, who donated it to the university some time before his death recently. The press was used for the first issue of the Oregon Spectator printed at Oregon City on February 5, 1846. At about the close of the Civil War it was then shipped to Mr. Kincaid at Eugene, but the boat sank and it was several months before the press was rescued from the bottom of the Willamette River and delivered to Mr. Kincaid. For 44 years before he retired in 1909 Mr. Kincaid published the Oregon State Journal.

## L. A. Hornstein's Funeral

The funeral of Louis A. Hornstein, director of publicity of the Mergenthaler Linotype Co., which was held at the Campbell Funeral Church, 66th street and Broadway, was attended by many advertising and newspaper men, including a delegation from the Advertising Club. The impressive service was conducted by Dr. Jacob Tarlan, rabbi of the People's Synagogue of the Educational Alliance.

## \$250 Reward

The current directories and rate sheets list the Morning Daily Advance of Hollister, California, with a slightly larger circulation than the Evening Free Lance of Hollister, California.

When the Free Lance published its postoffice statement of net paid circulation for October 1, 1920, the Advance followed with a statement showing a slightly larger circulation.

The Free Lance immediately deposited \$200.00 in a Hollister bank to the credit of the American Press Association, to guarantee an audit of the circulations of the two papers, on condition that the Advance do likewise, the paper failing to make good its statements to pay the cost of both audits.

This challenge was not accepted.

The Free Lance then publicly stated that the circulation report of the Advance was false.

This charge was never answered.

The American Press Association was immediately advised of these facts by both the Free Lance and the bank holding the money.

The postmaster at Hollister, California, had the matter called to his attention and promised an investigation.

Nothing has happened so far.

The P. O. statement of the Evening Free Lance showed a net paid circulation of 951 for the six months ending October 1st, and a net paid circulation of 1230 for the first eight days of October.

The P. O. statement of the Morning Daily Advance showed a net paid circulation of 963 for the six months' period and 1380 for the first eight days of October.

The average gross press run of the Evening Free Lance for the six months' period was 1027. For the first eight days of October it was 1380.

The average gross press run of the Morning Daily Advance for the six months' period was less than 700. Average for first eight days of October is unknown to the writer, but at no time approaching the circulation claimed.

The amount of paper used by the Morning Daily Advance during the last eighteen months (to Feb. 1, 1921) would permit an average gross press run of less than 650 copies.

The local advertisers are well acquainted with the facts. To protect national advertisers against false circulation claims, I hereby offer a

## REWARD OF \$250.00

To anyone furnishing competent proof that any and all statements made above are not substantially correct.

## Evening Free Lance

M. F. Hoyle, Publisher  
Hollister, California



## **MUST BE SOLD IMMEDIATELY**

### **Complete Newspaper Equipment, Including Twenty-Four Page Goss Press, Installed (New) April, 1916**

A modern newspaper press in perfect running order, guaranteed as good as new, must be disposed of immediately to wind up the business of the Albany Argus, Albany, N. Y.

**GOSS HIGH SPEED, THREE DECK, THREE ROLL, STRAIGHT LINE PRESS**, will print either 4, 6, 8, 10, 12, 16, 20 and 24 pages of seven or eight columns printed matter of thirteen ems pica to each column, six point column rules, length of columns twenty inches including head line, center margins between pages  $1\frac{1}{4}$  inches, two folds will deliver the product one-half page size, counted in lots of fifty, capacity of press at the rate of: A running speed of from 30,000 to 36,000 per hour of either 4, 6, 8, 10 or 12-page papers delivered in one section, book form; A running speed of from 15,000 to 18,000 per hour of either 16, 20 or 24-page papers, delivered in two sections as one product.

This press is completely equipped with a Simplex motor equipment with automatic push button control for slow-motion and for stopping the press at convenient points on the press.

This press includes a complete stereotype equipment as follows: one matrix roller, one single pump metal furnace with rocker casting box, one curved plate shaving machine, one tail cutter with double knives and double straps, one double head steam table with apron and steam generator, one elevating table, sixteen iron top form tables, sixteen chases with dummy columns and lock-up complete; arrangement for printing double page; complete dry mat equipment PURCHASED IN JUNE, 1920 from the Wood Flong Company.

#### **COMPOSING-ROOM EQUIPMENT.**

Composing-room equipment of metal furniture (RECENTLY PURCHASED), eight Linotypes and two Intertypes IN PERFECT RUNNING CONDITION.

One Linotype, Model 14 (PURCHASED APRIL, 1920).

Two Linotypes, Model 4 (PURCHASED IN 1917).

Five Linotypes, Model 2.

Two Intertypes, Models A and B (PURCHASED 1915).

One No. 432 Steel Dumping Table with three (3) lights over top (PURCHASED 1920).

One Steel 6-foot Newspaper Make-up Table with Quoin surface, 28" x 72", and dead slug bin (PURCHASED IN 1920).

Two No. 549 Steel Ad Man Cabinets with lights (PURCHASED IN 1920).

One No. 549 Steel Ad Man Cabinet with lights (PURCHASED IN 1917).

One No. 555 Steel Mills Cabinet (PURCHASED IN 1920).

#### **MATRICES.**

Two fonts 6 point No. 2 with Italic.

One font 10 point Cheltenham Bold and Italic.

Two fonts 10 point Gothic No. 3 with 11 point Gothic Condensed No. 1.

One font 14 point Cheltenham Bold and Italic.

One font 36 point Gothic Condensed No. 3 with figures.

One font 24 point Cheltenham Bold with figures.

One font 18 point Cheltenham Bold Condensed Italic.

One font 14 point Cheltenham and Cheltenham Condensed.

One font 18 point Century expanded.

One font 18 point Cheltenham Bold.

One font 42 point Gothic No. 14.

One font 10 point Antique No. 3

One font 12 point Gothic No. 1.

Seven fonts 7 point No. 2 with Bold Face No. 1.

Many of these fonts are NEW and HAVE NEVER BEEN USED—others in FIRST CLASS CONDITION.

**PRICE FOR ENTIRE EQUIPMENT WILL BE FURNISHED UPON REQUEST  
WRITE OR WIRE.**

**THE ARGUS COMPANY,  
ALBANY, N. Y.**

This equipment must be sold immediately to wind up the affairs of The Albany Argus which has been consolidated with Albany Knickerbocker Press.

# EDITORIAL

## ADVERTISING OSTRICHES

**R**IDICULOUS is about the only word that covers the cases of local merchants who, in some instances, are withdrawing their advertising from newspapers because the publishers have insisted upon putting their advertising rates on a cost plus basis that will insure them against bankruptcy.

The most notable cases at the present time are in Minneapolis, New Haven, Conn., and Paterson, N. J., and it is to the credit of the local publishers in each city that they are successfully maintaining their courageous stand for adequate compensation and the only people who have suffered to date, it would seem, are the local business houses who have blindly refused to co-operate with their best friends, the newspapers.

In no instance have the newspapers demanded that their actual revenue be increased from each advertiser. What they have demanded is a price per inch for their space that will permit them to meet their own increased costs on per inch production. The advertisers do not need to spend any more money. All they need to do is to trim their announcements to meet their pocketbooks.

The day has passed when the publisher can be made to believe that profits come from an advertising volume, and the greater the volume the cheaper the price; he now knows, generally speaking, that every inch of space in his newspaper costs so much money and he must get that, plus a profit, if he is to render the service that he owes the community.

The history of the business world is filled with stories of business failures brought about by the belief that the owners could get along without advertising and in fact save the money that had been appropriated for that purpose.

If anything further was needed to prove that the action of local merchants in withdrawing their advertising is ridiculous it can be found in the way their loss is being made up by the smaller advertisements of smaller merchants who, recognizing the opportunity to improve their business conditions without fear of being overshadowed by display volume, are crowding their shops.

It would seem that the small specialty advertiser is in almost every instance the key to the situation. His advertising should be well taken care of and he should be encouraged to use larger space.

## THE REAL WORTH OF A NEWSPAPER

**D**ID you ever hear of a regular subscriber to a newspaper bringing suit for damages against its publishers for not delivering the paper to him for a number of days? We confess we never did until a few days ago when a suit of this kind was reported from Texas.

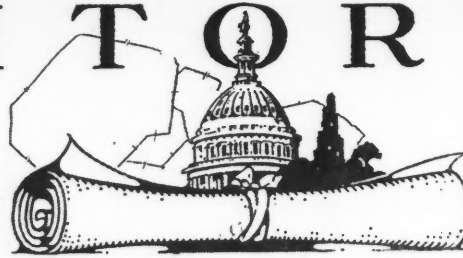
It appears that through some fault in the routing of the mail, an out-of-town subscriber failed to receive several issues of the Fort Worth Star-Telegram. The circulation department took up the matter as soon as it was brought to its attention, but before it had been straightened out the subscriber filed a suit for damages amounting to \$19.50.

In his complaint he fixed the value of each copy at \$1.65 or at the rate of \$592.25 a year. He claimed he had suffered great mental anguish through failing to receive the Star-Telegram for fourteen days, and the only thing that would restore his peacefulness of mind would be an award of \$19.50 damages.

The publisher naturally regarded \$592.25 as a rather high valuation to place upon a year's subscription to the Star-Telegram.

But from whatever angle the subject is viewed the publisher of the Fort Worth Star-Telegram ought to feel highly complimented. While \$592.25 seems like an excessive valuation to be placed on the yearly issue of any newspaper by one of its subscribers yet that amount is not at all unusual. A single issue sometimes contains information that is worth many times \$592.25 to a manufacturer, a retailer or an inventor, who reads it.

Take a cattle dealer who depends upon a daily newspaper for his quotations, as an illustration. If the paper fails to reach him at a time when there is a sharp advance in the market he stands to lose thousands of dollars because of his ignorance. Had the information come to him through the usual channel he might have cleaned up a fortune.



*Settle us, O God of Hosts, to shut out cynicism, to sustain the sanity of faith, to suspicion others seldom and to serve our fellows unselfishly.*

*Check easy criticism, eager scandal spreading and envious belittlement of others' successes.*

*Pour through our personalities sympathy to the suffering, suggestions for the struggling, sweetening for the soured and sunshine for the sullen.*

*Brighten our spirits, O Man of Galilee, that we may be real brothers to the burdened, bewildered and blemished all about us—for man's enrichment—Amen.*

—CHRISTIAN F. REISNER.

## GETTING DOWN TO EARTH

**T**HE first indication of a back-to-normal movement came this week in the newspaper business when in response to the repeated demands of EDITOR & PUBLISHER, two of the leading manufacturers of newsprint announced reductions of from half a cent to a cent a pound on their prices for the second quarter of 1921.

The International Paper Company and the Canadian Export Paper Company are to be commended for their action in announcing the reduction in contract prices so far in advance of the actual time of putting them into effect. The benefits from this will be far-reaching. It will remove uncertainties that threatened to have kept the publishing business in a turmoil of uncertainty for several months.

It is to be hoped that this is only the beginning of a general reaction that will result in business sanity which certainly had no part last winter in arriving at the decision that 6½ cents a pound was a fair price for newsprint for the first quarter of 1921. No better evidence of this is needed than the International's offer to contract for the balance of the year at \$110 a ton.

A price of 5½ cents a pound for the next quarter, quoted by the Canadian Export, is a move in the right direction; the 5.70 quotation of the International is encouraging. EDITOR & PUBLISHER is glad that the light of better business relations between newsprint makers and publishers is beginning to penetrate—everything points to newsprint at a fair price, which must include a profit, before the Fall rush of business.

February 19, 1921 Volume 53, No. 38  
**EDITOR & PUBLISHER**  
 Published Weekly by  
 THE EDITOR & PUBLISHER CO.  
 1117 World Building, 63 Park Row, New York.

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

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

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

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

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

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

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

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

## NEWSPAPER INFLUENCE

**T**HAT the influence of the editorial page upon public opinion is not as great now as it was in the days of Greeley, Raymond, Bowles and the elder Bennett is the belief of many representative journalists. To many newspaper readers this admission comes as a surprise because they had been led to believe, from sermons and lectures to which they had listened, that the newspaper editorial was all powerful.

But while it is undoubtedly true that people are not influenced by editorials to the degree they were in the sixties and seventies it is not true that the newspapers, *per se*, are losing their grip upon the public mind. What they now do is to crystallize public opinion. They present the facts upon an important subject honestly and fairly and leave the reader to draw his own conclusions, and form his own opinions.

This change in editorial influence is due to no loss of editorial ability or of public respect. The newspapers of Greeley's day were violently partisan and the editors themselves were professional political leaders who were expected to tell the people what position to take on all party questions and for what to vote.

The public of today, better educated and better informed, refuses to be led around by the nose. It is, however, influenced by the newspapers just as much as it ever was, but in a different way. It is not the editorial but the news article that moves to action. It is the story telling of thousands of children starving in the devastated countries of Europe, or emphasizing the need of a new hospital that opens people's pocketbooks. An article enumerating a half dozen or more cases in which the police have been derelict in their duty arouses public indignation and forces the police department to bestir itself and do better work.

The newspapers, except a few blindly partisan ones, now print the news impartially. Democrats and Republicans want to know both sides of a political question. It is no unusual thing, as it was in the old days, for a Republican to vote for a Democrat if he is a better man than the nominee of his own party, or vice versa.

Editorials, however, are still indispensable to newspaper and probably always will be. Readers want to know the truth of men and measures—facts, if you please—and are just as keenly alert today as ever for intelligent analysis and interpretation of these basic facts. The whole truth is very likely to be in the newspaper editorial is today the great teacher—perhaps the greatest educational force at work amongst the people.

## THE RETURN OF THE BOOK REVIEW

**O**NE of the outstanding indications of the swing for better things and a more instructive journalism by the daily newspapers of America is the wide-spread return of the book-review. This has been especially noticeable during the last year.

There was a time when practically every newspaper of standing in the country carried literary criticism as a feature, but for two very good reasons it ceased to attract interest and was dropped or died a natural and convenient death. The two outstanding causes of the noticeable apathy of the public toward book review departments were, in one class of newspapers, the settled policy of touching only upon works of interest to scholars and the fact that reviewers themselves too seriously; in another class, of making the review columns a boost department for books advertised. In the last class the solicitor of advertising was sometimes the "reviewer" and the importance of each book was judged entirely by the amount of advertising bought for it. It is a debatable question as to which of the two was most responsible for the decline in public interest.

Not enough worthwhile books have been read in America in recent years but if the revival of the book department in the daily newspaper is accepted, and it certainly should be, as a trend from literary trash to constructive thinking, then the book department is back to stay as one of the most important features of the daily press.

We believe that editors and publishers will profit by the blunders that killed this important educational service a few years ago.

PERSONAL

E. H. BAKER, president of the Cleveland Plain Dealer Publishing Company, with Mrs. Baker, is planning to spend some time hunting and fishing in Florida. They will leave in a few days and Mr. Baker expects to return home with some triumphs as a fisherman, as he has been well coached by "Viv" Grey, rod and gun editor of the P. D. "Viv" would rather fish and hunt than eat, and contemplates a three weeks' fishing junket in Florida himself during April.

Col. Henry Watterson, editor emeritus of the Louisville Courier-Journal, who is spending the winter at Galveston, Tex., celebrated his eighty-first birthday February 16. "Marse Henry" has regained his strength following a severe illness several weeks ago and entertained friends from Louisville on his anniversary.

Nathan F. Fahrenstock, founder and until recently editor of the Versailles (Ohio) Leader, has become the editor of the Minister Post. He recently sold the Leader to a company which combined it with the Policy, of the same place.

E. E. E. McJimsey, editor of the Springfield (Mo.) Republican, recently candidate for the gubernatorial nomination on the Republican primary ticket, declined an appointment to the Missouri governor's staff.

G. W. C. Perry, editor of the Chillicothe Scioto Gazette and president of the Ohio Associated Ohio Dailies, is being urged by his friends for the position of a member of the state board of administration.

Charles McPherson, editor and proprietor of the Daily Graphic of Portage la Prairie, has been appointed minister of public works for Manitoba. He has been in the legislature eight years, representing the constituency of Lakeside. Mr. McPherson served throughout the war with the Canadian forces, rising to the rank of lieutenant-colonel.

Kent Cooper, assistant general manager of the Associated Press, accompanied by Mrs. Cooper, returned February 13 on the S. S. France from a three months' trip to South America, England and France.

THE EDITORIAL ROOMS

Bertram R. Brooker, who for four years has been promotion manager of the Winnipeg Free Press, is leaving on March 1 to become manager of Marketing, an advertising and salesmanship paper published in Toronto. Mr. Brooker has been editor of the Retail Merchants Monthly, recently inaugurated by the Free Press, and also had charge of the motor page. He has had both advertising and editorial experience.

Charles Hanson Towne, former editor of McClure's Magazine, has resigned as copy chief of the Thomas F. Logan, Inc., New York Advertising agency. Frank H. Fayant, vice president of the Logan agency, succeeds him as copy chief.

Leroy G. Ballard, of the Topeka Capital staff, and Miss Alma Walden were married recently.

Joseph P. Connolly, for several years reporter with the Bridgeport (Conn.) Telegram, has entered the advertising department of the Post Publishing Company.

Fred H. Strong, city editor of the St. Paul Daily News, was married on Lin-

coln's Birthday, the bride being Miss Frances Eggleston of St. Paul.

Henry A. S. Ives, formerly on the Capitol run for the St. Paul Dispatch-Pioneer Press, later secretary of the Minnesota state tax commission and afterward a Republican campaign manager in the Middle West, is writing editorials for the Dispatch-Pioneer Press.

Jay R. Vessels, formerly well known newspaper man of Sioux Falls, S. D., but more recently connected with the St. Paul bureau of the Associated Press, has been transferred to Duluth as correspondent.

H. R. Carpenter is correspondent in charge of the new Associated Press bureau at Pierre, S. D. He got his A. P. training in the St. Paul bureau.

George King, a well-known Philadelphia newspaper man who was formerly connected with the Evening Telegraph and the Evening Public Ledger and until recently with the Matos Advertising Agency, has just joined the local editorial staff of the Inquirer. Another addition to the Inquirer staff is John Kremer, Jr., who served in the Navy throughout the war and was the recipient of special honors for distinguished service in action. At present he is studying at the University of Pennsylvania and working at night on the Inquirer.

Frank W. Bauder, former Philadelphia newspaper man and at one time connected with the office of the British Consul General in the same city, is now associate editor of the United States Review, a commercial publication in Philadelphia.

Robert H. Brugere, for two years correspondent of the Associated Press at Fargo, N. D., and for a time at Duluth, has been transferred to the Northwest bureau of that organization at St. Paul.

James D. Foster, formerly of the Chicago office of the Associated Press, now is filling the day Northwest circuit of the A. P. in the St. Paul bureau.

Herbert A. Hoy, the man who cooked President Woodrow Wilson's Christmas dinner in France in 1918, is now a full fledged newspaper man. Hoy has joined the staff of the Worcester (Mass.) Telegram and is correspondent in Paxton.

Lawrence W. Randall has been appointed correspondent in charge of the Associated Press bureau at Phoenix, Ariz., succeeding H. S. Hunter, who has resigned.

Clifton A. Follansbee is Worcester Telegram staff man at Athol while Edward B. Conroy who has been correspondent at North Brookfield has been transferred to Clinton. Archibald Goldsmith, who covered Clinton, has gone to the Bridgeport (Conn.) Post, and Chester K. Grosvenor, who was also in Clinton for a time, has joined the staff of a Baltimore paper.

Ernest H. Eaton, formerly with the Worcester Evening Post, has succeeded William J. Dooling as Telegram staff man in Fitchburg, and Phillip H. Sheridan succeeds George H. Jordan as Grafton correspondent. Mr. Jordan was on the staff of the Telegram for 13 years. L. W. Hubbard replaced Harold C. David in Holden and James F. McNamara fills the vacancy in North Brookfield. James D. Fearin has been transferred to Spencer from Rochdale and his place there is taken by Frederic L. Rushton. A change has also been made at South Barre where Humbert S. Cortellesse replaces Thomas M. Casey. T. E. Henneberry and Frank Teagan are covering West Warren and Warren replacing John Keating, Jr., who formerly covered both towns.

Claude C. Waltermire has been ap-

FOLKS WORTH KNOWING

JOSEPH A. HANFF, chairman New York Council American Association of Advertising Agencies and president,



JOSEPH A. HANFF

Hanff - Metzger, Inc., went into the agency business following a general mercantile experience. He was associated with the Allen Advertising Agency, of which organization he became general manager and vice-president. Then he formed Hanff-Metzger, with George P. Metzger, at that time advertising manager of the Columbia Graphophone Company. Hanff-Metzger, Inc., was organized and incorporated in 1913.

pointed Columbus representative of the Ohio Republican Editorial Association, which serves 200 daily and weekly newspapers throughout Ohio. Mr. Waltermire is well known as a political writer, having served as correspondent at the state house for several years.

Earle F. Yetter has been appointed city editor of the Lackawanna (N. Y.) Daily Journal.

THE BUSINESS OFFICE

Victor E. Graham, advertising manager of the Magazine of Wall Street, has been given an interest in the business and made vice-president of the Ticker Publishing Company, publisher of the Magazine of Wall Street.

C. S. Kelly, of the Kelly-Smith Company, of New York, has returned from an extended trip through the South.

James L. Ewing, director of advertising of the New Orleans Daily States, will arrive in New York February 20 for a stay of a few days.

G. W. Brunson, Chicago manager of Bryant, Griffith & Brunson, newspaper representatives, is spending the week in New York.

Walter Webb, national advertising

manager of the Mobile (Ala.) Register and News-Item, has been spending the past week in New York, and was a guest at the Six Point League luncheon February 14.

Miss N. D. Prendergast, former member of the advertising department of Associated Advertising, has resigned to join the advertising staff of the Sabeau Magazine, now located in new quarters at 1440 Broadway, New York.

A. Schaefer has resigned as business and advertising manager of the Newark (N. J.) Ledger. He was formerly business manager of the Peoria (Ill.) Journal and Transcript. On account of the continued illness of his daughter he has found it necessary to return to the Middle West.

Henry Martin, of the advertising staff of the Des Moines Capital, will be married February 26 to Miss Mary Anderson, of Chicago.

C. B. Middleton, formerly with Greig & Ward, Inc., Chicago, has joined the promotion department of the Milwaukee Journal.

E. R. Crowe has left the management of Hearst's Magazine, New York, to become associated with the general management of the International Magazine Company.

Lawrence A. Weaver, for six years associated with the New York office of the Curtis Publishing Company, representing the Ladies' Home Journal in New York, has become associated with the New York office of Good House-keeping.

Robert Trinkaus, superintendent of the Buffalo Commercial, has resigned to go West, where he plans to purchase a small community newspaper. He has been succeeded by George Hilbert.

George B. Donnelly, for some time in the advertising department of the Philadelphia Record, is now sales and resident manager of the Automobile Exchange, Philadelphia.

William G. Jones, for several years a member of the advertising staff of the Dallas (Tex.) Dispatch, is now with the Times-Herald of that city.

Edwin M. Neil, formerly advertising manager of the Chemical Color & Oil Daily, New York, and until recently advertising manager of the Amsterdam Development & Sales Co., also of New York, is now associated with the Palm Beach Post, West Palm Beach, Fla.

Advertisement for 'The Haskin Letter' featuring a cartoon of a man reading a letter and the text: 'The Haskin Letter has a direct appeal for the solid reader.'

**PRINTERS' WAGES RISE IN MANY CITIES**

**Forty-Four Hour Week Will Become Effective Sporadically Under Scales Negotiated For Next Year**

New scales, carrying increases in wages and some of them embodying provision for the 44-hour working week have been arranged by many newspapers in many cities of the United States and in Canada during the past six weeks. Those which have been announced by the Typographical Union are:

- HASTINGS, Neb.—New scale to run until May 1, \$35 per week flat.
- CHICKASHA, Okla.—A flat scale of \$34, day work; \$37 for night.
- OIL CITY, Pa.—\$39 day work, \$42 night work. Contract runs from January 1 to May 1, next. Increase, \$6 per week for day work and \$9 for night work.
- BRIDGEPORT, Neb.—New wage agreement providing for an increase of \$10 per week.
- MERIDIAN, Miss.—\$37.50 for handmen, day, and \$40.50 night; machine operators, \$40 day, \$43 night. Increase, \$10 per week. The contract runs to May 1, 1921.
- TEXARKANA, Ark.—Increase of \$8 a week all around, with time and one-half for overtime.
- KEOKUK, Ia.—Newspaper—Foreman and machinist-operators, \$36; handmen and operators, \$34.
- PITTSBURGH, Pa.—Newspaper scale \$49, day, and \$52, night. Increase of \$7 per week.
- OSKALOOSA, Ia.—\$26 a week for floormen, \$29 for machine operators and \$32 for foremen, with \$2 bonus for all who are receiving over the scale.
- NEW YORK, N. Y.—Hebrew-American Union No. 83, an increase of \$5 per week. The scale is \$60, with a week of 36 hours for day work and twenty-seven hours night work.
- WASHINGTON, Pa.—Increase of \$4 per week on newspapers and \$7 per week in book and job offices, has been signed; \$38.50 day, \$42 night.
- LETHBRIDGE, Alberta.—Flat scale \$50 night, \$48 day; increase of \$8 per week.

- PORTSMOUTH, O.—Increase of \$5 per week day and \$2 night. New scale is \$40 day, \$43 night.
- KIRKSVILLE, Mo.—\$25 day and \$27 night all around. Increase of \$6 for night work and \$7 for day work.
- CORVALLIS, Ore.—Flat scale of \$32 day and \$35 night.
- GENEVA, N. Y.—Increase of \$4 a week; \$24 day, \$27 night.
- CADILLAC, Mich.—\$24 per week for day work and \$27.36 night.
- MORGANTOWN, W. Va.—\$40 per week, day, and \$42 night.
- TAMPA, Fla.—Scale fixed at \$44 per week.
- TRENTON, N. J.—Newspaper scale—October 8, 1920, to January 1, 1921: \$49 night, \$46 day; January 1, to September 1, 1921: \$51 night, \$48 day. Increase since last October, \$4.80 per week; in last three years \$20.50.
- HARRISBURG, Pa.—\$38 for hand and floor men and \$40 for operators for day work on newspapers, and \$40 and \$43 for night work. Increase of \$18 per week.
- CEDAR RAPIDS, Ia.—All journeymen, \$40 for day work and \$43.50 night, with machinist-operators receiving \$2 per week additional, making a basic scale jump in four years from \$22 to \$40.
- WINSTON-SALEM, N. C.—Newspapers have agreed to sign a \$42-\$45 scale. Increase over last year of \$5 day and \$6 night.
- KENOSHA, Wis.—Flat scale of \$40 for day work and \$45.72 for night work; eight-hour day and seven-hour night. Increase, \$5 per week, day, and \$10 night.
- WINDSOR, Ont.—Newspapers: Until May 1, \$46-\$48; until September 1, \$47-\$49; eight hours day, seven and one-half hours night.
- WOOSOCKET, R. I.—Newspaper work is \$32 per week, day, and \$35 night. Increase of \$7 per week.
- PORT ARTHUR, Ont.—Increase of \$8 all around.
- CLEARFIELD, Pa.—Increase of \$5 a week. Wage will be \$35 a week.
- GARY, Ind.—\$48 day, \$51 night. Increase, \$6.
- HIBBING-VIRGINIA, Minn.—\$48 per week day and \$51 for night work. Increase \$3 per week.
- BLUEFIELD, W. Va.—Flat scale of \$34 day and \$35 night. Increase of \$9 and \$10 per week.
- GLENS FALLS, N. Y.—Flat scale of \$33 day and \$36 night. Increase \$6 per week.
- BELLEVEILLE, Ill.—Scale for 1921 was fixed at \$40.80 per week, day, and \$43.20 for night.

- NORTH YAKIMA, Wash.—Day, \$45; night, \$48. Increase \$1.20 per week for night newspaper work and \$3 per week in the job plants.
- KINGSTON, N. Y.—A flat scale provides for \$25 per week day work and \$27 night. Increase of \$3.
- OSSINING, N. Y.—Increase of \$4 per week for night work and \$6 for day work, making the wage \$38 flat.
- WINNIPEG, Man.—Newspapers have increased wages \$3 a week, in accordance with a provision in the contract that the scale should be adjusted in ratio to the fluctuation of figures in the family budget as compiled by the provincial government for each six-month period.
- GREENSBORO, N. C.—New scale carrying \$45 per week on morning papers, \$40 per week on afternoon papers, and \$40 per week in the book and job offices, with price and one-half for all overtime.
- BARRE, Vt.—A new scale has been signed, newspaper machine operators being increased from \$20 per week to \$32 and handmen from \$18 to \$30.
- HARTFORD, Conn.—Day: Hand and floor men, \$43 day, \$49 night; machine operators, \$50 day, \$56 night. Seven hours, day or night.
- MASILLON, O.—\$40 day, \$44 night. This is an increase of \$14 per week.
- DUBUQUE, Ia.—\$35 day, and \$38 night; an increase of \$2.
- PAINEVILLE, O.—\$36 and \$39 on newspapers.
- PALO ALTO, Cal.—A flat scale signed to run until May 1 provides for \$46 for day work and \$49 for machine operators. Increase, \$3 per week.
- GLOVERSVILLE (Fulton County), N. Y.—\$32 for day work and \$34 night. Increase of \$4 a week.

- EDWARDSVILLE, Ill.—Increase of \$1.50 per week.
- JACKSONVILLE, Ill.—Increase of \$5 a week. The scale is \$38 day, \$41 night.
- MINOT, N. D.—The new flat scale is \$40 day, \$45 night; increase of \$5 a week.

**KEATS SPEED GOES TO TELEGRAM**

**Charles M. Lincoln to Devote Entire Time to Herald News Direction**

Keats Speed, for a number of years managing editor of the New York Sun and later the New York Herald, will be made news director of the New York Evening Telegram on March 1, according to Park Row rumors, and Charles M. Lincoln, late of the New York World, who joined the Frank A. Munsey forces about the first of the year will take active charge of the news direction of the Herald at the same time. Efforts to verify this rumor today were unavailing. Mr. Lincoln was listed as publisher of the New York Herald and the New York Sun in data furnished to the EDITOR & PUBLISHER International Year Book on January 22.



**On the Basis of Facts**

The life of our country is built around its Public Utilities. Our social, industrial and Government activities could not exist today without the continued operation of their indispensable services.

Facts as to the past and studies as to the future, the Bell Companies find are essential to the proper management and development of their business. This information is open to study by these Commissioners and through them by the public generally.

That such services may be extended and developed to be of the greatest use to the greatest number, the Federal Government and practically all the states have appointed Public Service Commissioners as permanent tribunals to regulate public utilities with fairness to all concerned.

The solution of the problem of building up and maintaining the public utilities, which is of the greatest importance to the people of this country, is assured whenever all the facts are known and given their due weight.



**AMERICAN TELEPHONE AND TELEGRAPH COMPANY AND ASSOCIATED COMPANIES**  
 One Policy      One System      Universal Service  
 And all directed toward Better Service

**Newspapers Should Carry**

*More National Advertising for the Good of the Merchants in Their Own Localities*

Vast potential power lies in the tremendous sums of money spent for advertising in publications of Nationwide circulation. It takes but a turn of the switch to convert this potential power into an active agent which will benefit **Newspaper, Merchant and Manufacturer** alike.

H. S. Baker, Advertising Manager of Chamberlin Johnson DuBose Company of Atlanta, Georgia, tells how you may help turn the switch in a brochure entitled

**NATIONAL ADVERTISING AND RETAIL SELLING**

Pin a Dollar to Your Letter Head and Send for a Copy

Send it today to

**H. S. BAKER**

c/o Chamberlin Johnson DuBose Company  
 91 Whitehall Street - - - ATLANTA, GA.



**"BUY NOW," IS AGENCY MESSAGE TO PUBLIC**

**Western Council of A. A. A. Hears that Conditions Are Improving—Armstrong Tells of Relations with Press**

(Special to EDITOR & PUBLISHER)

CHICAGO.—Optimism was the predominant note in all discussions of the Western Council of the American Association of Advertising Agencies, which met here Tuesday with Collin Armstrong, chairman of the Newspaper Committee of the association, and James O'Shaughnessy, executive secretary, as special guests. The council has jurisdiction over the territory from Pittsburgh to the Pacific Coast, and from many cities came members with encouraging reports on the business outlook.

Mr. O'Shaughnessy, just back from a trip through the South, told the council conditions down there were "not so bad." Most of the discontent, he said, probably was caused by those unwilling to take their share of inventory losses. Referring to prospects for getting a great American merchant marine on a substantial peace-time basis, Mr. O'Shaughnessy said a start toward that end was at hand. He urged everybody to talk optimism. The public should buy now, he said, in order to keep prices low. Declaring that business generally was too timid and slow, he suggested that the advertising agencies should act as a dynamic force back of business.

Mr. Armstrong spoke particularly of the success met with by his committee in its work of bringing about co-operation between newspapers and advertising agencies and keeping the newspapers

informed of what the agencies are doing. He outlined the birth of the American Association of Advertising Agencies and referred with enthusiasm to the remarkable spirit of co-operation built up since that time.

The council was much interested in Mr. Armstrong's account of the effective efforts his committee is making to bring about standardization of prices, the use of standard rate cards and the elimination of unfair competition which for many years handicapped the newspapers. He deprecated the efforts of some buyers to get old rates after a newspaper had fixed new rates, saying the agencies should seek a one-price standard thoroughly fixed, in fairness both to newspapers and to advertisers. Mr. Armstrong has given considerable time to traveling over the country, attending meetings of newspaper associations and informing publishers of the efforts of the A. A. A. to further the recognition of ethical practices.

W. D. McJunkin, chairman of the outdoor advertising committee of the council, made a report on outdoor display. Jesse F. Matteson, chairman of the association, made a brief talk on internal questions and matters of special interest to the agencies.

Herman O'Groth, chairman of the Western Council, spoke of the unemployment situation and its bearing upon the movement to bring back sane buying. He said if everyone would do his share of sensible buying just now it would aid the manufacturers and go a long way toward stabilizing business conditions generally.

**Establishes Western Office**

O'Mara & Ormsbee, publishers' representatives, have established an office in San Francisco, in charge of C. E. Greenfield, who has been connected with that organization for some time.

**NOTES OF THE AD AGENTS**

The Addison Advertising Agency, Chicago, is the new name of the Greig Advertising Agency.

Henry C. Garneau has been made vice-president of the Fisher-Brown Advertising Agency, St. Louis. He formerly was treasurer and advertising manager of the William J. Lemp Brewing Co. He is a graduate of Yale (1895) and St. Louis University. He is a former President of the St. Louis Board of Education.

Everett G. Whitmyre has been appointed head of the retail advertising department of the Campbell-Ewald Advertising Agency, Detroit. Mr. Whitmyre has had 10 years' experience in retail advertising.

Harry Burdick has resigned from the staff of Vanderhoof & Co., Chicago, to become vice-president of the Hoops Advertising Company, in that city. He formerly was associated with Henri, Hurst & McDonald.

William H. Bond has resigned as advertising and merchandising manager of H. R. Mallinson & Co., New York, and will join the O'Connor-Fyffe Advertising Agency. He will handle the Mallinson account for this agency.

John J. Hagan, formerly with Berrien-Durstine, Inc., has been made auditor of Thomas F. Logan, Inc.

The Ross-Gould Company has opened two branch offices in New York and Cleveland. Fay O. Dice has charge of the former and J. W. Chennell, the latter. Both are from the home office in St. Louis.

Herb A. Knight, who for some time has been in the service department of the J. M. Bundscho, Inc., advertising typographer, Chicago, has been made chief of service.

L. Grant Hamilton has just joined the staff of the Akron Advertising Agency, of Akron, Ohio. Since the war he has been in active charge of the advertising of the Federal Motor Truck Company, of Detroit.

J. A. Taylor, for several years advertising and sales manager of the W. S. Quinby Company, Boston, has joined Ruthrauff & Ryan, Inc., New York, in an executive capacity.

The Chappelow Advertising Company, St. Louis, has leased 10,000 square feet of floor space at 1701 Washington avenue, for a term of ten years. The new quarters will be in readiness by the latter part of next month.

**CALEXICO**

on the border between Mexicali, Mexico, and U. S. It is the gateway to 150,000 acres in Imperial Valley in Mexico as well as having tributary a large section in the U. S.

The combined population of Calexico and Mexicali is over 20,000. Imports of \$12,914,000 greater than all southern California ports combined. Leads entire Valley in bank resources and volume of business. Its only newspaper is the

**CHRONICLE**

evening daily with Associated Press and N. E. A. service, is a cash-in-advance paper and completely covers the richest field in Imperial Valley.

**INTERTYPE**  
"THE BETTER MACHINE"

**Critical Publishers and Printers**

approach the matter of installing line casting composing machine equipment with a very prominent "SHOW ME"

Intertype Engineers and designers anticipated this—with the result that we are installing Intertypes in busy composing rooms where they must and do make good.

Let us demonstrate the high quality of Intertype construction. Intertypes will produce any typographical conception, economically, without limit. Just write and ask for working demonstration.

BUILDERS OF "THE BETTER MACHINE"

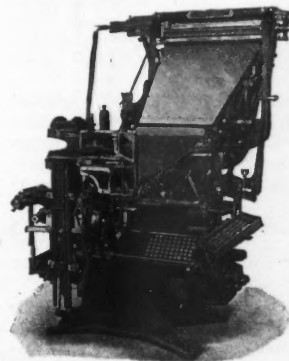
**INTERTYPE CORPORATION**

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

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

Southern Branch  
160 Madison Ave., Memphis, Tenn.

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



This page is a regular Weekly Feature of Editor & Publisher, devoted exclusively to the interests of the newspaper advertising manager.

# THE ROUND TABLE

[Conducted under the auspices of the National Association of Newspaper Executives, the newspaper department of the A. A. C. of W.]

Criticism of any article or contributions should be sent Fred Millis, News Building, Indianapolis.

## LACK OF KNOWN SELLING AGENCIES SHOWN BY RECENT SURVEY

RESULTS from a recent survey made under the supervision of Charlie Miller, president of the National Association of Newspaper Executives, among fifty papers scattered over the country show the great weakness of so-called "national" advertising.

This is the first of a series of such investigations which are to be conducted by the newspaper department.

Fifty newspapers were asked the question: "Does the Kahn Tailoring Company have a branch or a selling representative in your city?"

Thirty-seven newspapers wrote back that there was positively no Kahn Tailor Company's branch in their particular cities.

Seven wrote back that there was.

Six did not answer the questionnaire.

The remarkable thing is that the New York World and the Decatur (Ill.) Review said that there was a Kahn branch, while the New York Herald and Decatur (Ill.) Herald said that there was not a branch. It will have to be admitted that if the advertising department of a daily newspaper does not know of the existence of a business representative of such a national advertiser as the Kahn Tailoring Company that not more than one man in ten thousand of the prospective customers will know of the existence of the branch.

When such newspapers as printed below are not aware of any connection of the Kahn Tailoring Company in these large cities, there must be something wrong with their method of distribution and advertising.

Daily newspaper advertising in those cities where the Kahn Tailoring Company has selling representatives would mean actual sales. As it is now, about all their advertising is doing is to create possibly a familiarity with the name and a little dealer prestige.

There may be some justification in an automobile manufacturer using large national publications in order to get to the dealers, but with a product that can be sold to every man in the country and with such a limited selling representation over the country it seems logical that the Kahn Tailoring Company would get much further if they concentrate their advertising in dominant newspapers.

Of course, it can be taken for granted that there are Kahn Tailoring dealers in many of the cities where the newspapers listed them as having no representation. The point is, that whatever representation they have is now known, and that the Kahn Tailoring Company's advertising in the magazines is therefore, wasted as far as actually creating any real sales.

Jason Rogers of the New York Globe has been spending his money in trade paper space for years preaching the fallacy of not tying advertising with the retail stores.

One of the primary lessons in the first grade advertising book is: "Make every advertisement tell what it is and where you can get it."

Here is the list of the newspapers who answered the questionnaire:

- |                                     |     |
|-------------------------------------|-----|
| Washington Times                    | No  |
| Miami Herald                        |     |
| San Francisco Bulletin              |     |
| San Diego Union-Tribune             |     |
| Augusta Herald                      |     |
| Sacramento Bee                      |     |
| Los Angeles Evening Herald          |     |
| Denver Times                        |     |
| Atlanta Constitution                |     |
| Bridgeport Post                     |     |
| Jacksonville Times                  |     |
| New York Herald                     |     |
| Rockford (Ill.) Register-Gazette    |     |
| Norwich Bulletin                    |     |
| Chicago Daily News                  |     |
| Aurora Beacon News                  |     |
| Chicago American                    |     |
| New York Globe                      |     |
| Albany Knickerbocker Press          |     |
| Chicago Tribune                     |     |
| Hartford Courant                    |     |
| Evanston (Ill.) News                |     |
| Washington Herald                   |     |
| Akron (Ohio) Press                  |     |
| Stamford (Conn.) Advocate           |     |
| New Haven Journal-Courier           |     |
| Wilmington (Del.) Every Evening     |     |
| Washington Star                     |     |
| Glens Falls Post-Star               |     |
| Decatur (Ill.) Herald               |     |
| New Haven Register                  |     |
| Augusta-Chronicle                   |     |
| Washington Post                     |     |
| Jamestown (N. Y.) Journal           |     |
| Springfield Illinois State Register |     |
| Macon (Ga.) News                    | Yes |
| Birmingham Age-Herald               |     |
| Evansville (Ind.) Journal           |     |
| Peoria Journal                      |     |
| Binghamton Press                    |     |
| New York World                      |     |
| Crawfordsville Journal              |     |
| Decatur (Ill.) Review               |     |

## NEW ORLEANS TIMES-PICAYUNE HAS DEALER PAPER

A LARGE number of retail publications were not entered in the contest of the National Association of Newspaper Executives. Every day or so a new one bobs up at the office of the association in Indianapolis in an anxious letter from the editor of the publication asking why in the world his particular organ was not given consideration. Only those publications which were entered in the contest by the newspapers were given consideration.

Edwin Kemp, editor of the Store, published monthly by the Merchandising Bureau of the New Orleans Times-Picayune, is the latest.

"Do they read it? Well, you just ought to hear the way one of them kicks when he misses his copy," writes Mr. Kemp.

"We try to hit the dealers with news about themselves first, print their pictures and stories of people they know, before we start off on news of our advertisers.

"The Times-Picayune has published the Store since last June, but at rather irregular intervals. From now on it will be a monthly. The press-run of this issue was 16,800. Its editor was drafted from the Times-Picayune's copy desk to get out the little sheet."

THE Newspaper Department knows of an advertising manager who has made a remarkable success in a smaller Pennsylvania city. He is looking for a larger opportunity as a Business Manager.

## NATIONAL ADVERTISER CO-OPERATION

THE National Association of Newspaper Executives will be able to give the Association of National Advertisers considerable co-operation. This has been offered to Mont H. Wright, the recently elected president of the organization.

One of the officers of the newspaper association has called the attention of the A. N. A. to an incident in which dealer co-operation was made a hundred fold by switching part of the Ever-Sharp pencil's account into the newspapers. He says:

"When the Ever-Sharp pencil account was held almost exclusively to the national publications the newspapers were unable to get but very little local copy from dealers on these pencils. But this year, with Ever-Sharp pencils using more newspaper copy, there is considerable more tie-up of local copy being run from the dealers in newspapers over the country.

"Newspaper advertising managers can increase their national lineage by working in close co-operation with the agencies handling the accounts and the advertisers themselves. This does not mean the selling of actual merchandise, but it does mean the securing of space from local retailers advertising the product.

"Once a retailer has paid some of his own good money to publish a product like Ever-Sharp pencils, or has been induced by the newspapermen to put them in his window, the pencil is in the store to stay and will become a good seller."

## TO TAKE UP AT ATLANTA CONVENTION

A STRONG letter on agency contracts has been written by M. E. Foster, publisher of the Houston Chronicle, and chairman of the Committee on Agency Relations of the National Association of Newspaper Executives, saying:

"No publisher should accept a contract from Scott & Bowne which gives them agency commission in the first place. And it is ridiculous to think of allowing them to include a guarantee of editorial endorsement with their contract. Nor should anyone accept a contract from the Sehl Agency for Calumet. I thank you very much for calling this to my attention and we will take it up at the next annual meeting of the Newspaper Department of the A. A. C. W. I do not think there is anything we could do as a committee, except to submit it to the convention. It should be annulled, however, and I am quite sure contracts of that kind will not be accepted by any sound-thinking newspaper."

## A STUDY IN ADVERTISING RATES

Paper.	Present Circulation.	Present Dept. Store Rate	Rate	Date and Amount of Raise Before This.
<b>WASHINGTON TIMES.</b>				
Daily .....	50,037	10c line	Same	Oct. 1, 1920.
Sunday .....	43,168	8½c	.....	.....
<b>STOUX CITY ARCUS LEADER.</b>				
Daily .....	17,000	60c inch	70c	Sept. 1, 1920, 10c inch, flat.
<b>MILWAUKEE JOURNAL</b>				
Daily .....	107,564	14c line		Feb. 1, 1920, 1c a line.
Sunday .....	95,074			
<b>CHICAGO TRIBUNE</b>				
Daily .....	453,884	50c line	Same	July 5, 1920, 10c.
Sunday .....	734,234	60c	.....	.....
<b>BALTIMORE NEWS</b>				
Daily .....	105,000	13c	13c	July 1, 1920, raised from 10 to 13c.
<b>WILMINGTON EVERY EVENING.</b>				
Daily .....	14,000	4c line	Same	May 1, raised to 4c.
<b>DENVER POST</b>				
Daily .....	124,034	20c	Same	May 1, 1920, raised 5c a line.
Week day .....	117,518			
Sunday .....	157,919			
<b>OKLAHOMA CITY, OKLAHOMA</b>				
Daily .....	56,000	1.50 inch	Same	June 15, 1920.
Sunday .....	66,000	1.80 inch	.....	.....
<b>WORCESTER, MASS., POST</b>				
Daily .....	23,800	7c	7c	Sept. 1, 1920, from 5½ to 7c
<b>CINCINNATI TIMES-STAR</b>				
Daily .....	148,046	18c		July 1, 1920, from 15c to 18c.
<b>LITTLE ROCK ARK, DEMOCRAT.</b>				
Daily .....	22,000	5c		Sept. 1, 1920.
<b>JACKSON, MISS., DAILY TIMES.</b>				
Daily .....	5,006	3c	3c	Jan. 1, 1920, to 3c.
<b>DES MOINES TRIBUNE &amp; REGISTER</b>				
Daily .....	85,000	11c line	Same	Jan. 1, 1920.
Morning .....	62,000	8½c	.....	.....
Evening .....	48,000	7½c	.....	.....
<b>NEW ORLEANS ITEM</b>				
Daily .....	65,000	8c	9c	April 1, 1920.
Sunday .....	85,000	10c	11c	
<b>PHILADELPHIA RECORD</b>				
Daily .....	110,000	19c line	Same	
Sunday .....	120,000			
<b>GRAND RAPIDS PRESS.</b>				
Daily .....	80,384	1.25 inch	1.40	May 1, 1920, 1.09.
<b>NASHVILLE, TENN., BANNER PUB. CO.</b>				
Daily .....	42,500	1.10 inch	Same	July 20, 2c line.
Sunday .....	4,500	1.20	.....	.....
<b>BRIDGEPORT, CONN., TELEGRAM POST</b>				
Daily .....	53,145	10c line	12c	Sept. 1, from 9c to 10c.
Sunday .....	20,226			

## FOR THE CIRCULATION MANAGER

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

### BENEFITS OF AN ASSOCIATION

By F. S. Hoy, Lewiston (Me.) Journal

TO get down to the brass tacks of this topic and show definitely what a membership in the New England Association of Circulation Managers has meant to our paper, I will first enumerate some of the most important changes which have been made during the last few years.

**First.** The circulation of the paper has steadily increased from a net press run average of 6,300 in 1914 to a net paid of 10,078 for the period ending September 30, 1920, our latest audit bureau statement.

**Second.** All subscriptions were changed from a credit to a paid-in-advance basis.

**Third.** Mail and carrier subscription rates have been twice increased.

**Fourth.** The selling price has been increased from 2 cents to 3 cents per copy.

**Fifth.** Have eliminated return privilege.

**Sixth.** Have cut white paper waste to a minimum so that during the past year we have bought white news at from 8 cents to 12 cents a pound to supply our reporters and for office needs.

**Seventh.** Have greatly increased outside circulation by auto delivery routes and early morning carrier service.

**Eighth.** Have changed from the old expensive galley proof mail list method to the addressograph strip lister system.

**Ninth.** Have had very good success with newsboys, have established a News Boys Weekly Bulletin, and brought home from the Hartford meeting the nucleus of a team-captain idea which has resulted in a greatly improved carrier delivery service and the biggest increase in weekly subscriptions which the Sun has ever had in such a short time.

For instance, when we were considering changing from the galley proof method because of an acute labor shortage in our composing room the unsatisfactory experience of circulation managers who had used the different kinds of paper stencils kept us away from that expensive experiment and lead us to the addressograph and metal plates.

My membership and the membership of the circulation manager from our competing paper in the N. E. A. C. M. lead us to get together on the paid-in-advance, no return, and increase in rate problems so that when the War Industries Board came along with rulings on these points, our publishers already had them in effect.

The seed for the team-captain idea was planned in my mind at our latest meeting in Hartford. It also illustrates how the fact that the size of your paper does not limit the benefits which you can obtain because this idea came to me from a discussion of the district-manager-graduate-carrier idea which Mr. Wheeler of the Hartford Times has developed and which he explained at our last meeting.

At the time of our Hartford meeting the Sun had been having more than ordinary trouble from carrier boys, poor delivery service. Then too, we had lost a few hundred weekly subscriptions in the city when we changed from 2 cents to 3 cents and these subscriptions seemed to be coming back very slowly.

We were not getting even our natural growth.

Upon returning to the office I immediately tackled this problem and put in a young college man as superintendent of carriers. He had had experience delivering papers in Worcester where he had also worked in the circulation department of the Worcester Post. The plan was for him to devote his entire time while on duty to the newsboys, showing them where new subscribers lived, straightening out complaints or helping them with their collections.

Then the idea came of starting up rivalry, getting interest among the boys. Boys like a good game, why not make a game of their newspaper work.

To have a game, you must have teams; teams mean leaders and team leaders are usually captains. That's just what we would do, we would divide our boys into three teams, as near an equal number on a team as possible.

Right away we put the college fellow in charge of Team 1, and then selected two of the best former (Wheeler would call them graduate) Sun carriers we could get and put them in charge of Teams 2 and 3.

Then we set a time for a conference of the business manager, manager of city circulation, head mail clerk, team captains and myself every Saturday forenoon.

We explained the idea to all concerned, offered small prizes in money to the team captains for the best increases in weekly subscribers. We also offered a suit of clothes for the carrier making the best individual gain on all teams and also three prizes for the best individual increases on each team, ten prizes in all, amounting to about \$75, the contest to end and the prize winners were announced at the annual Sun newsboys banquet, January 8, 1921.

Next we had a rally of all newsboys in the mail room, assigned them to their teams, introduced their team captains, announced the prizes, stuffed them all with ice cream and fancy cookies and started them out. Ran a little publicity in the paper, kept the News Boys Bulletin sizzling each week with contest news and held similar rallies every two weeks. We saw to it that those carriers who had perfect records, that is no delivery complaints from one rally to another, were called to the front and given an extra dish of ice-cream.

At one of the rallies newsboy letters (an N. E. A. C. M. idea) were read to the newsboys and the entire plan explained, how a letter was to be attached in the upper left hand corner of a Sun every day for a week and they were to be given so many copies to be delivered at houses on their route where the Sun was not taken and call on Saturday forenoon for the subscription order.

The team captains were of course working with their boys all of the time. One of the captains proved himself a real find. He more than won the loyalty of his team. He gave a radium faced Ingersoll of his own accord to the high carrier on his team and in the midst of the contest he persuaded his mother to give a supper to all of his boys. The contest was close but there was no stopping that bunch and they gained 179 weeklies and won first prize for team gain. The other teams gained 154 and 76 making a total gain of 409 in five weeks."

## IT'S THIS WAY ABOUT

# ILLINOIS

Geographically Illinois is Central. Farmers, stock raisers, merchants from the west go to Illinois, not only to sell, but to buy.

Manufacturers and importers have headquarters or important branch houses in Illinois for the distribution of their wares.

Everything tends to making Illinois a great commercial state, as well as the meeting ground of people from all parts of the United States.

As a tryout territory Illinois is second to none. The daily newspapers are able and willing to co-operate in opening new sales territory.

This group of Illinois daily newspapers can do wonderful work for you.

	Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
Bloomington Pantagraph . . . . . (M)	17,820	.05	.05
Chicago Evening American . . . . . (E)	364,769	.60	.60
Chicago Herald-Examiner . . . . . (M)	344,538	.55	.55
Chicago Herald-Examiner . . . . . (S)	626,637	.75	.75
Chicago Daily Journal . . . . . (E)	116,243	.26	.24
†The Chicago Daily News . . . . . (E)	412,020	.65	.65
Chicago Evening Post . . . . . (E)	52,981	.25	.12
*Chicago Tribune . . . . . (M)	437,158	.70	.70
*Chicago Tribune . . . . . (S)	711,254	1.00	1.00
*Lincoln Courier-Herald . . . . . (E)	1,827	.02	.02
Moline Dispatch . . . . . (E)	10,189	.04	.04
*Peoria Journal-Transcript . . . . . (M&E)	31,011	.11	.09
Peoria Star . . . . . (E)	22,913	.075	.06
Rock Island Argus . . . . . (E)	9,072	.04	.04
Sterling Gazette . . . . . (E)	4,863	.03	.03

Government Statements, October 1, 1920.

†Publishers' Statement.

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

## SUNDAY PAPERS WASTE, WEINTHAL FINDS

**African Editor Tells His Readers Big U. S. Dailies Lag Behind British in News Service — Praises Printing Facilities**

American newspapers are discussed frankly and without flattery in the account of Leo Weinthal's recent visit to New York, written by himself for his paper, the African World. Under the heading, "The American Press," Mr. Weinthal sets forth the following impressions of metropolitan journalism in the issue of January 22:

"Their great newspapers I found (with few exceptions) a long way behind the British press in organization, style and newsy character. The leading journals in New York apparently are forced to cater for the narrow-minded outlook of the greater majority of their cosmopolitan readers.

"International news is quite of secondary importance. Mr. Lincoln, the distinguished managing editor of the New York Herald of the Munsey press group, told me frankly one afternoon that Africa did not interest their readers, except on very rare occasions and in the briefest form only. Alas! gone are the days of James Gordon Bennett, who financed Henry Stanley on the greatest quest ever initiated to Central Africa. What a task it will be to re-awaken the interest in African affairs—and I think it can be done.

"The Sunday editions of the great papers are an exemplary object lesson of how masses of waste paper can be sold to the public at a profit. Compare any of these New York Sunday journals—bulky beyond all reason in their full editions—with such dignified and wonderfully informative British Sunday publications as our London Observer and Sunday Times! Not for a moment can there be a comparison, either in literary merit or international news service, and week after week one was sorely disappointed on this subject.

"Yet, to be fair, it must be stated that the wonderful photographic process supplements present unique features and there are great journals which present many attractive literary features.

"This somewhat general criticism is not meant to assert that the United States press does not contain many fine publications with transcendent features of public and artistic interest, such as technical journals and wonderful magazines; but I have referred mostly to the daily and Sunday journals, which I carefully compared during the five weeks I spent in the United States.

"In conclusion it may be said that, whilst America cannot boast of having even one great national newspaper on the lines of the Times or the Daily Telegraph in London, the American press must, for mechanical production and almost phenomenal record in speedy work in color and pictorial printing on the biggest scale, be admitted to be far ahead of Europe as far as these departments are concerned."

## MERGER IN SARATOGA SPRINGS

**Saratogian Remains After Purchase of Daily News, Which Is Suspended**  
(By Telegraph to Editor & Publisher.)

SARATOGA SPRINGS, N. Y., Feb. 15.—The Saratoga Daily News and the Ballston Spa Daily News have been purchased by John K. Walbridge, publisher of the Daily Saratogian, and merged into the Daily Saratogian, the latter continuing as an afternoon paper,

now in its sixty-eighth year. None of the staff of the News has been retained and the personnel of the Saratogian remains unchanged.

John P. Donlon and Allen Eddy of New York, who bought the Saratoga Sun a few weeks ago and changed the name to the News, which was published only a week before it was sold, have returned to newspaper work in New York and Syracuse. The Ballston Spa News was identical with the Saratoga News, differing only in name and being published at the same plant. The Saratogian is now the only newspaper published at Saratoga Springs.

## Northwest News Bureau Expands

ST. PAUL.—The Northwest News Bureau, news gathering organization financed by the Minneapolis and St. Paul members of the Associated Press, has extended its activities to the University of Minnesota. W. F. Keefe, formerly of the state capitol run, is handling the new assignment. The Northwest News Bureau is supervised by the Associated Press and is under direction of M. M. Oppegard, correspondent at St. Paul, where the bureau has its headquarters. Other assignments of the News Bureau include J. C. Hammond at Bismarck, N. D., for the legislative session.

## Birthdays in Western New York

BUFFALO.—The Fredonia (N. Y.) Censor observed its 100th anniversary January 10. The paper is owned by Frederick C. Bickers. The Buffalo Express observed its 75th anniversary on January 14.

## INTERVIEWING ADVENTURES

(Continued from page 16)

to newspaper men. I was standing alongside his desk getting something from him one day when Vanderbilt entered through a door in the rear of the big office. I remarked to Depew, "Why, here's Mr. Vanderbilt. I guess I'll get him to talk," and I started for the millionaire railroad man.

Depew rose from his swivel chair and placing a restraining hand across my chest, said:

"Your guess is wrong. I do all the talking for the family. Goodby."

I had a strange experience with poor Joseph McCullagh of the St. Louis Globe Democrat. He "invited" the interview, I had been told. I saw him in his den in St. Louis, exchanges two feet high all around the floor. He was in a swivel chair, at a cluttered-up roll-top desk. He was affable for ten minutes. Then he grabbed a 20-page paper, opened it, turned his back on me and buried his nose in the news. My visit ended. He promised to mail me to New York that first interview. He did. It was with Lincoln.

In my experiences I found that after you get in the presence of a "big" man he will "open up," while the fellow who is just an ordinary cuss will "stall" and try to impress upon you that he is doing your paper a favor by permitting his views to be given publicity. But it's hell sometimes to get through the big fellow's army of office boys and secretaries.

In short interviews I always asked the person seen if he would please write his statement. If the interview would keep a few days I would write it and then submit it to the man interviewed. That prevented "denials" if the story should look "bad" in cold type.

# Farm and Factory Values

of Wisconsin's industrial efforts mount yearly to above One and One-Half Billion Dollars from agriculture, livestock and manufacturing.

Too many think of Wisconsin as an agricultural state without seeing the market here for goods used by factories, offices and city dwellers.

The eighteen cities having 10,000 or more population, manufactured goods to the value of upwards of \$400,000,000, by the last authorized annual figures.

Wisconsin is an active market and can be reached economically only by these daily newspapers.

	Circulation	Rate for 5,000 lines
Appleton Post-Crescent . . . . . (E)	7,915	.035
Beloit News . . . . . (E)	7,814	.045
Eau Claire Leader-Telegram . . . . . (ME&S)	7,957	.035
Fond du Lac Reporter . . . . . (E)	5,325	.03
Green Bay Press-Gazette . . . . . (E)	9,716	.04
Kenosha News . . . . . (E)	5,262	.025
La Crosse Tribune and Leader-Press . . . . . (E&S)	12,085	.05
Madison (Wis.) State Journal . . . . . (E&S)	13,371	.05
Milwaukee Journal . . . . . (E)	107,564	.20
Milwaukee Journal . . . . . (S)	95,074	.20
Milwaukee Sentinel . . . . . (M&E)	82,927	.14
Kenosha News . . . . . (S)	74,608	.14
Racine Journal-News . . . . . (E)	8,092	.045
Superior Telegram . . . . . (E)	18,091	.05
Superior (Wis.) Sunday Times . . . . . (S)	10,000	.055

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

## MAKING CLASSIFIED PAGES PAY

A weekly feature of Editor & Publisher conducted by C. L. Perkins, executive secretary of the Association of Newspaper Classified Advertising Managers. You are invited to bring your classified problems to this department for discussion.

### FACTS GET RESULTS IN CLASSIFIED

MARKET analysis is a thing that is greatly discussed, and as sales competition becomes keener, we hear more about it. Newspapers vie with one another in an effort to present market facts to national advertisers, maintaining well organized departments for that purpose.

The modern retailer before entering business makes exhaustive investigations, scientifically deciding upon a location and sales methods. Today the manufacturer's product is determined by market surveys. He does not guess—he knows the type of people who will buy his merchandise—he knows why they buy—the appeal that reaches them. He has facts on which to base his sales policy.

A modern sales analysis shows among other things:

- 1—Size of possible market;
- 2—Character of market;
- 3—Competition in market;
- 4—Buying motives of market, etc.

Could not the principle of the market analysis be applied to a greater extent than it is in the development of classified advertising?

In one city a classified advertising manager recently decided that the automobile owners of his city did not use want-ads enough in disposing of their machines. He therefore, without any investigation, decided to mail to each of the 70,000 motor car owners a letter advising them to use the classified columns of his paper to sell their cars. The cost of the campaign would have been over \$3,000. This cost alone prevented this mailing, which would probably have failed to produce profitable results.

Recently the classified manager of another metropolitan newspaper, in order to dig out some facts on which to build a sales policy, made an interesting analysis. The city in which this survey was made contains two developed classified mediums. He started by clipping all the classified advertisements, with the exception of rooms and help wanted, as they appeared in these two papers for a period of time, and pasted them on 3x5 cards. These were then made the basis of all calculations.

It was discovered that the advertisers classified into three distinct groups, namely, transient, regular and contract. The number of purely transient advertisers was five times that of either the regular or contract, which were about equal in number, with a slight advantage to the contract.

One of the significant features of the survey was that only 5 per cent of the transient advertisers were duplicated in the two papers. More of the regulars, 8 per cent, went in both papers, while 40 per cent of the contract advertisers used the two publications. This one fact was, no doubt, worth the entire cost of the analysis as it clearly pointed out to the classified manager that no matter how much classified business he had, forty-seven and a half per cent of the transient advertisers did not use his medium, and that one of his sales problems was to get them.

Another fact developed by this investigation was that the number of insertions per advertisement increased as the advertisers became more familiar with advertising. The transient adver-

tiser using paper "A" exclusively puts his advertisement in for 1.56 times. If he uses both papers, he buys an average of 1.78 insertions. The regular advertiser, being better acquainted with the fundamentals, uses 2.07 insertions if he uses one paper, and runs his copy for 2.09 days in each paper when he has advanced to the use of two publications.

The relation of distribution of circulation to classified advertising was greatly emphasized by analyzing the geographical source of the exclusive transient advertisers in each paper. The city was divided into numerous residential districts of different characteristics. The number of exclusive transient advertisers living in each district was determined. This tabulation of these figures, when compared with the circulation statistics, proved that each paper dominated in number of exclusive advertisers in those districts in which it had the largest circulation.

Then one hundred of the exclusive advertisers of each paper were interviewed—first to determine their reading habits, and second their buying habits. In the matter of reading habit it was shown that about 80 of the 200 exclusive advertisers read only the paper in which they advertised, while 97 read both papers, and 23 read neither paper.

Probably of greater value than anything else in this analysis was the determination of the motives that cause people to select a particular medium. The two hundred interviewed gave reasons as follows:

Once advertised with good results .....	37
Advised on friend's advice .....	12
Believed medium used was best .....	38
Believed paper used had largest circulation .....	18
Medium used only one known .....	26
Wanted to reach a particular class of people .....	8
Preferred a morning, Sunday or evening paper .....	37
Miscellaneous, unimportant reasons .....	24

The first three of these reasons are related to results—37 actual results, 12 results secured by friends, and 38 an impression of results. This is a total of 87 influenced by the actual or reputed pulling power of the papers.

The fact that less than 10 per cent were influenced by circulation would indicate that selling campaigns built on number of readers were making an appeal that influenced a comparatively few people. While the display advertiser, particularly those desiring general publicity, value quantity of circulation, the classified advertisers, demanding a comparatively limited number of replies but immediate, definite ones, largely disregard number of readers.

Many newspapers talk about class circulation, and some use that as a successful sales argument, yet these figures tend to show that only 4 per cent buy space in a particular medium for the purpose of a specific class.

The results of this investigation cannot be accepted as conclusive or as determining definite principles, since the number of people interviewed and the number of advertisements analyzed was not sufficiently large. Yet it undoubtedly shows tendencies which would prevail in any city, rather accurately reflects conditions in the city where it was made, but more important than these, it sets an example to other classified advertising managers.

## IF IT'S WORTHWHILE

IT'S IN

# WEST VIRGINIA

West Virginians---because they are prosperous---are up to the minute and they enjoy the benefits of all the new and worthwhile things that are put on the market.

They understand what it is that a manufacturer is trying to tell them about when he advertises in their daily local newspaper. If he has a worthy product and gets the facts before them through their newspaper, he is pretty close to making a sale.

West Virginia has about 60,000 automobiles and yet you will rarely see a make of car that is not advertised in the West Virginia newspapers.

West Virginians respond so readily to the advertising of worthwhile articles in their local daily newspapers that you, Mr. National Advertiser, cannot afford to stay out of this prosperous state.

	Circu- 5,000 lation lines	Rate for 5,000 lines		Circu- 5,000 lation lines	Rate for 5,000 lines
<b>Bluefield</b>			<b>Martinsburg</b>		
‡‡Telegraph ... (M)	5,071	.025	**Journal .....	(E) 3,065	.02
<b>Charleston</b>			<b>Parkersburg</b>		
**Gazette .....	(M) 13,562	.05	‡‡News .....	(M) 5,053	.02
**Gazette .....	(S) 14,585	.05	‡‡News .....	(S) 6,327	.02
**Daily Mail (E&S)	8,998	.04	**Sentinel .....	(E) 6,059	.024
<b>Clarksburg</b>			<b>Wheeling</b>		
‡‡Exponent ... (M)	7,481	.03	‡‡Intelligencer (M)	10,338	.04
**Telegram ... (E)	8,118	.035	‡‡News .....	(E) 14,166	.06
**Telegram ... (S)	9,565	.035	‡‡News .....	(S) 14,166	.06
<b>Fairmont</b>					
**West Virginian (E)	4,903	.03			
‡‡Times .....	(M) 5,065	.03			
<b>Huntington</b>					
**Herald-Dispatch					
(M)	10,688	.035			
**Herald-Dispatch					
(S)	10,848	.035			

‡‡Government Statements, Oct. 1, 1920.  
\*\*A. B. C. Reports, Oct. 1, 1920.

**WHAT OUR READERS SAY**

**Wants Permanent Binding**

FORT WORTH, TEX., February 12, 1921.  
 TO EDITOR & PUBLISHER: Just a word relative to the International Year Book. I feel sure that at least 200 of your friends would be willing to pay the cost of a copy of the International Year Book with some permanent binding on it. I noticed one of the letters in a subsequent issue makes this same suggestion. If you have anything like that in mind, you may put me down for a copy, as I would like to have the International Year Book on my desk permanently for the next twelve months. I consider it the most valuable reference for newspapers published in recent years and think it ought to be in some kind of a shape so a fellow who wants to refer to it could have it convenient when he found use for it, which no doubt will be many times during the next twelve months.  
 A. L. SHUMAN,  
 Advertising Mgr. & Treas. Fort Worth Star Telegram.

**Mr. Pape Was Misquoted**

WATERBURY, CONN., Feb. 11, 1921.  
 TO EDITOR & PUBLISHER: The newspaper question seems to be somewhat too abstruse for a newspaper reporter to cover accurately. The New York Times of February 9 prints a dispatch from Boston stating that "the manufacturers deceived publishers in 1920 into believing that there was a scarcity of paper. What I said was that the misinformation was circulated as propaganda by the newspaper trade."  
 The Boston Post's report quotes me as also saying that large manufacturers who are advantageously located can manufacture newspaper at \$40 a ton and that this is being done by the New York World. I stated the cost of manufacture in the New York World's mills was 4 cents per lb., or \$80 per ton. Will you please note this correction for the purpose of getting the report straight in the minds of your readers who may have seen these two articles.  
 PUBLISHERS BUYING CORP.,  
 William J. Pape, President.

**Cape Fear Messenger at Wilmington**

WILMINGTON, N. C., February 9, 1921.  
 TO EDITOR & PUBLISHER: We were very much surprised to note in a recent issue of your paper an announcement under a Cape Fear, N. C., date line that a daily paper, The Messenger, was to start at Cape Fear, N. C. Cape Fear, N. C., is not so much as a wide place in the road. The Cape Fear Messenger will be a six-day, evening daily, published at and for Wilmington, N. C. We will use the International News Service but will not print news of crimes or criminals, divorce cases, patent medicine advertising or questionable advertising nor scandal or gossip.  
 NEIGHBORHOOD NEWS, INC.

**Norway Next Year**

WASHINGTON, D. C., FEBRUARY 4, 1921.  
 TO EDITOR & PUBLISHER: Your International Year Book number is a very valuable reference book. I am glad to have it among my handbooks and make use of it quite frequently. I hope that next year you shall be able to include Norway, in which I will be glad to help you if you will call upon me.  
 ARNE KILDAL,  
 Official representative, Press Department of Norwegian Ministry for Foreign Affairs.

**Takes Precedence**

TORONTO, Feb. 11, 1921.  
 TO EDITOR & PUBLISHER: I have just finished a careful perusal of your annual number. So far I have seen no special edition quite so complete, so comprehensive in its scope, so full of useful and readily available information. As a newspaper directory, conveniently classified and indexed, I should think it would take

**Million  
Dollar  
Hearst  
Features**

The World's Greatest Circulation Builders  
 International Feature Service, Inc.  
 New York

precedence over anything of the kind yet published. Your enterprise in satisfactorily completing such a work is likely to excite the admiring wonder of every one who has any appreciation of the long and laborious preparation involved. I congratulate you upon the successful completion of it.  
 WILLIAM G. COLGATE,  
 Norris-Patterson, Ltd.

**Forestry Work Praised**

PHILADELPHIA, FEBRUARY 5, 1921.  
 TO EDITOR & PUBLISHER: My best thanks for what you have been doing all along in the interest of forestry. It could not be better.  
 CLIFFORD PINCHOT.

**Remarkable Number**

WASHINGTON, D. C., FEBRUARY 8, 1921.  
 TO EDITOR & PUBLISHER: I congratulate you upon your International Year Book number of January 22, which I have read with great interest. It is a remarkable number.  
 FRED A. EMERY,  
 Chief, Division Foreign Intelligence, Department of State.

**Who Started the Leatherneck?**

RICHMOND, VA., February 13, 1921.  
 TO EDITOR & PUBLISHER: I note on page 18 of your issue of February 12 you carry a story regarding the presentation of a watch to George E. Bounds, advertising manager of the Quantico Leatherneck, Quantico, Va., and that a statement is made in the story which would lead one to infer that Mr. Bounds was the founder of this newspaper, which statement, or inference, would be an error.  
 The Quantico Leatherneck was started in November, 1917, by one Sergeant Smith, who was post printer at the Marine Barracks, Quantico, Va., at the time. I was a first lieutenant at the officers training school at the same post and held an honorary position on the staff of the Leatherneck with several other officers who were newspaper men in civil life, among whom was Captain Jonas H. Platt, now attached to the publicity department of the Marine Corps in New York.  
 Sergeant Smith was the Leatherneck. The idea was his and he assumed the work. Hard work it was, too. He started without even the \$50 Mr. Bounds is credited with having borrowed from the "Y." There were no funds and nothing but promises from merchants to advertise in the paper. Precious few they were, too, and the rates were pitifully low. But Smith gathered about him a few men who were printers in civil life and the night before the initial issue was to appear, they went down to Fredericksburg and "borrowed" the newspaper plant there. These boys, after a hard day's drill, worked all night long setting type—8 point, leaded, by hand—and ads, made up and ran the press themselves with the cheering prospect of another hard day's drill ahead of them the next day. But they did it. They got out the entire paper, eight pages, six columns. When morning came, they took their papers, headed for Quantico and got there in time to answer reveille and between that and breakfast set out to sell their papers.  
 This is the real story of the beginning of the Quantico Leatherneck. Sergeant Smith started it and it was Sergeant Smith's paper

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

Nearly every person in Richmond reads  
 The  
**NEWS-LEADER**

The NEWS-LEADER's circulation in Richmond is greater than that of all the other Richmond papers combined.  
 The NEWS-LEADER's circulation in Virginia is greater than any other Virginia newspaper.  
 The sworn statements of the Richmond papers show the NEWS-LEADER has a daily circulation in Richmond which is more than three times greater than its nearest competitor.  
 Foreign representatives  
 The Kelly-Smith Co., Chicago, Ill.  
 Marbridge Building Kelly-Smith Co.  
 B'way at 34th St. Lytton Building,  
 New York City  
 J. B. Keough, Candler Bldg., Atlanta, Ga.

until he was sent overseas. There was no one by the name of Bounds on the staff of the paper at the start to my certain knowledge. But while we are at it, let's place the credit where it belongs—with Sergeant Smith.  
 ANGUS A. AULL.

**Trying to Chloroform the Press**

REGINA, SASK., CAN., JAN. 29, 1921.  
 TO EDITOR & PUBLISHER: Something over a year ago a wonderfully bright idea occurred to a man down east. The man in question was the mysterious Mr. Murray, otherwise G. M. Murray, one time manager of the Canadian Manufacturers' Association. The bright idea which flashed on Mr. Murray was very simple, but very big—so big indeed that even Mr. Murray has not so far been able to carry it out to his own satisfaction.  
 Briefly stated, the Murray idea was just this: to make the newspapers of Canada toe the line which Murray should mark out for them so far as editorial policy was concerned. The means by which this was to be achieved was simplicity itself, viz., the giving or withholding of advertising contracts by the big Canadian national advertisers.

Mr. Murray in due course unfolded his scheme to certain of his friends at Ottawa and to a few of his closest friends among the manufacturers, and to these the scheme, as outlined by Murray, looked very good. Accordingly, without more ado, Mr. Murray opened up a sumptuous suite of offices in the C. P. R. building at Toronto, stuck his name on the door, and "in strictest confidence" announced himself as ready for business—business in his case being the advising of Canadian manufacturers as to what newspapers were editorially "sound" and deserving of patronage and what papers were unsound, and as such should be boycotted.  
 Right at the start the Morning Leader was blacklisted by Mr. Murray, and he has never since lifted the boycott—his very latest "chart of dailies" listing the Leader as "highly objectionable." To the credit of the majority of the manufacturers, they refused to fall for Mr. Murray's scheme and continued to place their advertising business upon recognized business lines, acting largely upon the advice of expert advertising agencies and without regard to any political bias.

How far 1921 advertising has been affected by the Murray big-stick idea it is as yet too early to determine. At a later date, however, when most of the large national advertisers have completed their schedules for the present year, it will be possible to fairly well determine just how many Canadian business men have accepted the Murray plan and allowed him to revise their advertising schedules for the present year.

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

**Famous Wits of History**

A short magazine page feature twice a week.  
**NEWSPAPER FEATURE SERVICE**  
 241 W. 58th ST., NEW YORK

**Confidential**

TORONTO, Nov. 10, 1920.  
 If it has struck you that my bulletin service of late has been spasmodic or below par, I trust you will hold me guilty of no neglect when I assure you that I have not been idle. It is at this season of the year that most advertisers get busy on their new schedules. In scores of offices, plans are now being prepared for the spending of 1921 advertising appropriations. The chief reason you have not been hearing so regularly from me is that a great deal of my time is now being spent in going over lists of mediums that advertising agents have recommended their clients to use.  
 The average agent, of course, pays little or no attention to editorial policy; with him all that counts is rates and circulation. If he had his way, many a publication that is doing its best to ruin Canadian industry, would be rewarded by the prospective victims to its folly, with huge chunks of profitable business, tendered on a silver platter. I try to persuade my subscribers to let me look over the schedule their agents are asking them to adopt. When they comply, I give them a brief report upon every publication in the list. Those that are O. K. are marked accordingly; in the case of those that are ob-



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

IN NEW ORLEANS  
 IT'S—  
 THE NEW  
 ORLEANS ITEM

**FIRST**  
 in automobile advertising  
 For six years The News has carried a larger volume of automobile advertising than any other paper six days a week, morning or evening. In 1919 The News carried more than any other Indiana paper. Results count.  
 THE  
**INDIANAPOLIS NEWS**  
 Frank T. Carroll, Advertising Manager  
 Dan A. Carroll, New York Representative  
 J. E. Lutz, Chicago Representative  
 Use Newspapers on a 3 Year Basis

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

jectionable, I explain what it is that makes them objectionable. Some are worse than others. Some I recommend be retained, others with a reduction from full to part schedule. Some I recommend dropping altogether, and to replace them I submit where possible the names of meritorious publications of a similar class circulation in the same territory.

In reviewing individual schedules in this way, I am giving practical application to the idea underlying my whole service. Every schedule revised, every subscriber persuaded to follow my advice, is another step towards the attainment of our goal. By getting "A" to play the game, I am by increasing the likelihood that "B" and "C" will receive a square deal at the hands of the press; later, by getting "B" and "C" to play the game, I am bettering conditions to "A". "E", "F", and "G." It is when I am busiest with that kind of work that I am making the most real headway. And that is what makes it possible for me to be doing my most effective work for you at the very time that you are hearing the least from me.

The far-reaching possibilities of this work are nicely illustrated in an unsolicited letter just received from an old friend connected with a paper that has been giving us splendid support. Speaking of our country (a low tariff advocate) he says it has noticeably moderated in tone, in an effort to hold all the advertising it can. Speaking of another (a free trade organ) he says that despite many manifestations of wrath, as it lost schedule, it now appears to be tactfully backing away from free trade. "If your work," he continues, "has had one-half the effect in other parts of Canada that it has had here, then your subscribers should be able to see it as I do. Moreover, an opportunity for increasing its effectiveness will come with the new year, when newsprint costs will take a further jump, and the difficulties of the publishing business will grow more acute. Many papers will watch their step, more particularly so because they know through past publicity that you exist and are watching things."

This frank statement of the case should surely suggest to all subscribers the desirability of refraining from entering into any new advertising contracts until they have first submitted their schedules to me for a report.

G. M. MURRAY.

Mr. Murray was first given publicity last February by W. A. Lydiatt, of Toronto, who disclosed some details of the Murray scheme in Marketing magazine. The Toronto Globe likewise devoted considerable attention to Murray's brazen attempt to "fix" the Press of Canada. That Mr. Murray is not altogether working "on his own" goes without saying. On behalf of the Manufacturers' Association it has been stated that he is unconnected with that organization, and there is no reason to doubt the correctness of that statement.

Mr. Murray, however, is not without his friends in Ottawa, friends who believe that the Meighen Government and High Protection must be maintained at all costs. With these friends he is in close and constant touch.

In his "Chart of Dailies" Murray reserves column VI for his "Rating for Advertising Purposes (order of preference based solely upon policy pursued)." His ratings are five in number, ranging from "U" which designated newspapers he urges deserve all the advertising that can be given to them, down to "X" which is the rating of the Morning Leader. The ratings in detail and order of preference are as follows:

U—Specially deserving of support. Sound on practically all points. Alert and capable in defense of business.

V—Deserving of support. Sound on most points, but less alert and less capable than U.

W—Not objectionable. Good points offset bad. Harmless.

X—Unfair. Bad points outbalance good. Objectionable.

Y—Decidedly antagonistic or unfair. Highly objectionable.

In similar manner in his "Chart of Dailies," Murray fixes the "rating" of every Canadian daily newspaper.

### 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

It has to be admitted that Mr. Murray has tackled a big job—one of the biggest that any Canadian has ever set out to "put across." The question is—can he get away with it? Can he make the newspapers of Canada be the political line he marks out for them in the hope that he will reward them with advertising contracts?

Will the newspapers of Canada stand for the Murray scheme?

Will the manufacturers stand for the Murray scheme? Will the Canadian people stand for the Murray scheme?

We believe the answer to all these questions is NO—the most emphatic NO that decent Canadian citizens who are proud of their British traditions of fair play can possibly register.

Meanwhile, whatever fate eventually befalls Mr. Murray's scheme, it is the purpose of the Leader to give the fullest possible publicity to the man who has set out to chloroform the press of Canada. His system will in due course be explained in detail, the past career of the man, his friends (political, business and otherwise), his present mode of life, his political and business affiliations and all the little intricate touches which go to make up the personality of such a man as Mr. Murray will be set forth in the Morning Leader, and, unlike his own circulars, nothing will be told "in strictest confidence," but, on the contrary, openly for the people of Saskatchewan and the rest of Canada to read and ultimately pass judgment upon.

THE LEADER PUBLISHING COMPANY, LTD.

#### Quite Worthy

MINNEAPOLIS, February 10, 1921. To EDITOR & PUBLISHER: I wish to congratulate you on the Year Book edition. It is quite worthy of you.

GERALD PIERCE, Advertising Manager, Minneapolis Tribune.

#### INTERNATIONAL YEAR BOOK OF EDITOR & PUBLISHER INTERESTING

The International Year Book Number of Editor & Publisher is just off the press. It consists of more than 200 pages of information interesting to newspaper publishers and advertisers. Every daily newspaper in the United States is listed therein, together with the names of the Publisher, Editor and Manager, Advertising and Circulation Managers, Circulation and how distributed, and Advertising Rates. The principal newspapers throughout the world are similarly listed.

Page after page of information of the same interest to publishers and advertisers is carried in this number.

Publisher James W. Brown and his brilliant staff are to be congratulated upon the thoroughness with which they have carried out their aims in this first number of the International Year Book.—Dry Goods and Apparel.

#### Printing Economy in Ontario

TORONTO—A bill has been introduced in the Ontario legislature by J. W. Curry, K.C., M.P.P., to abolish the printing of Part III of the annual voters' list on the ground of economy. Part III contains the names of those entitled to vote at the provincial elections only.

#### In Vicksburg, Miss.

### The Evening Post

leads in quality circulation. It carries more local and national advertising than its competitor and gives real co-operative service to its advertisers.

Use the EVENING POST, and at one cost cover this territory thoroughly.

Represented by

Frost, Landis & Kohn CHICAGO NEW YORK ATLANTA



The PLAIN DEALERS MARKET

is all of N. Ohio

The Plain Dealer

Cleveland

#### PROMOTION IDEAS

BUFFALO—Buffalo newspapers will be well represented in the American Bowling Congress World's Championship Tournament here beginning Feb. 28. The Courier and Enquirer have entered sixteen teams through a popularity contest. Single teams were entered by the Buffalo Evening News and the Buffalo Express.

ST. PAUL.—The Daily News conducted an ice carnival for boy and girl skaters on Lake Como in conjunction with the city Department of Parks and Playgrounds. The programme included races for girls of 16 and under and for boys not over 18, a relay race, etc. Gold and silver medals, skates, a trophy cup for the relay race and other prizes rewarded the victors.

ROCHESTER, N. Y.—What its publishers believe is the largest automobile show section published this year was issued last week by the Rochester Herald in connection with that city's show. Motor and accessory advertising totalled 89,565 lines, a gain of 10,000 lines over last year, in spite of the general falling-off in this line throughout the country. The show itself, run on a purely business basis, with the free list eliminated, set new attendance and sales records, dealers reported to the Herald.

RANGER, Tex.—The Daily Times issued an 88-page special edition last week during the convention of the West Texas Chamber of Commerce with over 12,000 inches of advertising. The Times is a member of the Bagley-Allison group of Texas newspapers.

#### Wherever You Are

You are anxious to keep in touch with the news from home. That's why you buy

### The Pittsburg Dispatch

and know you get the "Best Always."

Branch Offices:

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



Detroit can be completely covered week day or Sunday with one newspaper—The News, which reaches practically every English speaking home in the city.

#### The Family Income

Over \$3,000.00

In Buffalo the percentage of families with incomes over \$3,000.00 is Six Times Greater than the average for United States.

Buffalo Evening News reaches 95 per cent of the families with \$3,000.00 income or over. It reaches 80 per cent of the English reading families in the Buffalo market.

KELLY SMITH CO. Foreign Representatives

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

#### SUCCESSFUL YEAR IN NEBRASKA

Well Attended Meeting at Lincoln Re-elects Executive Secretary Ole Buck

(By Telegraph to Editor & Publisher)

LINCOLN, Neb. Feb. 12.—The Nebraska Press Association closed the most successful business session in its history to-day and the attendance was unusually large and much enthusiasm was evident. Reports of officers showed the most successful year in the 48 years since the association was organized. The report of the executive secretary showed improving business conditions, new business created and a stronger organization.

#### Recruits for N. E. A.

ST. PAUL.—The Republican Editorial Associations of Indiana and Idaho have voted to affiliate with the National Editorial Association, according to H. C. Hotaling, executive secretary of the latter organization.

### Perth Amboy NEW JERSEY

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

## Evening News

F. R. NORTHRUP

Foreign Representative 303 FIFTH AVE., NEW YORK CITY

#### BROOKLYN OFFICE

The New York Times has opened a branch office at 300 Washington Street, Brooklyn, near Fulton Street and Myrtle Avenue, for the receipt of subscriptions and advertisements.

### The Boston Globe

has just ordered our "Smiles" Comic

#### The International Syndicate

BALTIMORE

The North Jersey Shore draws its income from widely divergent activities. Thus, this section enjoys uniform prosperity, unaffected by business depression that spells havoc in localities dependent on one industry.

#### ASBURY PARK PRESS

thoroughly covers this territory and through it the advertiser is always assured of a highly responsive audience.

Standard Rate Card Member A. B. C. Frank R. Northrup, Special Representative 303 Fifth Avenue, New York City Association Bldg., Chicago, Ill.

J. LYLE KINMONTH, Publisher Ashbury Park, N. J.

**MIKE BURKE SPENDS ANOTHER DIME**



**DON'T** allow this picture to mislead you in considering the regular habits of the circulation manager of the Brooklyn Eagle. He is here pictured slipping two nickels in the slot for a copy of Editor & Publisher, but he does not do that every week. He is a live wire, and is a regular subscriber—which proves two things, live wires read Editor & Publisher, and Editor & Publisher is necessary for live wires. Our surmise is that somebody snatched his regular copy—that always happens with things of value if you don't watch them.

**NEW HOME FOR BUFFALO EXPRESS**

**Quits Newspaper Row for Business District—Site Covers City Block**

(Special to Editor & Publisher)

**BUFFALO.**—The J. N. Matthews Company has announced purchase of almost an entire city block, on which will be erected a new building to house the Buffalo Express and the printing establishment of the Matthews corporation which owns the Express. The new building will be erected on a site at East Huron and Oak streets, half a mile north of the district in which the newspaper plants of Buffalo center. It is claimed the new site was chosen after careful consideration of the trend of business and movement of the city's center of population.

Erection of a three-story block on a site 140 by 261 feet will be begun in the near future. Removal of buildings now occupying the site, it is said, will soon be begun.

Choosing of this site removes for the

first time a daily newspaper office from the railroad station, lake dock and hotel district, but places the Express in an advantageous position to serve a large business and residential district.

The Buffalo Express, a morning and Sunday newspaper, is now published at Washington and Exchange streets. The Matthews company also operates the Matthews-Northrup printing establishment. The new building is so planned that additional stories may be added as needed. No estimate of cost was made public.

**Kingston Freeman Staff Dines**

**KINGSTON, N. Y.**—The Daily Freeman staff, organized as the Freeman Social Club, held its annual banquet last week at a local hotel. The club, 46 strong, has members whose service with the paper dates to 1871. Jay E. Klock, editor of the Freeman, and Colin K. Urquhart, of the F. A. Flinn Paper Company, honorary member of the club, relieved each other as toastmasters.

**FOR SALE**

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22 3/4".

**This Press May Suit You.**

WALTER SCOTT & COMPANY  
PLAINFIELD, NEW JERSEY

Take It To  
**POWERS**

**Open 24 Hours out of 24  
The Fastest Engravers on  
the Earth**

**Powers Photo Engraving Co.**  
154 Nassau St., Tribune Bldg.  
New York City

**SUPPLIES & EQUIPMENT**  
For Newspaper Making

**FOR SALE**

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

**Printers' Outfitters**

Printing Plants and Business bought and sold. American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beckman St., New York City.

**For Sale**

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

**For Sale**

Duplex 2-page steam table, with gas heating fixtures, in good condition; Hoe dross furnace, never used; flat 7 column wide casting box in good condition; 35 in. hand cutter in fair condition. Daily Home News, New Brunswick, N. J.

**For Sale**

Duplex Metropolitan Stereotype press in perfect running order; prints 4, 6, 8, 10, 12, 16, 20 pages, 7 columns, 13 ems; can easily be changed to 8 columns, 12 or 12 1/2 ems; also Duplex stereotype equipment in excellent order; reason for selling, about to get press to print 32 pages. Press can be seen running any afternoon. Daily Home News, New Brunswick, N. J.

**For Sale**

Duplex double drive flat bed press; prints 4, 6, or 8 pages, 7 columns, 13 ems; can be changed to 8 columns, 12 or 12 1/2 ems; in perfect running order; can be seen running any day. Reason for selling, have stereotype press. Daily Home News, New Brunswick, N. J.

**For Sale**

We offer the following at extremely low prices for immediate sale:

- 1—Westinghouse Air Compressor, cap. 30 ft. per minute
  - 1—Trimmer, for small office
  - 1—Saw
  - 1—Drill Press; needs repairs
  - 1—Hoskins Furnace
  - 2—Old Goss Press Plate Cylinders; single width
  - 1—Complete Cast Iron Bed Plate; from Hoe Press
  - 1—Folder for same; first class condition
  - 1—Linotype Metal Pots with Gas Burners
  - 1—Proof Press
  - 1—Monotype Machine Hood
  - 2—Jenny Linotype Electric Motors
  - 15—Wood Cabinet Drawers
- Write B. Brewster, Business Manager, The Cleveland Press, Cleveland, Ohio.

**For Sale**

Lee Feeder, replaced by Electric Pot, fine condition. \$40.00. Gazette, Lima, Ohio.

**FOR SALE**

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

**For Sale**

Goss Clipper Press, four or eight page, six, seven or eight columns cutoff 23 inches, with stereo. machinery—at very low price to close estate. Baker Sales Co., 200 Fifth Ave., New York City.

**For Sale**

Double Duplex Steam Table complete with boiler in splendid condition; also extra new boiler; half price. Gazette Printing Company, Janesville, Wisconsin.

**For Sale**

Semi-auto caster, installed Jan. 1, 1921. Purchase of new press makes it useless. Would cost if purchased today \$5,000 without double page equipment. Will sacrifice on the floor for \$4,000. Address Chronicle-Telegram, Elyria, Ohio.

**For Sale**

1 16-page Goss press, printing page cut off 23-9-16 inches; six, seven or eight columns; complete with stereotype outfit. Address News, Wheeling, W. Va.

**For Sale**

Hoe rotary newspaper press, printing four, six, eight, ten or twelve page papers, six or eight columns, cutoff 22 3/4 inches, with stereo. machinery, all in good order, immediate delivery. Baker Sales Co., 200 Fifth Ave., New York City.

**For Sale**

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

**Daily Newspaper for Sale**

Newspaper in prosperous Middle West town of 46,000 will be sold at attractive price, on terms to right party. Circulation now 6,000. Good territory. Box C-807, Care Editor & PUBLISHER.

**For Sale**

Lee Feeders for Linotypes, guaranteed good as new, \$40.00 each. Also 4 section Lee Mold. The Telegram Company, Youngstown, Ohio.

**EQUIPMENT WANTED**

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

**Wanted**

We have clients for good 16pp. newspaper presses, at the right price. Write full description, with sample papers printed thereon, prices, etc. Baker Sales Co., 200 Fifth Ave., 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.



# Introductions 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 Manager-Solicitor**  
Now employed, 36, married, 12 years' experience, A-1 references, desire to change, where advancement is assured. Address Box C-833, Care EDITOR & PUBLISHER.

**Advertising Copy Writer**  
With copy, production and managerial experience (agency and industrial) desires connection with service department of New York newspaper. Box C-853, Care EDITOR & PUBLISHER.

**Classified Manager**  
Young man, 23, several years' experience as assistant classified manager on daily of 119,447; thoroughly experienced in classified promotion; prefer southwestern paper of about 50,000; will not consider paper with "Old Fogey" restrictions. Address Box C-832, Care EDITOR & PUBLISHER.

**Classified Manager**  
With Metropolitan newspaper experience, would consider any live proposition where the building of classified advertising will be appreciated. Mr. Publisher, if your classified is not what it should be from a financial or volume standpoint, get in touch with me. Address Box C-852, Care EDITOR & PUBLISHER.

**Columnist**  
Noted Papers are Quoted Papers. If you want columnist for humor department address Box C-783, care EDITOR & PUBLISHER.

**Expert Cost Analyst**  
Expert cost analyst open for proposition. Ten years present position. Good business manager, financier, creditman, buyer, auditor. Age 34, married. Present income \$5,500.00 but would make some concession. Address or wire Box C-848, Care EDITOR & PUBLISHER.

**Editor, City Editor or Editorial Writer**  
Open to engagement as editor, city editor or editorial writer; Metropolitan and secondary city experience covering 25 years. Virile thinker and writer; master of newspaper English. Know the game all the way through. Politically am an independent liberal. Will not tie up to a hide-bound partisan organ. Possess character, personality—and a sense of humor, thank God. New York, New Jersey or New England preferred. Address Box C-842, Care EDITOR & PUBLISHER.

**Editorial Writer**  
Editorial writer, paragrapher, wants strong western connection. Address Box C-784, care EDITOR & PUBLISHER.

**New Era or Old?**  
It's a changed world. Dull newspapers are losing out to "peppy" moves. Girls and boys are former up. Experienced all-around newspaper man wants job in or near New York where "forward looking" ideas are desired. For instance, let me suggest how politics can be made interesting as love stories—as they must be now—as giddy girls as well as wise matrons have vote. Frank Poeton, 571 West 130th street, New York.

**Editor and Proofreader**  
Non-union shop (23). Experienced—will travel. H. Weiss, 354 Hancock St., Brooklyn, N. Y.

**Wanted a Chance**  
Stack in lemon grove, my bootstraps broken, I need help. After 18 years as reporter and editor on great and small dailies, I blindly cast myself into city editorship, etc., on the largest daily in town of 100,000, with a boss who hought into the game. Expect to dig out before April 1. Can show clean and rather unusual record. Not cheap. Box C-847, Care EDITOR & PUBLISHER.

**Special Writer**  
Experienced special writer seeks new connection where thorough training, ability to write well and broad outlook will be assets—with newspaper feature writer or Sunday editor or with weekly publication or syndicate. Address Box C-843, Care EDITOR & PUBLISHER.

**Circulation Manager**  
Able and dependable; a capable executive of wide experience, obtained by many years' metropolitan connections, desires to locate with a progressive Republican daily in city of 200,000 or more. Address Box C-829, Care of EDITOR & PUBLISHER.

**General Manager**  
General management small city daily wanted by all around experienced newspaper man. Can give best of references. Married. Address Box C-822, Care EDITOR & PUBLISHER.

**Business Manager or Advertising Manager**  
Position wanted as business manager or advertising manager on some live progressive newspaper by a real live wire who knows how to produce results. Fifteen years' experience divided upon four newspapers. At present business manager of medium sized southern newspaper. Correspondence confidential. Address Box C-831, Care EDITOR & PUBLISHER.

## HELP WANTED

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

**Advertising Solicitor**  
Prefer man who can write some copy. State all first letter, including experience and salary desired. Republican Gazette, Lima, Ohio.

**Linotype Operator**  
A first class linotype operator to work on an upstate (New York) morning newspaper. Steady work, surroundings congenial, and good place to work. Wages from \$36.00 to \$40.00. Considerable overtime if desired. Address Box C-809, Care EDITOR & PUBLISHER.

**Wanted as Business Manager of Large Southern Daily**  
Experienced man of agreeable yet aggressive personality. Must know business, circulation, and mechanical ends of newspaper. The man in want is now employed on a paper of size in some live town. To that man we can offer an attractive and permanent proposition. Address Box C-839, Care EDITOR & PUBLISHER.

**Advertising Man**  
Wanted—Good advertising man, one who can prepare copy and is experienced in handling special features; must also have knowledge of the handling of classified ads. Will pay reasonable salary and commission. Address South, Box C-854, Care EDITOR & PUBLISHER.

## BUSINESS OPPORTUNITIES

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

**Financial and Commercial Trade Journal**  
Similar to the Journal of Commerce is to be established in a State west of the Mississippi River which offers exceptional advantages for such a publication and which has no such journal and has never had one. The field is large and comprehensive with many interests to be served and such a publication would meet with almost immediate success, dependent upon amount of energy put back of installing it. A publisher with a well equipped mechanical plant and advantageously located who has this project in course of consummation desires to hear from interested parties, particularly a competent editor who has had experience on such journals, and advertising man who understands financial and commercial advertising and a circulation man who understands that branch. Paper will be issued at first as a weekly and more frequent issues will be installed as progress warrants. Absolutely essential that the three principal positions as stated should be filled by men willing to subscribe for stock. Answer in detail giving all qualifications and amount of money available for investment. This is not a promotion but is a strictly business proposition and the publisher desires only men highly qualified and in a position to make substantial investment. Address Box C-838, Care EDITOR & PUBLISHER.

**A Real Opportunity**  
Well established weekly in rapidly growing Ohio city. Present population 27,000. Gross receipts 1920 over \$15,000; gross expenses not over \$8,000. Option price, until April 1, \$16,500. Terms. J. B. Shale, 103 Park avenue, New York City.

## INFORMATION WANTED

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

**Wanted**  
As quickly as possible information of a man who represents himself as B. Hemperly, stereotyper and pressman, formerly of New Orleans and of Meadville, Pa. Write (or telegraph if expedient) to W. L. Taylor, The Dispatch, York, Pa.

## CORRESPONDENTS AND FEATURE STORY WRITERS

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

**Prominent Articles**  
Prominent Engineer writes interesting, entertaining, instructive articles on subjects in field of Engineering, Economics, Industrial Relations. Assignments or will provide own subjects. Address Engineer, c/o Mr. Cox, Room 312, 30 Church street, New York City.

**To Know the Trend of Fashion**  
In New York is the desire of almost every woman in the country. A weekly fashion letter will keep your readers posted. Address Box C-834, Care EDITOR & PUBLISHER.

**P. S. Tyler Withdraws from Agency**  
PORTLAND, Ore.—P. S. Tyler, former president of the Botsford, Constantine & Tyler advertising agency of San Francisco, Portland, Ore., and Seattle, has sold his interest and withdrawn from the firm.

## EAST TEXAS "BOOMED" AS PAPER CENTER

**Kraft Mill Now Running Said to Be Herald of Newsprint Industry with Cotton Stalks as Base.**

(Special to EDITOR & PUBLISHER)

DALLAS, Tex.—The Texas Chamber of Commerce has launched a movement for establishing paper and pulp mills in the various commercial centers of East Texas. It is claimed that sufficient raw fibrous products from which paper may be manufactured are available in East Texas to supply the demands of the entire Southwest. W. R. Clark, manager of the research department of the Chamber of Commerce, who has studied East Texas as the seat of a great pulp products center, announces that several towns of the Texas pine timber belt are ideally located for paper mills.

Communications received by Mr. Clark from various scientific bodies assert that East Texas is an ideal pulp producing area. Among the organizations interested in East Texas as a paper center are the United States Department of the Interior and various technical schools and colleges of the country.

There is at present one paper mill in East Texas, located at Orange and operated in connection with the Miller-Link saw mills. This mill is devoted exclusively to the manufacture of kraft. Several other mills for the manufacture of kraft are being considered for East Texas.

A mill for the manufacture of newsprint paper will soon be established at Mineola to use cotton linters, cotton stalks and other fibrous products, and negotiations are under way for the establishment of the mills for the manufacture of newsprint from linters, of which there is an almost unlimited quantity in Texas.

### St. Louis County Papers Merge

ST. LOUIS.—The Clayton Argus will be combined with the St. Louis County Sentinel, which will be owned by a new company composed of Willis Benson, E. L. Corson, Peter C. Bopp and O. E. Morton, manager of the Argus, who will be secretary and general manager. The Argus was owned by William H. Lewis, State Labor Commissioner. It was founded in 1876 and was the oldest newspaper in St. Louis County.

### Hotel Penn. Now Prints Daily

Mimeograph has given way to regular printing machinery in the production of the Pennsylvania Register, the daily issued by the Hotel Pennsylvania, New York. The masthead carries the names of two members of the New York League of Advertising Women—Grace Crawley Oakley, editor and in charge of publicity; and Anne Taylor, assistant editor.

### Six Editors in Legislature

NORMAN, Okla.—Six Oklahoma editors will occupy seats in the state legislature as the result of the recent elections. They are: W. A. Hornbeck, Sayre Standard; E. G. Etzold, Temple Tribune; Eli L. Admire, formerly editor of the Oilton Gusher; James C. Nance, Marlow Review; J. B. Campbell, Oklahoma Hornet; John Gelobie, Guthrie Oklahoma State Register.

## \$50,000 Cash

for first payment on an attractive daily newspaper property. Eastern locations preferred. Proposition V. P.

### Charles M. Palmer

NEWSPAPER PROPERTIES  
225 Fifth Ave., New York

## WEEKLY NEWSPAPERS

We have available for purchase several exceptional WEEKLY NEWSPAPERS located in Eastern States. These are important, staple properties, well equipped, serving good fields. Are reasonably priced on a basis of earnings, and fair terms will be considered.

### HARWELL & CANNON

Newspaper and Magazine Properties  
Times Bldg. New York

## FOR SALE—NEWSPAPER EQUIPMENT

8-page Cox Duplex . . . \$2,000 f.o.b.  
12-page Cox Duplex . . . 6,000  
8-page Goss Comet . . . 4,000 f.o.b.  
(Following with Stereotype Equipment)  
16-page Potter . . . 3,630 f.o.b.  
16-page Goss . . . 6,500  
32-page Goss . . . 12,000  
40-page Hoe . . . 12,000 f.o.b.  
1 Model 8 Linotype . . . 3,080 f.o.b.  
1 Model 5 Linotype . . . 1,870 f.o.b.  
1 Ludlow, Complete . . . 2,035 f.o.b.

Wire or Write  
SOUTHERN PUBLISHERS EXCHANGE,  
Incorporated  
Newspaper Properties and Equipment  
12 North 5th St. P. O. Box 1597  
Richmond, Virginia

### Donnelley Staff on Stage

The staff of the Reuben H. Donnelley Corporation, publishers of the Red Book, on February 6 pulled off a surprise to Mr. Donnelley in the shape of an entertainment at the Selwyn Theatre, that showed what versatile and talented actors they are. The program opened with a very creditable performance by the Red Book Mastodon Minstrels, which was followed by a playlet entitled, "The Second Generation," by Leon J. Bach. Songs, bright dialogue and music by the Reuben H. Donnelley Jazz Band kept the audience in rare good humor throughout the evening. Besides the employees of the company and their friends, there were present as special guests a number of prominent advertising men, including "Pop" W. C. Freeman, John Clyde Oswald and Frank H. Rascovar.

### Singer Quits Maine Journalism

DAMARISCOTTA, Me.—With the change of ownership in the Lincoln County News, sold by the estate of the late Leon A. Gray to Samuel H. Erskine, formerly of the editorial staff of the Rutland (Vt.) Evening News, who has assumed charge, George W. Singer, its editor, retires from the newspaper business, in which he has been engaged since 1898.

### Hamburg Weekly Post Starts

BUFFALO.—The Hamburg Post is the newest addition to the weeklies of Erie county. It is published by Milford Wesp, formerly of the Buffalo Times staff.

**TIPS FOR AD MANAGERS**

**Thomas F. Logan, Inc.**, 680 Fifth avenue, New York. Handling advertising for the Electric Vacuum Cleaner Company of Cleveland, Ohio. Sunday rotogravure sections will be used in all of the leading cities of the country.

**Gundlach Advertising Company**, Peoples Gas Bldg., Chicago. Handling advertising for the National Bureau of Analysis.

**Field Ad Service**, State Life Bldg., Indianapolis. Planning campaign of national scope for the Shuler Axle Manufacturing Company of Louisville, Ky. Handling advertising for the American Bearing & Die Casting Corporation of Indianapolis.

**Sidener Van-Riper Advertising Company**, Merchants Bank Bldg., Indianapolis. Started newspaper campaign in Indiana, later to be extended through the Middle West for "White Line" products. The advertising features "White Line" washing powder, "Wash Day Wonder" laundry tablets and "Cristell," a water softener.

**Calkins & Holden**, 250 5th avenue, New York. Sending out schedules to newspapers for H. J. Heinz & Co., Pittsburgh.

**Jules P. Storm**, 120 West 41st street, New York. Sending out 1,000-line contracts to Sunday papers through the West for Park & Tilford products.

**E. W. Hellwig & Co.**, 299 Madison avenue. Sending out schedule to a list of rotogravure newspapers for Corn Products Company.

**Acme Advertising Agency**, Citizens & Southern Bank Bldg., Atlanta. Making 3,000-line contracts with Southern newspapers for L. F. Christian Company, Jackson, Tenn.

**Campbell, Blood & Trump**, Penobscot Bldg., Detroit. Making 2,000-line contracts with middle Western newspapers for Ray Battery Company.

**McJunkin Advertising Company**, 5 South Wabash avenue, Chicago. Making 2,500-line contracts for Great Northern Railway Company.

**Matos Advertising Company**, Bulletin Bldg., Philadelphia. Making yearly contracts with newspapers for the Philadelphia Evening Bulletin.

**Nelson Chesman & Co.**, Chattanooga, Tenn. Making yearly contracts with newspapers for Herb Juice Medicine.

**Blaine-Thompson Company**, 4th Nat. Bank Bldg., Cincinnati. Making 1,000-line contracts with newspapers for A. Tietig & Son.

**J. Walter Thompson Company**, 242 Madison avenue, New York. Making 1,000-line yearly contracts with newspapers for Andrew Jergens Company.

**Martin V. Kelley**, 327 S. LaSalle street, Chicago. Making yearly contracts for Woolson Spice Company.

**Lord & Thomas**, 5 South Wabash avenue, Chicago. Making 10,000-line yearly contracts with newspapers for California Associated Raisin Company, Making 5,000-line contracts for Pepsi-cola Company.

**Critchfield & Co.**, Brooks Bldg., Chicago. Making yearly contracts for the American Radiator Company.

**Dake Johant Ad Agency**, 207 S. Broadway, Los Angeles. Making 3,000-line contracts for Hills Bros.

**Western Ad Company**, Merchants' Laclede Bldg., St. Louis. Making yearly contracts with newspapers for Dr. LeGear Medicine Company.

**Lyddon & Hanford Company**, 200 5th avenue, New York. Making 1,000-line contracts for The International Chemical Company.

**Vredenburg-Kennedy Company**, 171 Madison avenue, New York. Making 2,500-line yearly contracts with newspapers for Parker Broche-mic Company.

**Warfield Advertising Company**, Federal Reserve Bank Bldg., Omaha, Neb. Handling advertising for Skinner Manufacturing Company, makers of macaroni products.

**Edward D. Kollock Advertising Agency**, 201 Devonshire street, Boston. Handling advertising for B. F. Sturdevant Company, Hyde Park, Boston.

**Barritt & Co.**, 220 S. State street, Chicago. Placing advertising for Sidway Mercantile Company, Elkhart, Ind.

**George L. Dyer Company**, 42 Broadway, New York. Will place advertising for Regal Shoe Company, using newspapers, magazines, trade papers, export publications, direct by mail and signs.

**D'Arcy Advertising Company**, International Life Bldg., St. Louis. Will place advertising for Coca-Cola Company, Atlanta.

**Frank Seaman**, 470 4th avenue, New York. Will place advertising for Cheney Brothers, 215 4th avenue, New York, manufacturers of "Cheney" silks.

**Henri, Hurst & McDonald**, 58 East Washington street, Chicago. Will make up lists during February and March for Tildesley & Company, 314 N. Clark street, Chicago.

**Tuthill Advertising Agency**, 1133 Broadway, New York. Will make up lists during April for the Lowe Brothers Company, Dayton, Ohio, using newspapers, magazines, trade and farm papers and direct by mail.

**Grandin-Dorrance-Sullivan, Inc.**, 151 5th avenue, New York. Sending out orders to daily and weekly newspapers in Pennsylvania and other Southeastern states for the Hudson Coal Company of Scranton, Pa. Sending out orders to daily newspapers in Boston, New York, Chicago, St. Louis, San Francisco, Cleveland and Kansas City, for the Steatite Electrical Products Corporation, Yorktown Heights, N. Y. Sending out orders to daily newspapers and trade papers for the Superior Underwear Company, Piqua, Ohio.

**Massengale Advertising Agency**, Candler Bldg., Atlanta, Ga. Planning campaign for Currie Brothers Company, Inc., makers of Triometer Heavy Touring Tubes. Newspapers, trade papers and magazines will be used.

**Acorn Agency**, 132 Nassau street, New York. Placing orders for E. H. Wolfes & Co., German bonds, 212 Broadway, New York.

**Associated Advertising Agencies**, 1472 Broadway, New York. Placing orders for Grandville Tire Company, 1926 Broadway, New York.

**Berrien Company**, 19 West 44th street, New York. Again placing orders for Klear-flax Linen Rug Company, Duluth, Minn.

**Calkins & Holden**, 250 5th avenue, New York. Probably will make up list during March and April for Sherwood & Williams Company, paints, Cleveland, O.

**Critchfield & Co.**, Brooks Bldg., Chicago. Reported to have secured the following accounts: Samson Tractor Company, Janesville, Wis.; Haverford Cycle Company, Philadelphia; Hayes Shock Absorber, Minneapolis, Minn.; and the Hewitt Bros. Soap Company, "Bunny" and "Easy Task Soaps," Dayton, O.

**Dake Advertising Agency**, 121 2nd street, San Francisco. Placing orders with newspapers in twelve Western states for Hills Bros. "Red Can Brand Coffee," San Francisco.

**George L. Dyer Company**, 42 Broadway, New York. Placed orders for John B. Stetson Company, "Stetson Hats," Montgomery avenue, Philadelphia, Pa.

**Richard A. Foley Advertising Agency**, Terminal Bldg., Philadelphia. Reported will make up list during March for Atmore & Son, "Mince Meat and Plum Pudding," 110 Tasker street, Philadelphia.

**Gardner Advertising Company**, 1627 Locust street, St. Louis. Again placing orders for Certain-teed Products Company, roofing, St. Louis, Mo.

**Hawley Advertising Company**, 95 Madison avenue, New York. Placed a few orders with some New York City newspapers for Defiance Check Writer Corp., Rochester, N. Y. (Stanley A. Douglas & Co., agents, 220 West 42d street, New York.)

**Hoyt's Service**, Little Bldg., Boston. Again placing orders with newspapers for Frank E. Davis Company, "Davis Canned Lobster," 51 Central Wharf, Gloucester, Mass.

**H. B. Humphrey Company**, 581 Boylston street, Boston. Reported will make up list during March for George Frost Company, "Boston Garter" and "Velvet Grip" Hose Supporters, 551 Tremont street, Boston, Mass.

**Husband & Thomas**, 165 East Erie street, Chicago. Placing orders for Portland Cement Association, Chicago.

**H. E. James Advertising Agency**, 110 West 19th street, New York. Handling advertising for U. S. Industrial Alcohol Company, 27 William street, New York, and Oil Products Company, "Usoline," 50 Union Square, New York.

**John S. King Company**, Altamont Bldg., Cleveland. Placing orders with newspapers in Ohio and surrounding territory for Wells Process Company, "Blue Devil Cleanser," Youngstown, O.

**Lord & Thomas**, Mallers Bldg., Chicago. Handling the advertising for Coppes Bros. & Zook, Nappanee Dutch Kitchenets, Nappanee, Ind.

**Mutual Service Corporation**, 140 Cedar street, New York. Handling the account of Lehigh Valley R. R. Company, New York.

**Daniel E. Paris**, 80 Boylston street, Boston. Making contracts for Waltham Watch Company, Waltham, Mass.

**Peck Advertising Agency**, 347 5th avenue, New York. Placing orders with Pacific Coast newspapers for Tezor Products Corporation, "Tezor Candy Mints," 225 East 24 street, New York.

**Roberts & MacAvinche**, 30 North Dearborn street, Chicago. Again placing orders for Cluett, Peabody & Co., collars and shirts, 433 River street, Troy, N. Y.

**Frank Seaman Company**, 470 4th avenue, New York. Placing orders with newspapers in Boston, Philadelphia, New York and Chicago for the present for McClure Company, "McClure's Magazine," New York. Will extend the list later.

**Snitzler-Warner Company**, 225 North Michigan Boulevard, Chicago. Again placing orders for A. Stein & Co., "Paris" and "Hick-

ory" Garters, Congress street and Ravine avenue, Chicago.

**Simmonds & Simmonds**, 422 South Dearborn street, Chicago. Placing orders for National Kellastone Company, "Kellastone" Imperishable Stucco, 155 East Superior street, Chicago, and J. P. Duffy Company, distributors, Park avenue and 138th street, New York.

**Street & Finney**, 171 Madison avenue, New York. Again placing orders for Gordon-Pra Fisheries Company, "Gordon's Cod Fish" Gloucester, Mass.

**Tuthill Advertising Agency**, 1133 Broadway, New York. Handling the account of Vitamin Corporation, health tablets, Times Bldg., New York.

**Armand S. Weill Company**, 843 Ellington square, Buffalo, N. Y. Placing orders with Barton Bros., Buffalo House Dresses, Buffalo, N. Y.

**Recognition Changes in Boston**

BOSTON—The Boston publishers have voted to transfer recognition from the Proffitt Advertising Agency, Inc. to the Walton Advertising Service, Inc., 357 Westminster street, Providence, R. I. and 220 Devonshire street, Boston, and to transfer recognition from S. A. Conover Company to S. A. Conover Company, Inc., 24 Milk street, Boston.

**The Pittsburgh Post**



has the second largest morning and Sunday circulation in Pittsburgh.

Few Papers—if any—surpass the **TRENTON NEW JERSEY TIMES**

**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 sets pages. Tuesday, Music Page. Circulation 26,649. Member A. B. C.

KELLY-SMITH CO. Marbridge Bldg. New York Lytton Bldg. Chicago

**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.

IN **LOS ANGELES** IT IS THE **EVENING HERALD**

Government Circulation Statement April 1, 1920

**134,686**

Grows Just Like Los Angeles MEMBER A. B. C.

**NEW HAVEN REGISTER**

largest circulation in Connecticut's largest city. Average daily paid circulation over

**30,000 Copies**

Double the circulation of any New Haven paper. It covers the field.

**World Wide Advertising Corporation**

**Advertising Counsel**

One West 34th St., New York

Telephones Fitzroy 2969 5111

Cable Address:

SCHOLZEM, NEW YORK

**OF THE SHAFFER GROUP**

The Louisville Herald led the other Louisville morning newspaper in local display advertising for the first ten months of 1920 by 171,669 agate lines.

**THE LOUISVILLE HERALD**

Kentucky's Greatest Newspaper

OF NEWSPAPERS

THE **NEW YORK EVENING JOURNAL**

has the largest circulation of any daily newspaper in America.

The amalgamation of the two leading progressive Jewish newspapers of New York

**THE DAY AND THE WARHEIT**

brings into being the most powerful advertising medium in the Jewish field



The National Jewish Daily

1920 Indication of Lineage Increase 1920 vs. 1918 in the

**BOSTON AMERICAN**

on Financial Advertising

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

Buy Space in Boston's Greatest Evening Newspaper

# SUCCESS SURE

IN THE

# SOUTH

Last year the Southern States produced enormous crops---the greatest in history. The South increased its crop values over those of last year by a round billion dollars.

The corn crop of the United States last year was valued at a little less than \$4,000,000,000 and the Southern States produced approximately 35 per cent of the total value of this crop.

The increase in crop value of the Southern States during the past ten years has been more than 300 per cent.

The South, rich in tradition, rich in natural resources, rich in industries, is now developing faster and progressing more rapidly than any other part of our land.

Send your goods to these people, use these daily papers to tell your story.

## SOUTHERN LIST

	Circulation	2,500 lines	10,000 lines
<b>ALABAMA.</b>			
**Birmingham Age-Herald . . . . . (M)	22,359	.08	.08
**Birmingham Age-Herald . . . . . (S)	24,482	.10	.10
**Birmingham News . . . . . (S)	55,683	.15	.15
**Birmingham News . . . . . (E)	55,383	.15	.15
**Mobile News-Item . . . . . (E)	10,860	.07	.07
**Mobile Register . . . . . (M)	22,451	.07	.07
**Mobile Register . . . . . (S)	33,718	.085	.085
<b>FLORIDA.</b>			
**Jacksonville Metropolis . . . . . (E)	17,880	.05	.05
Florida Times-Union, Jacksonville . . . . . (M&S)	28,986	.07 (8cS)	.07 (8cS)
**Palatka Morning Post . . . . . (M)	1,450	.0122	.0122
**Pensacola Journal . . . . . (M)	4,860	.025	.025
**Pensacola Journal . . . . . (S)	8,248	.025	.025
**Pensacola News . . . . . (E)	4,190	.03	.03
<b>GEORGIA.</b>			
***Atlanta Constitution . . . . . (M)	53,154	.13	.13
***Atlanta Constitution . . . . . (S)	60,118	.13	.13
***Atlanta Georgian . . . . . (E)	46,187	.12	.12
***Atlanta Sunday American . . . . . (S)	105,527	.15	.15
Augusta Chronicle . . . . . (M)	8,703	.045	.045
Augusta Chronicle . . . . . (S)	8,703	.045	.045
Augusta Herald . . . . . (E)	13,818	.05	.05
Augusta Herald . . . . . (S)	11,883	.05	.05
***Columbus Ledger . . . . . (E&S)	9,078	.04	.04
***Macon Telegraph . . . . . (M)	20,856	.06	.06
***Macon Telegraph . . . . . (S)	20,680	.06	.06
*Savannah Morning News . . . . . (M&S)	20,641	.085	.05
***Savannah Press . . . . . (E)	14,192	.05	.05
<b>KENTUCKY.</b>			
Lexington Leader . . . . . (E)	14,296	.05	.05
Lexington Leader . . . . . (S)	14,536	.05	.05
***Louisville Herald . . . . . (M)	49,756	.09	.09
***Louisville Herald . . . . . (S)	54,701	.09	.09
<b>LOUISIANA.</b>			
New Orleans Times-Picayune . . . . . (M)	73,334	.15	.15
New Orleans Times-Picayune . . . . . (S)	91,127	.18	.18
***New Orleans Daily States . . . . . (E)	38,885	.10	.10
***New Orleans Daily States . . . . . (S)	37,153	.10	.10
New Orleans Item . . . . . (E)	63,024	.15	.15
New Orleans Item . . . . . (S)	88,990	.18	.18
<b>NORTH CAROLINA.</b>			
Asheville Citizen . . . . . (M)	11,912	.04	.04
Asheville Citizen . . . . . (S)	10,423	.04	.04
**Charlotte News-Chronicle . . . . . (E&S)	10,179	.04	.03
***Charlotte Observer . . . . . (M)	20,159	.055	.04
***Charlotte Observer . . . . . (S)	21,137	.07	.05
Durham Herald . . . . . (M)	8,172	.03	.03
Greensboro Daily News . . . . . (M)	17,081	.06	.05
Greensboro Daily News . . . . . (S)	22,978	.07	.08
**Raleigh News and Observer . . . . . (M)	24,230	.08	.08
**Raleigh News and Observer . . . . . (S)	26,309	.06	.06
Wilmington Star . . . . . (M)	8,850	.04	.04
**Winston-Salem Journal . . . . . (M)	8,727	.04	.04
**Winston-Salem Journal . . . . . (S)	9,381	.04	.04
**Winston-Salem Sentinel . . . . . (E)	9,474	.04	.04
<b>SOUTH CAROLINA.</b>			
Anderson Mail . . . . . (E)	4,325	.025	.025
***Columbia Record . . . . . (E)	12,937	.05	.05
***Columbia Record . . . . . (S)	13,749	.05	.05
***Columbia State . . . . . (M)	21,862	.08	.06
***Columbia State . . . . . (S)	22,307	.06	.06
Greenville News . . . . . (M&S)	10,898	.045	.04
Greenwood Index Journal . . . . . (E)	4,187	.02	.02
***Spartanburg Journal & Carolina Spartan . . . . . (E)	3,132	.04	.04
***Spartanburg Herald . . . . . (M)	4,744	.04	.04
***Spartanburg Herald . . . . . (S)	5,913	.04	.04
<b>TENNESSEE.</b>			
***Chattanooga News . . . . . (E)	20,105	.05	.05
Chattanooga Times . . . . . (M)	22,881	.07	.07
Chattanooga Times . . . . . (S)	23,046	.07	.07
***Knoxville Sentinel . . . . . (E)	19,822	.07	.08
***Memphis Commercial Appeal . . . . . (M)	83,359	.18	.15
***Memphis Commercial Appeal . . . . . (S)	113,841	.19	.18
**Nashville Banner . . . . . (E)	41,077	.07	.07
**Nashville Banner . . . . . (S)	43,118	.08	.08
***Nashville Tennessean . . . . . (ME&S)	44,875	.09	.09
<b>VIRGINIA.</b>			
‡Bristol Herald Courier . . . . . (M&S)	8,590	.04	.04
Danville Register and Bee . . . . . (M&E)	9,950	.04	.04
Newport News Times-Herald . . . . . (E)	8,464	.05	.05
Newport News Daily Press . . . . . (S&M)	8,349	.05	.05
***Norfolk Virginian Pilot . . . . . (M)	32,598	.08	.08
***Norfolk Virginian Pilot . . . . . (S)	38,452	.10	.10
**Roanoke Times . . . . . (M&S)	23,438	.07	.08
***Roanoke World-News . . . . . (E)	10,193	.07	.08
***Richmond News-Leader . . . . .	45,383	.11	.11

Government Statement, October 1st, 1920.

‡Includes Bristol, Tenn.

\*\*A. B. C., Audit, October 1st, 1920.

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

\*A. B. C. Auditor's Report, December 31, 1920.

**A** study of advertising experience, as frankly expressed by merchants and retailers all the way across the country, indicates they have found that at least fifty per cent. of their business is the result of advertising.

The stores which advertise do the heavy business of the cities, draw the shopping crowd to shopping centres, while the smaller dealer "who does not advertise" gets only the emergency or chance sale that occasionally comes his way.

The community or neighborhood store which gradually breaks out into effective and purposeful advertising can be made to grow to a large business which will attract other businesses to come to its vicinity and advertise, thus making a new shopping centre.

The big retail shop which occasionally thinks it can get along without advertising or resists a reasonable increase in rates suffers more than the newspaper or newspapers from which it withholds its advertising.

If this attitude were persisted in for a year the trade of that store would shrink fifty per cent., which would make its business unprofitable.

In the fifty per cent. of business created by advertising is all of the merchant's overhead and profit. Without this volume of trade the business would gradually sink to the proportions of a non-advertising community store.

The lesson is obvious.

1st—The community store which advertises may become the big retail shop of the future.

2nd—The large retail shop which thinks it can get along without advertising cannot continue doing a profitable business.

We occasionally see a non-advertising store located between two heavy advertising stores doing a big business, but not within twenty-five or thirty per cent. of what it would be doing if it established the potential good-will that can be created through advertising.

JASON ROGERS

New York, Feb. 16, 1921.

# THE NEW YORK GLOBE

Member A. B. C.

170,000 a Day

LORENZEN & THOMPSON, Inc.  
New York Chicago

