

**THIS ISSUE, Two Sections, 76 Pages:**

Oct 31 '21

PRESIDENT HARDING—WE ALL WISH YOU WELL  
SPACE-BUYERS' SURVEY OF NEW YORK CITY

# EDITOR & PUBLISHER

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

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.

[Copyright, 1921, by The Editor & Publisher Company, James Wright Brown, president.]



No. 40

NEW YORK, SATURDAY, MARCH 5, 1921

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

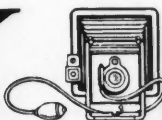
10c. Per Copy



*Replacing lost copy*

*This tabloid pictorial daily newspaper, founded by The Chicago Tribune, and first issued on June 26, 1919, has had the most phenomenal growth in the history of journalism. The present circulation exceeds 360,000 copies.*

## DAILY NEWS



NEW YORK'S PICTURE NEWSPAPER

Less than two years old, the Daily News has already reached:

1. A larger total circulation than any other daily newspaper published in New York, with the sole exception of the Evening Journal.
2. Third place in circulation among all the daily morning newspapers in the United States.

512 Fifth Avenue, New York  
Tribune Building, Chicago

## DAILY NEWS



NEW YORK'S PICTURE NEWSPAPER

# NEW YORK STATE

## Supreme Not Alone in Business and Commerce, but as a Producer from the Soil

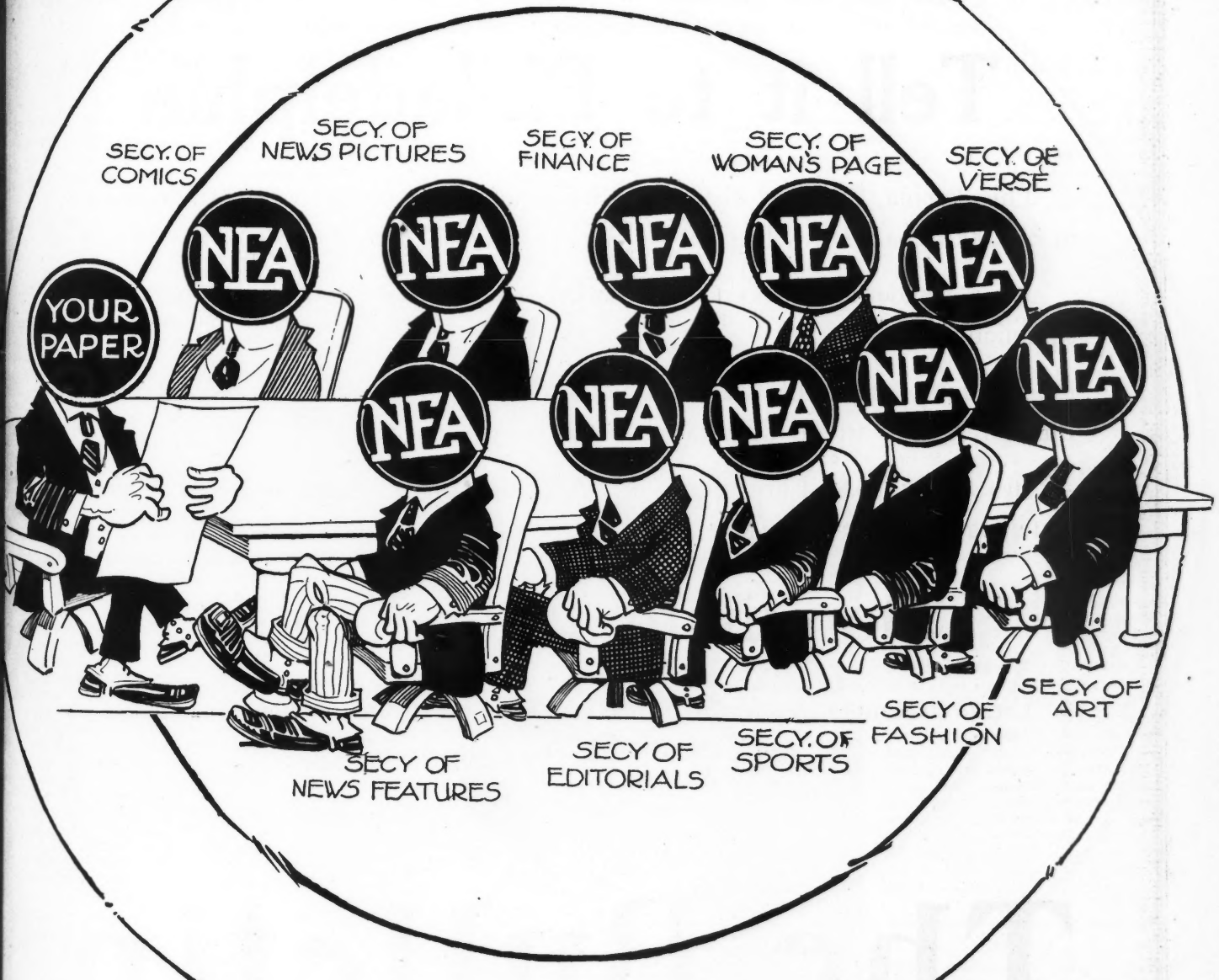
It is estimated that there are 1,524,000 cows in New York State, and in 1919 the milk produced by them was valued at \$220,000,000. There are also estimated to be 1,500,000 other cattle. In a recent year the creameries of the State made 42,986,900 pounds of butter and over 112,500,000 pounds of cheese were manufactured.

A territory that produces can consume equally well.

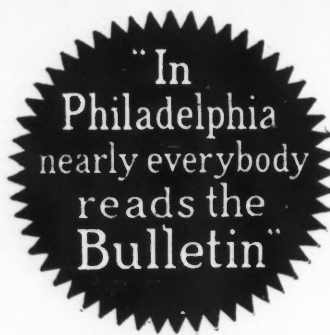
Use this list of daily newspapers to cover this territory for you. They can sell your merchandise. Results count. These papers get results for their advertisers.

	Circulation	2,500	10,000		Circulation	2,500	10,000
	Lines	Lines	Lines		Lines	Lines	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.....(S)	590,965	.60	.58
Buffalo Evening Times.....(E)	71,189	.15	.15	**New York World.....(E)	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)	22,312	.05	.05
*Jamestown Morning Post.....(M)	8,934	.05	.03	Yonkers Daily News.....(E)	3,700	.03	.03
*Middletown Times-Press.....(E)	5,861	.04	.03				
**Mount Vernon Daily Argus.....(E)	6,660	.04	.04	Government Statements, October 1st, 1920.			
Newburgh News and Journal.....(E)	10,636	.05	.05	*A. B. C. Publishers' Statement, October 1st, 1920.			
New York American.....(M)	291,840	.60	.60	**A. B. C. Auditor's Report, October 1st, 1920.			
New York American.....(S)	949,450	1.25	1.25	†Publishers' Statement.			
				**A. B. C. Auditor's Report, April 1st, 1920.			

# How about Your Cabinet?



WRITE OR WIRE  
**The Newspaper Enterprise Association**  
 A SERVICE - NOT A SYNDICATE  
**Cleveland, O.**



## Tell it to Philadelphia

Philadelphia, "the city of homes," has a population of nearly 2,000,000, housed in 390,000 separate dwellings.

It's a wonderfully concentrated market for advertised articles for home consumption.

The most successful types of "national" advertisements are those which tell Bulletin readers where they can buy the goods advertised.

Just to say "At all druggists," or "Ask your grocer" is not nearly so effective as telling the reader the name of the dealer who carries the goods in stock.

## Dominate Philadelphia

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

# The Bulletin

The net paid daily average circulation of The Bulletin for January was

## 497,102 copies

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



Vol. 53

PR

Editor

PRESI  
bold  
broad as  
you not s  
forms lif

Chief

PROU  
of th  
Dakota  
fellow j  
elevated  
"the top  
justifies  
run" wi  
"impress  
paper m  
selves to  
confiden  
one of  
tion tha  
the wor  
justi acc

Editor A

PRES  
lisho  
he is th  
a memb  
to be e  
ond, he  
elected  
tor of  
establis  
he will  
United  
the wo  
for pea  
tions,  
all disp  
tion or  
so that  
war as  
trovers  
Editor

THE  
pap  
Hardin  
but be  
time h  
fact th  
makes  
to ext  
GE

THE  
or  
practic  
regard  
their s  
face o  
Presid  
and p  
E



# EDITOR & PUBLISHER



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

## PRESIDENT HARDING—WE ALL WISH YOU WELL

**Editors of All Political Faiths Join Editor & Publisher in Extending Greetings and Pledging Fairness, Justice and Co-operation to First Journalist to Occupy the White House**

**PRESIDENT HARDING:** May you be as bold as Cheltenham, as square as Gothic, as broad as DeVenne, as upstanding as Miehle. May you not seek the Century Oldstyle and may all your forms lift without the aid of a "Dutchman."

IRVING BRANT,

Chief Editorial Writer St. Louis Star (Independent).

★★★

**PROUD** of the distinction conferred upon one of their profession, newspaper men of South Dakota join with me in cordial greeting to their fellow journalist, President Harding, now so worthily elevated to the preferred position at "the top of column." His "make-ready" justifies us in the belief that the "press run" will be without mishap and the "impression" good to the end. Newspaper men everywhere owe it to themselves to prove worthy the honor and confidence the nation has reposed in one of us. We are firm in the conviction that he will clearly exemplify to the world those ideals of truth and just account which we cherish.

J. H. M'KEEVER,

Editor Aberdeen American and News (Progressive Republican).

★★★

**PRESIDENT HARDING** has established two new precedents. First, he is the only man who has ever been a member of the United States Senate to be elected to the Presidency. Second, he is the only man ever been elected President who has been an editor of a newspaper. I hope he will establish a third new precedent in that he will be the first President of the United States who will lead us and lead the world in a constructive program for peace and harmony among all nations, providing for the settlement of all disputes between nations by arbitration or through an international court, so that we may do away forever with war as a means of settling such controversies. JOHN C. SHAFFER,

Editor Shaffer Newspapers (Independent).

★★★

**THE** best wishes of every loyal newspaper editor go out to Warren G. Harding, not because he is an editor, but because he is our President at a time heavy with trying problems. The fact that he is a fellow editor only makes it the more pleasant privilege to extend our felicitations.

GEN. CHARLES H. TAYLOR,

Editor Boston Globe (Independent).

★★★

**THE** newspaper profession has been signally honored by the election to the Presidency of a practical newspaper man. His fellow publishers, regardless of party, will lend President Harding their support in helping him solve difficulties which face our country. We take pride in a publisher-President and assure him we are for America first and party last.

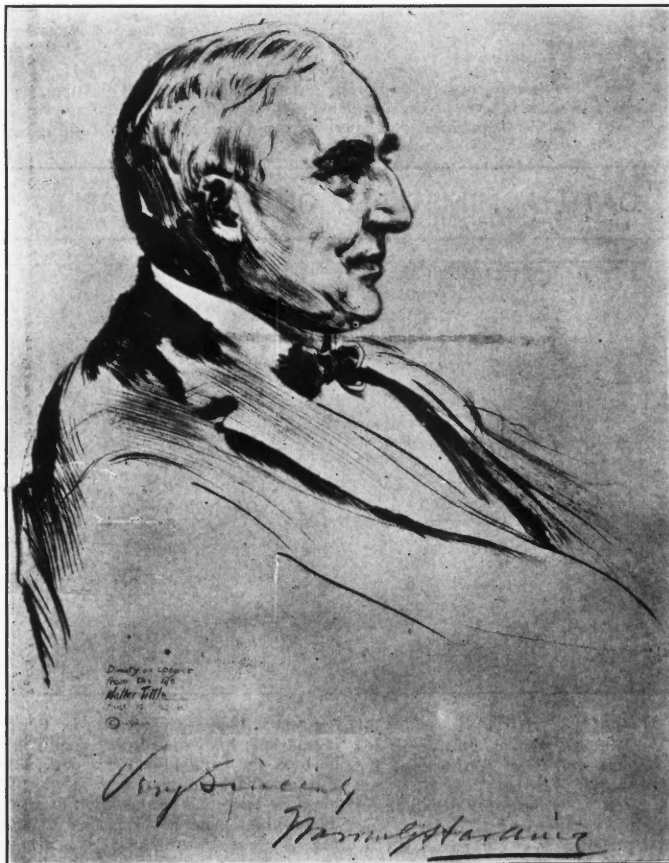
E. K. GAYLORD,

Editor Daily Oklahoman and Oklahoma City Times (Democrat).

**PRESIDENT HARDING:** The fates have decreed that to you should be given the greatest opportunities that have ever been opened to an American editor. We are proud of you; we honor the position you have been chosen to fill. The journalism of America pledges to you fair, unbiassed and true to the best traditions of the profession in which you were a fellow worker, wholehearted support for the fulfillment of the highest ideals of America.

JAMES WRIGHT BROWN,

Editor of EDITOR & PUBLISHER (Journalistic).



Copyright, New York Evening Post

**WITH** the inauguration of Warren G. Harding as President of the United States, the highest honor ever accorded journalism in this country has been paid to a resident of our own city of Marion. The Marion Tribune joins with the Editor & Publisher in extending to President Harding heartiest greeting and good wishes and to the publishing fraternity of the country heartiest congratulations for the high honor that has come to one of its members.

THOMAS BROOKS FLETCHER,

Editor Marion (Ohio) Tribune (Ind. Democrat).

**FOR** the first time in the history of our country the newspaper profession has seen one of its own inaugurated as President of the United States. All newspaper men may well have a just pride in the fact that in this trying period, the country has turned to their profession for its chief executive. In Warren Harding, the newspaper profession has a thorough-going representative. In his great office all newspaper men will certainly wish for him the fullest measure of success, and in so far as they can, except for conscientious differences of opinion, they will, we feel sure, give Warren G. Harding the best there is in them in the way of good will and support.

FRANK A. MUNSEY,

(Independent-Republican).

★★★

**IN** common with the almost unanimous opinion of the people of the United States, the Hartford Courant rejoices that Editor Harding is to be our next President. It has faith in his character and his ability and believes that his newspaper experience will be very helpful in dealing with the great problems left for him to solve.

HARTFORD COURANT (Republican).

★★★

**A** BIT of gossip from its correspondent at Washington, D.C., gave the Seattle Post-Intelligencer opportunity to be the first newspaper in the country to mention Warren G. Harding as a Presidential possibility. This was a day or so after the death of Colonel Theodore Roosevelt. Claiming no gift of prophecy, it is still with a peculiar sense of gratification that this newspaper joins with all others of the nation in welcoming to the high post of honor and responsibility the competent newspaper man who this week becomes President of the United States. Speaking for the far Northwest, let us say that we are with him in the great work that he has to do and will be with him until it is done.

JAMES A. WOOD,

Editor Seattle Post-Intelligencer (Republican).

★★★

**THE** Atlanta Constitution is glad to join with other American newspapers through EDITOR & PUBLISHER, in conveying to President Harding the assurance that regardless of political affiliation he will receive our zealous support in his endeavor to solve the many vital problems of the nation on a patriotic rather than on a partisan basis. The hour has struck when patriotism rather than partisan bitterness must be the keynote to the solution of the many difficulties confronting the country. However great the problems, they can be better solved by dependence upon the response of the patriotic impulse of the people rather than by an appeal to their political prejudice or passion. No American journalist ever had such an opportunity as confronts Warren G. Harding. Let us hope that after more than one

hundred years his administration may be characterized as America's second "Era of Peace."

CLARK HOWELL,  
Editor Atlanta Constitution (Democratic).

★★★

THE Memphis Commercial Appeal salutes the editor-President. The finest traditions of American journalism, we are confident, will be his guide during his term of office. Mr. Harding has grave questions before him. All Americans of good will should give him earnest support. He is not our choice, but he is our President.

C. P. J. MOONEY,  
Editor Memphis Commercial-Appeal (Democratic).

★★★

THE Patriot, Democratic organ of New Hampshire for 112 years, admires Warren G. Harding for the way he forgot politics in the Marion Star, always supporting Marion's home candidate for State office, whoever he might be, regardless of political belief. Congratulations to him now and may God bless him.

EDWARD J. GALLAGHER,  
Publisher Concord (N. H.) Patriot (Democratic).

★★★

PRESIDENT HARDING: Confronted as you are with the most difficult problems a President has been compelled to face, you will require the united support of all loyal Americans. Please be assured of full co-operation by the Houston Post.

ROY G. WATSON,  
President-Publisher Houston (Tex.) Post  
(Independent Democratic).

★★★

MR. PRESIDENT: The Chicago Tribune and the Daily News of New York felicitate you. In accordance with the best tradition of our profession we intend to praise you when we believe you are right, to blame you when we believe you are wrong, never to lie about you on purpose, and even in our fault-finding if we ever come to it, to remember that you are the first magistrate and entitled to the respect and consideration of all Americans.

ROBERT R. McCORMICK, and  
JOSEPH M. PATTERSON,  
Editors Chicago Tribune and New York  
Daily News (Independent Republican).

★★★

IRRESPECTIVE of party lines, journalists of America necessarily sense the honor bestowed upon their profession in the election of a newspaper publisher to the Presidency. Some of us may have to carry some arrows in our quiver and let them fly at our brother editor in the White House should occasion arise, but he has had to engage in the same sport himself and will know how it is. Warren G. Harding will enter the White House with the good will of his fellow workers on American newspapers and for the sake of himself, the craft and national good, they will extend him their best wishes.

WALLACE T. HUGHES,

Vice-President and Associate Publisher  
Louisville Courier Journal and Louisville  
Times Companies (Democratic).

★★★

NOT having supported President Harding in either the campaign or at the polls, we none the less rejoice that the profession is represented by such a fine old-fashioned American, who is as modest as he is courageous and patriotic. May he ever enjoy health and happiness in this greatest adventure that an editor ever embarked upon. Let's all pull for him.

JAMES KERNEY,

Editor Trenton (N. J.) Times (Independent).

★★★

I TAKE pleasure in joining with EDITOR & PUBLISHER in greeting Mr. Harding. Reserving, of course, the right to object, as they say in Congress. All newspapermen, regardless of poli-

tics, will wish him success in handling the tremendous problems that face him.

STANLEY M. REYNOLDS,  
Editor Baltimore Evening Sun (Independent Democratic).

★★★

NEWSPAPERMEN of the South, regardless of party beliefs and activities, gladly extend greetings to a newspaper man on his inauguration as President. We hope for Warren G. Harding a successful administration and sincerely trust that he and his Cabinet may be able to solve the many vital problems now confronting this nation. May this country be blessed with peace and prosperity and may our citizenship be united in helping to bring this about should be the hope and prayer of every patriotic newspaper man.

MARCELLUS E. FOSTER,  
Editor Houston (Tex.) Chronicle (Independent).

★★★

AN editor who could solve the white paper problem in 1919-20 has no occasion to worry over the responsibilities of the Presidency, or the admonitions of his fellow editors. Long may he circulate.

THE KANSAS CITY STAR (Independent).

★★★

THE Richmond Times-Dispatch, proud of its support of James M. Cox, journalist, joins with the press of the nation in wishing Warren G. Harding, journalist, the first member of the journalistic profession chosen to the Presidency, a successful administration that will make for national prosperity and reflect credit on our calling so signally honored.

JOHN T. BURKE,  
Editor Richmond Times-Dispatch (Democratic).

★★★

JOURNALISM is honored by the election to the Presidency of one who, having made a success in his own profession, now achieves the highest political ambition an American could have. It is a

privilege to send Warren Harding our greetings as fellow newspaper men, and I cordially join in doing so. May he do so well in the White House that in years to come the nation in other crises will again turn with confidence to the editorial staff for leadership.

HENRY L. STODDARD,  
Editor New York Evening Mail (Independent).

★★★

NOT only is Warren G. Harding, President, a journalist, but likewise his competitor, James M. Cox. That, however, cut no figure in the nomination of either man. Nor was any honor to journalism intended. Mr. Harding owes his nomination largely to Col. George Harvey, another journalist. The journalist should not become a candidate for office. Disinterestedness is the soul of journalism. The journalist should be content with the opportunity afforded by his craft for personal display and public carefulness. Nevertheless, I join EDITOR & PUBLISHER heartily in congratulating the new President and in assuring him of the sympathy and confidence of patriotic men.

HENRY WATTERSON,  
Galveston, Tex.

★★★

THE Nashville Banner in common with all American newspapers is glad to congratulate the first fellow of the craft to become President and hopes his administration will be in all respects successful.

RICHARD H. YANCEY,  
Editor Nashville Banner (Independent).

★★★

WARREN G. HARDING'S experience as an editor and publisher gives him many qualifications for the office of President. He has been close to the people than has any President of recent years. He is the first real editor to be President. The press is to be congratulated. He is a strong man physically and an able man mentally. The universal esteem in which he is held in Marion, where he lives and worked, testifies to his genuine manhood.

LAFAYETTE YOUNG,  
Editor Des Moines (Ia.) Capital (Republican).

★★★

EVERY good citizen is hopeful of the greatest success to the Harding administration and this, of course, includes the journalistic profession, of which Mr. Harding is a member. He goes into office with the best wishes of all of us. He should feel assured newspaper men everywhere, especially, wish to support him in his efforts to solve the great problems of this country.

ROBERT P. SCRIPPS,  
Editorial Director Scripps' Newspapers  
(Independent).

★★★

MR. HARDING: An editor-President is an inspiration to American journalism, an honor to a profession which you have long graced and which you cannot cease to love. The editors of this country will not forget that you are one of them and in the solution of the vast problems that confront you, you will have their sympathy and their help.

E. LANSING RAY,  
President and Editor  
St. Louis Globe-Democrat (Republican).

★★★

AS neighbor and friend, we extend to President Harding a hand of fellowship, a greeting of good will and hope that mind to mind, the solution of the country's problems may be made easy to the end that the welfare of this great nation will best be served.

ARTHUR C. JOHNSON,  
Editor Columbus (Ohio) Evening Dispatch  
(Independent).

★★★

PERMIT me to join EDITOR & PUBLISHER in conveying to President Harding my best wishes for the success of his administration.

(Continued on Page 28)

## OATH ADMINISTERED ON FAMOUS BIBLE



WARREN G. HARDING, editor of the Marion (Ohio) Star, took his oath of office as 29th President of the United States, yesterday, on the same Bible used by George Washington in 1792. It is considered by Masons as one of the priceless relics in possession of the order in this country and was taken to Washington for use in this week's inauguration by a committee of New York Masons on a special car.

The Bible was opened at precisely the same page as when it was used in the historic ceremony on April 30, 1789, on the steps of the Federal Building now called the Subtreasury. That is the page containing the last of the Forty-ninth Chapter of Genesis and the beginning of the Fiftieth Chapter of the same book, shown in the above photograph taken for EDITOR & PUBLISHER.

According to Masonic records, Washington kept his hand on this page while he took the oath, kissed this page, and then, perhaps in nervousness, turned over the page, where the Book of Exodus begins. The upper corner of this page is creased a little as if it had been turned down as a marker either during or after that historic ceremony.

The Bible was "Printed by Mark Baskett, Printer to the King's Most Excellent Majesty, London, 1747."

The Bible, in excellent state of preservation, is slightly smaller than the usual family size Bible and also smaller than the book usually used in Masonic ritual work. It is now used only in conferring the degree of Master Mason in St. John's, but the lodge is considering omitting even this use and bringing the relic out only on special occasions.

# WARM WELCOME AWAITS THE N. E. A. IN LAND OF SUNSHINE AND FLOWERS

## Problems Vital to Smaller Newspapers of Nation to be Considered At Annual Convention—Will be Guests of Florida for Whole Month

(Special to EDITOR & PUBLISHER)

PENSACOLA, Fla., March 4.—This city is all primed for the reception of the members of the National Editorial Association of the United States, who are to be the guests of the people of Florida for nearly the entire month of March.

The first session of the N. E. A. convention is scheduled to open here on the morning of March 7. Indications are that the meeting will be the best attended and most important ever held by the representatives of the smaller newspapers of the nation.

Arrangements for entertaining the visiting editors are in charge of the Florida Press Association and the business men of the state. Approximately 100,000 has been raised to cover expenses. George E. Hosmer of Bradenton is secretary of the entertainment committee.

The editors are gathering from every corner of the nation today in Birmingham. They are to be the guests of that Alabama city tomorrow and on Sunday the city authorities and business men of Montgomery, Ala., will play the part of hosts.

The N. E. A. party is due here early Monday morning and will be officially welcomed to Florida by Governor Cary A. Hardee and by President Gilbert Leach of the State Press Association at a great civic banquet. The program hereafter will be:

### Three Days in St. Augustine

On the 8th the visitors will breakfast at DeFuniak Springs and will lunch at Marianna, reaching Tallahassee in time for the evening banquet at the capitol. The 9th will be spent at Jacksonville, and the 10th, 11th and 12th will be put at St. Augustine, when the business sessions will be held.

Sunday night, the 13th, the special train provided by the state association will leave for Gainesville for breakfast. On the night of the 14th the party will go to Lake County, where Leesburg, Travers, Mt. Dora and Eustis will be visited, thence to Lakeland for an evening banquet.

Arriving at Bradentown the morning of the 16th, the visitors will be taken by autos through the truck farms and citrus groves of Manatee County and will visit the cities of Palmetto, Manatee and Sarasota. At 3 P. M. the party will leave by boat for St. Petersburg, where the banquet is scheduled for the 16th. Clearwater, Oldsmar and Tarpon Springs will be visited March 17.

Tampa will be reached in the evening and the party will remain there the 18th. The special train will be at Bartow for breakfast on the 19th. At or near Bartow one of the world's greatest phosphate mines will be inspected and a day spent visiting the "Scenic Highlands" in Polk and De Soto counties, where some of the finest grape fruit and orange groves on earth will be seen. From this section, which includes Winter Haven, Lake Wales and Avon Park, the tour-

ists will go to Kissimmee and Orlando on March 20 and 21; Sanford, DeLand, and Daytona on the 22d and 23d; Palm Beach, Fort Lauderdale on the 24th, and Miami on March 25, the latter town being the journey's end. Thence those who desire to may make the trip to Cuba or Bimini.

The official program of the National Editorial Association's 36th annual convention lists as speakers: Senator Charles L. McNary of Oregon, Dean Walter Williams, president of the World Press Congress and dean of the Missouri School of Journalism; William J. Pape and Jason Rogers of the Publishers' Buying Corporation; Col. W. E. Haskell of the International Paper Company and numerous others of distinction in newspaper affairs. The detailed program follows:

### PENSACOLA

Monday, March 7

Opening Session 10 o'clock

Invocation.

Address of Welcome—Hon. Carey A. Hardee, Governor of Florida.

Address of Welcome—Hon. Gilbert Leach, President Florida Press Association.

Response—Joe Mitchell Chapple, National Magazine, Boston.

President's Address—Will Wilke, Grey Eagle, Minn.

Appointment of Committees.

Afternoon

12:30—Luncheon.

1:45—Tour of City, Ship Building Plants, etc.

Evening, 7.30 o'clock

Banquet—Guests of City of Pensacola.

### ST. AUGUSTINE

Thursday, March 10

Morning Session, 9 o'clock

Address of Welcome—Mayor of St. Augustine.

Response—Mrs. H. C. Hotaling, Mapleton, Minn.

"Greetings from the Newspaper Man in the White House"—Hon. Warren C. Harding, President of the United States.

"The Story of a Country Printer, or The Origin of the Franklin Price List"—Frederick W. Smith, department of costs and statistics, Porte Publishing Company, Salt Lake City, Utah.

"The College Trained Journalist—Is He Making Good?"—Professor Eric W. Allen, Dean School of Journalism, University of Oregon, Portland.

"Colored Supplements"—W. G. Suttle, managing editor, Savannah (Ga.) Press.

Afternoon, 2 o'clock

"Woman's Broadened Work in Journalism. in Citizenship—Duties in the Home"—Mrs. George Hosmer, Bradentown, Florida.

"Agriculture and the Press"—F. W. Murphy, ex-President Minnesota Agricultural Society, Wheaton, Minn.

"Influence of the Editorial Page"—Hon. C. J. Mooney, Editor, Memphis (Tenn.) Commercial-Appal.  
"Going After Advertising"—Paul T. Harber, Editor, Commerce (Ga.) Observer.  
Evening, 7.30 o'clock  
Water Sports Carnival.

Friday, March 11  
Morning Session, 9 o'clock

Paper Problems.

"Congressional Disclosures in the Print Paper Situation"—Senator Charles L. McNary, Chairman Senate Investigation Committee.

"Wood Pulp Substitutes, or The Manufacture of Paper from Saw Grass"—Gilbert Leach, Editor, Leesburg (Fla.) Commercial.

"Saving the Small Newspaper from Extinction"—President W. J. Pape, Publishers Buying Corporation, Waterbury, Conn.

Afternoon, 2 o'clock

"Co-Operative Paper Mills"—Jason Rogers, Publisher, New York Globe.

Report Standardization Committee—F. E. Evans, Chairman, Belleville (Ill.) Advocate.

Report Executive Secretary—H. C. Hotaling, St. Paul, Minn.

General Business.

4:30—Visit to Historic Spots of St. Augustine.

Evening, 7.30 o'clock

"Paper in the Making—Some Sidelights on Production, Consumption and Future Supplies" (Illustrated)—W. E. Haskell, vice-president, International Paper Company, New York.

"Zone Postal Problems"—Wright A. Patterson, Editor-in-Chief Publishers Auxiliary, Chicago.

"Lights in the Distance—What of the Future?"—Charles Brough, ex-Governor of Arkansas.

Saturday, March 12

Morning Session, 9 o'clock

"Handicaps in Securing Foreign Advertising Why Co-Operation is Necessary"—S. C. Thies, New York.

"International Window Breaking"—Walter Williams, President World's Press Congress, Dean Missouri School of Journalism, Columbia, Mo.

Report Legislative Committee—Past President George Hosmer, Bradentown, Fla.

Report of Committee on Resolutions.

Election of Officers.

Selection of Next Place of Meeting.

Afternoon, 1 o'clock

Sightseeing guests of City of St. Augustine.

Evening, 7.30 o'clock

Banquet tendered by City of St. Augustine.

New Advertising Firm in Chicago

The firm of Marsh & Marsh has been formed to engage in advertising and sales promotion work in Chicago. H. V. Marsh was formerly production manager of the J. Roland Kay Company, and later director of the Crafton Studios of Chicago. H. T. Marsh, his associate, has been in the printing industry for a number of years.

Bayard Jones Made Ad Manager

BRIDGEPORT, CONN.—Bayard Jones has been made export advertising manager of Remington Arms Company, Inc. Mr. Jones recently returned from a trip around the world in the company's interests.

# COLONEL McRAE BACK IN HARNESS

## After 13 Years in Retirement E. W. Scripps' Partner Takes Up Reins as Business Director of Pacific Coast Dailies for One Year

(Special to EDITOR & PUBLISHER)

SAN DIEGO, Cal., Feb. 28.—Following the recent election of Roy W. Howard as chairman of the board of all the Scripps-McRae newspaper companies, east of the Rocky Mountains, as suc-



COL. MILTON A. McRAE

cessor to the late James G. Scripps, Col. Milton A. McRae today agreed to accept the chairmanship of the Pacific Coast companies for a period of one year.

Col. McRae, who retired from active newspaper work nearly fifteen years ago, has been the father confessor and business godfather of most of the present Scripps-McRae business executives, by whom his return to active service, even for a single year, was received with enthusiasm. The Colonel's office today was banked with flowers and swamped with notes and wires of congratulation.

Both Col. McRae and Mr. Howard will confine their efforts entirely to business and financial matters, the entire responsibility for the editorial policies of all the Scripps-McRae newspapers, both east and west, being vested in Robert P. Scripps, the last surviving son of E. W. Scripps and the personal representative of his father.

The newspapers which will be operated under the business direction of Col. McRae are: Seattle Star, Spokane Press, Tacoma Times, Portland News, Sacramento Star, San Francisco News, Los Angeles Record and San Diego Sun.

### Paper Mill Unions Ask Raise

Paper mill labor unions have asked the manufacturers for an increase in wages—paper makers one of 5 per cent and all other working divisions one of 10 per cent. The proposition was placed before representatives of the manufacturers at a joint meeting held at the Murray Hill Hotel, New York, February 24. No action was taken. Other conferences will be held and it is probable that no decision will be arrived at before April.

### To Honor E. L. Moses

BUFFALO.—Friends of the late Eaton L. Moses, Jamestown (N. Y.) newspaper man and historian, will place a bust of him in the Eagles' temple of that city.

## NATIONAL EDITORIAL ITINERARY

March 5. Birmingham, Ala.	March 16. Bradentown
March 6. Montgomery, Ala.	Palmetto
	Manatee
	St. Petersburg
	Clearwater
	Oldsmar
	Tarpon Springs
	March 18. Tampa
	March 19. Bartow
	Polk County
	March 20. Polk County
	Orlando
	March 21. Orange County
	March 22. Sanford
	DeLand
	Daytona
	March 23. Daytona
	New Smyrna
	March 24. Palm Beach
	Ft. Lauderdale
	March 25. Miami

## EDITOR LEADER IN LEGISLATIVE DRIVE AGAINST SESSION LAWS GRAFT

New York State Newspapers Divided on Bill Sponsored by C. H. Betts, of Lyons Republican, to End Old Customs and Political "Pap"

By ARTHUR T. ROBB, Jr.

PUBLIC printing—long looked upon as a nuisance and a burden upon taxpayers by far-sighted legislators and editors, and by others of the latter class eagerly sought after as "honest graft," comes before what might be called a "super grand jury" at the State House in Albany, N. Y., next Wednesday. Charles H. Betts, editor of the Lyons Republican and representative of Wayne County in the Assembly, and distinguished as a writer on topics governmental, recently introduced a bill in the Assembly to eliminate the publication in newspapers of the laws enacted by the legislature, and representatives of the press and the public will present their arguments for or against its enactment before the Committee on Public Printing, of which Mr. Betts is chairman, on the afternoon of March 9.

Nation-wide interest attaches to the subject and to the arguments which will be set forth at this hearing. What is done in New York may suggest similar action in other states, possibly at the instance of an editor or editors, who find little opportunity for public service in printing unread and unreadable columns of enacted statutes. Mr. Betts outlined his ideas on the subject in general in an interview with EDITOR & PUBLISHER in Albany a few days ago. His bill, which is in conformity with Governor Miller's message to the legislature commanding economy during his administration, is likely to be amended and will pass the legislature, Mr. Betts believes, in amended form.

Disputes over a period of almost eighty years have marked the history of state printing in New York, according to Mr. Betts, who has made a close study of this aspect of state government.

"In 1845," he said, "the first statute governing the printing of the session laws was enacted by the legislature. It empowered the Board of Supervisors of each county to designate the newspapers within the county which would be given the privilege of publishing the laws enacted by the legislature at each session. Expenses of publication were defrayed from the county funds, raised by direct, local taxation.

### Lightening Taxes?

"That continued for quite a while. There were continual fights between the county officers and the newspapers over the patronage involved and the expense of paying the newspapers. That cost and the continued squabbling could not last, however, and the law of 1845 was repealed in 1892.

"Its place on the statute books was taken by a new law, enacted in 1892, which still permitted the supervisors to name the favored papers, two in each county, one Democratic and one Republican, to receive the printing of the session laws. That looks a good deal like the old law, doesn't it? The difference came in the disbursement of payment for the advertising. Instead of coming from the county funds direct, the payments for public printing in newspapers came from the state treasury under the new law, thus relieving the county taxpayers of the direct burden, though not lightening their taxes by a penny in the long run.

"This law provided also that the papers with the largest circulation be preferred in the award of the printing,

but this requirement has not been followed, the Democrats naming their paper in each county and the Republicans naming theirs. The result has been a rotation of the printing among the papers in each county and awards to two papers each year with the understanding that other papers of the same political faith were to be given a part of the 'pap' by the editor who received the award.

"Many evils have arisen from this condition, not only to the interests of the citizens whose pocketbooks bear the brunt of state expense, but to the newspaper business itself. Newspapers were started, have been started time and time again, simply for the purpose of printing the session laws, concurrent resolutions, etc. They got an award from the county board, or secured a part of the printing by arrangement with other editors, became established and made a living for their owners despite an utter incapacity for the newspaper business on the part of the latter.

### Demoralize Conditions

"These 'editors' know nothing, as a rule, about the cost of job printing or advertising, upon which a country publisher must depend for his livelihood, they underbid men who know their business and the cost of making their product, they produce inferior work and in general demoralize publishing conditions wherever they are located.

"From an editorial point of view, their influence has been just as bad. Their political opinion is for sale to the party that has the disposal of the session laws printing and is subject to change just as soon as they have collected the state's money in payment for that printing. They are grafters, editorial prostitutes, and any editor who takes money from the public treasury and does not render in return some service to the public, educational or otherwise, cannot stand up as a self-respecting leader of

thought in his community. He cannot point out derelictions by public officials, for he is no better than the most corrupt public official. He has sold his opinion and his manhood.

### Half a Million Wasted

"What does it cost? In round numbers the session laws in 1920 cost the state for their publication in newspapers about \$500,000, and the concurrent resolutions cost about \$700,000. The money expended for the printing of the session laws can be regarded as largely wasted. Originally the idea was that their publication gave the citizens of the state an opportunity to read in their home newspapers the laws that their representatives had enacted at the session just before the publication. That was the theory.

"The fact is that the laws are supplied to the newspapers without any index, with no summary or explanation at the head of each law, no statement of how the old statutes are changed by those re-

(Continued on Page 24)

### Cornell Returns to Houston

R. H. Cornell, who has been in charge of display advertising for the New York Morning World, has resigned to go to the Houston (Texas) Chronicle as assistant to the publisher, Marcellus L. Foster. Mr. Cornell was the honor guest at a dinner given at the Hofbrau February 28, when about thirty of his friends entertained in his honor. Among those present were Howard Davis, F. Porter Caruthers, Steve Berger, George H. Larke, Hal Fink, George Auer, Ernest Birmingham, and George B. McClellan. Following Mr. Cornell's resignation, W. G. Woodward was put in charge of display advertising for the Morning World.

### Ad Club To Give Dances

The Advertising Club of New York will entertain at a series of four "get-together" dances, on March 7, March 28, April 11 and April 25.

### I. P. Mills Work Five-Day Week

LIVERMORE FALLS, Me.—The International Paper Company's mills at Chisholm, Riley and Livermore Falls have adopted the five-day working week. Market depression was assigned as the cause in the company's announcement.

## WHY NEWSPAPERS STAND SUPREME

PROVIDENCE, R. I.—William A. Thompson, director of the Bureau of Advertising of the American Newspaper Publishers' Association, in an address before the Town Criers of Providence, R. I., recently, proclaimed newspaper advertising as "the cheapest, most effective and simplest medium of advertising." He predicted that the great volume of national newspaper advertising in 1920 would be increased this year, conditions being markedly in favor of such a growth. He declared the amount of advertising last year in the newspapers was approximately \$700,000,000, about \$200,000,000 of which was used by national advertisers.

In the course of his address Mr. Thompson said: "You will find the leading local advertiser everywhere the leading merchant. He knows what he wants. The national advertiser takes a leaf from the local advertiser's book. He wishes to reach the people of all communities where he wishes to do business. He knows that everybody, everywhere, every day reads the newspapers.

"Advertising rates in the newspapers have not begun to advance in anything like the proportion of the increase in

cost of materials used in newspaper making. The expenses in many instances have increased from 50 to 200 per cent.

"Newspaper advertising offers the national advertiser an opportunity to apply his advertising. The newspaper is with the consumer every day like the weather. After the advertiser has studied his markets he is going into the simplest and most effective form of advertising there is, the newspaper. I don't mean that the newspapers are perfect. I believe that they have a good deal to learn. They will have to become more conversant with the problems of the national advertiser, and they can well furnish the latter the fullest sort of market analysis. Agencies will have to give more thought to good advertising copy. Newspaper advertising has reached its point of supremacy in the national field, has won its success, because it is in line with modern economic demands and common sense."

"In my opinion," Mr. Thompson stated, "the automobile industry is coming to realize that the automobile is no longer a specialty of a luxury, but is coming to a commodity basis. The cost of selling must be cut down."

## WOULD REQUIRE OHIO FINANCE STATEMENTS

Buckeye Press Association Members Work for New Legislation—A. D. Robinson of Ravenna Republican Elected President

(By Telegraph to EDITOR & PUBLISHER)

COLUMBUS, Ohio.—The Buckeye Press Association, meeting here February 25 and 26, recommended the enactment of a law requiring publication of financial statements of townships, schools and village officials. The matter was placed in charge of the legislative committee, which G. W. C. Perry of Chillicothe is chairman. James F. Gaskins, editor of the Sabino News-Record, presided.

Officers elected for the coming year are: President, A. D. Robinson, Ravenna Republican; first vice-president, S. B. McConnell, Cadiz Republican; second vice-president, A. E. Huls, Logan Republican; third vice-president, George R. Kinder, Rockford Republican; fourth vice-president, H. C. Ramsdell, Sycamore Leader; fifth vice-president, C. B. Unger, Eaton; corresponding secretary, E. Benjamin Yale, Winesboro; recording secretary, Miss Eloiz Thayer, Carey; treasurer, W. R. Conaway, Findlay. Each vice-president is chairman of his district. The executive committee was instructed to investigate possibilities of a summer outing on the Ohio River.

### Students Present Program

During the program addresses were made by J. H. Larimore, publicity man of the State Farm Bureau Federation; "Linotype Stunts"; A. E. Huls, Logan Republican; "If I Were a County Editor"; J. R. Alexander, Zanesville; Bert Beethan, speaker of the Ohio House; and Lieut.-Gov. Clarence J. Brown. "Newsprint Situation," D. E. Burnett, Whittaker Paper Company; "Paper Making," W. A. Legg, of Howard Paper Company, Urbana; "Future of the Printing Industry," Harry Hillman, editor of the Inland Printer; "Censorship since the Censor Board," Maude Murry, member, Member of the Ohio Censor Board; "Government-Trained Apprentices," Buhl, Cedarville Herald.

Students in the Ohio State University department of journalism presented a program February 25 during the session on the campus. Under the direction of Professors J. S. Myers and O. C. Hoopes of the department, a tour of the printing plant of the University Daily Leader preceded the discussion of newspaper problems by the students.

### Accounting Systems Lacking

On the basis of replies received to a questionnaire mailed to 200 weekly publishers, Harold W. Wetherholt stated, "Making Advertising Pay." Results of the canvass, which concerned itself with an attempt to determine the cause of the weakness of so many weeklies, showed that few publishers employ a cost accounting system and that only a few of the weeklies are successful financially when not run in conjunction with a job printing shop. The value of newsiness in stories, of cut service to advertisers and of changing the semi-monthly was emphasized.

F. C. Dean of the agricultural extension service discussed "Farm News the Weekly." Other speakers and the subjects were: Margaret A. Bamble on "The News Field of the Weekly," Ruth Busby on "Newswriting, Handling and Makeup," Maurice A. Sapiro on "The Value of the Editorial" and Charles S. Nelson on "Correspondence, Its Gathering and Editing."



# EMPIRE PRESS UNION'S SCHOLARSHIPS FOR YOUNG BRITISH JOURNALISTS

## Travel Over British Empire in Interests of Unity Planned—London Press Rejoices at Lifting of Excess Profits Tax on Business

By HERBERT C. RIDOUT,

London Editor, EDITOR & PUBLISHER

ONE of the many subjects discussed at the Imperial Press Conference in Canada last August is now taking concrete form and in its operation promises, in itself, to justify that convention by its far-reaching results. It is no less than the institution of a scheme of travel scholarships for young journalists. A powerful committee of the Empire Press Union has the arrangements in hand, its members comprising Robert Donald, the Yorkshire newspaper proprietor, Sir Sidney Lee, Miss M. F. Billington (the Daily Telegraph), J. P. Collins (the Cape Times, etc.), Taylor Derbyshire (Australian Press Association), Miss A. E. Evans (New Zealand Associated Press), R. K. Long (The Times), J. A. Spender (Westminster Gazette), George Springfield (president of the Institute of Journalists), and Miss E. L. C. Watson (New Zealand Press Agency).

The scheme was originated at the Imperial Press Conference and is intended to enable young journalists of proved capacity to secure by travel a comprehensive and accurate knowledge of the political and industrial conditions and possibilities of the Overseas Dominions of the British Empire.

### 20-Year-Old London Globe Victim of High Costs

BRITISH journalistic traditions have suffered a severe blow in the cessation of the London Globe as a separate entity. It has just been amalgamated with another evening paper, the Pall Mall Gazette. The Globe has been in existence since 1803, but latterly had passed through a very trying period owing to the very high costs of production. The new proprietor is the Hon. Morton Weir, son of Lord Inverforth, who acquired the greater portion of Sir Henry Dalrymple's interest in the Pall Mall Gazette about three months ago.

The story of the Globe, for many years printed on a pink paper, is one of unusual incident. It was first published in 1803 because the book publishers of that day were dissatisfied with positions allotted to their announcements in the Morning Post, and a prominent London book publisher, John Murray, was associated in its production. In 1892 it was one of the first London dailies to adopt the type.

One of its institutions, maintained unaltered in the early days of the war, was a system of riders on horseback to bring the Parliamentary reports from the House of Commons to the office, in return every few minutes while the House was sitting. In 1915 the paper was suppressed for a fortnight in consequence of its articles declaring, in defiance of official contradiction, that Lord Kitchener had tendered his resignation. From that period, under various proprietors, the Globe shrank in size until it became a victim to the high prevailing costs.

### Excess Profits Duty Removal Will Improve Conditions

THE undertaking by the British Chancellor of the Exchequer that the harmful excess profits duty is to be withdrawn has created a new wave of confidence that will go far to improve

general business conditions in Great Britain. E. P. D. was a war tax of such magnitude that it crippled enterprise, and operated unfairly in its incidence.

Because advertising expenditure was permitted to rank as a business expense and therefore reduced the amount of E. P. D. payable, it resulted in a certain amount of additional advertising, but this was rendered of little value by reason of the fact that the same duty in another direction had the effect of limiting enterprise and its consequent higher production and maintained high prices. The abolition of the tax will now divert expenditure into those channels that secure better and cheaper production methods and in natural sequence a gradual decline in prices, when advertising will once more take its place as an economic factor.

### London Dailies' Price Quandary

ACCORDING to the official organ of the Newspaper Society, the prices of the London penny dailies were to advance on January 24 to three-halfpence (six cents). We are well into February and no such step has been taken. That it was justified seems beyond doubt. The Daily Express says that the position is so serious that three metropolitan newspapers are offered for sale. (One, the Globe, has passed over.)

The trouble is, continues the Express, that in order to ensure their supplies of newsprint, newspapers were obliged in 1919 and 1920 to undertake long-term contracts for paper at prices averaging £15 a ton more than the figure at which newsprint can be obtained in the open market to-day. In other words, they are paying 50 per cent more than they would be paying if they were not saddled with contracts.

The prices of the dailies, it is understood, would have been duly raised, as mentioned, but for the fact that one very powerful group (which shall be name-

## PULITZER STUDENTS PRINT ONE PAGE TO SEE WHAT THEIR DAILY LOOKS LIKE

A NEWSPAPER in New York just for a day. That is what the students of the Columbia School of Journalism did on Thursday, February 24, to demonstrate that they could put out a real newspaper in New York City under real working conditions.

Not only did they write and edit it, but they made it up as well and had the first page printed to show how the "Columbia Journalist" would look in type. Expense kept them from having the other pages printed, but they were ready and could have gone to press on time.

For weeks regular New York city assignments have been given to students in the class under Prof. C. P. Cooper, formerly of the New York Times. Another section worked on copy reading and head writing and a dummy paper was made up.

"Do you think it would be possible to put out a newspaper?" an owner of one of the New York job printing plants who was visiting the school asked.

less) will not fall into line, and unless and until it does, any price advance by other journals would be fraught with danger to those concerned.

### New Dailies in Illinois

SPRINGFIELD, Ill.—A number of changes have been announced by Central Illinois weeklies in the past few days. Harry L. Frier, publisher of the Benton Republican, has announced that he will launch the Daily Republican March 15. L. O. Trigg, publisher of the Eldorado Journal, is preparing to start a daily in that city. The weekly edition of the Saline County Register which was established at Harrisburg in 1869 has been suspended. After suspension of publication for over two years the plant of the Clay County Advocate has been sold by J. C. Sanders to William T. Carder who has resumed publication of the paper.

### McCone Charges in Book Form

BUFFALO.—"The Closed Shop Press," a summary of addresses on this subject made before business, industrial and civic organizations throughout the country, is the title of a volume now being distributed by E. J. McCone, general manager of the Buffalo Commercial. In this book, Mr. McCone reiterates his charges that with a half-dozen exceptions, and as many more "milder exceptions," the press of the nation is dominated and censored by chapels of the International Typographical Union.

### Associated Press Notes

Donald McKay, who has been correspondent at Sioux Falls, S. D., has been transferred to Des Moines, as mail editor. He has been succeeded by William H. Graham, who was state mail editor at Springfield, Ill. Frank Butzow succeeds Mr. Graham. The Marshfield (Wis.) Daily News, afternoon paper, has become a member of the Associated Press. E. P. Powell, A. P. correspondent at Manila, P. I., has discovered a new mailing tube. Recently he forwarded two membership certificates in a section of bamboo.

### Memorial to George Brown

TORONTO, Ont.—William Houston, M. A., has presented to the Public Reference Library, Toronto, what is said to be the most lifelike portrait in Canada of the late Hon. George Brown, founder of the Toronto Globe.

## "BOB" SMALL DIRECTS CONSOLIDATED

### Friend of Presidents and Politicians of All Parties Will Assume Editorial Charge of Press Association Monday

By Harden Colfax

(Special to EDITOR & PUBLISHER)

WASHINGTON, March 4.—Robert T. Small, one of the best known reporters in America who returned here this week with President Harding from St. Augustine, Florida, becomes editorial director of the Consolidated Press Association on Monday, March 7th.



ROBERT T. SMALL

"Bob" Small, as he is familiarly known to presidents, cabinet officers, and the newspaper world generally, has been covering the activities of the President-elect since December, writing daily dispatches. He will write an analysis of political developments from the national capital.

During his stay in Marion and St. Augustine, Mr. Small added many new acquaintances to an already long list that has been developed through Democratic and Republican administrations. During the campaign, he traveled with Governor Cox. Prior to that, he accompanied President Wilson, President Taft, President Roosevelt. Mr. Small is equally at home at Republican and Democratic gatherings. His writings have a fine sense of balance and a background which carries conviction to his readers.

### Small Acquaintances

No newspaper man ever enjoyed closer friendship with a Republican President than Small did with Mr. Taft. For two and a half years of his administration Mr. Taft never left Washington without asking if "Bob" Small was on board. Mr. Small was a member of Mr. Taft's "bridge whist cabinet," which led to an interesting incident at St. Louis in 1909 when Taft was starting on a five-day trip down the Mississippi to New Orleans. No one, but a few cabinet members were to be included in the President's immediate party aboard the light-house tender on which Mr. Taft was to travel. The newspaper men and others were aboard a separate steamer as were several score of congressmen and senators and members of a waterway association. The President's boat had cast off from the levee when Mr. Taft discovered "Bob" Small was not aboard the craft. The whole get-away program was halted, boats pulled alongside and Small was taken aboard bag and baggage. While Small was with him, Mr. Taft never let his stenographers give out a statement until Small had seen it.

Later when Small was head of the Public Ledger Bureau at Washington and Mr. Taft was writing editorials from Washington he always referred to himself as being "on 'Bob' Small's staff" and freely consulted with "Bob" Small as to what he should write and how he should write it.

In Mr. Taft's administration, Mr. Small often knew news and published it before Mr. Taft's private secretary had knowledge of the fact. This was notably true when Charles Dwyer Norton was secretary to Mr. Taft. Mr. Small published the statement that Mr. Taft was sending Senator Murray Crane to Minneapolis to consult with Secretary Bal-

linger as to whether the latter would resign and end the senatorial fight in Washington. Norton formally denied the story before he had seen Mr. Taft. Then he went to the President to "complain" of Mr. Small but was met with that chuckling which made Taft famous. Norton hated to get "scooped" as secretary, but the truth of the matter was that numerous times he did get scooped and no one enjoyed his discomfiture more than did Mr. Taft.

But "Bob" Small has been trained not alone in national politics but practically every branch of newspaper work. During fourteen years of service with the Associated Press, Mr. Small covered assignments in nearly every part of the world. On the executive side of newspaper work he has served for four years as superintendent of the Southern Division of the Associated Press.

It was Mr. Small who met William Jennings Bryan on his return to this country in 1906 and in this same year covered the first gubernatorial campaign of Charles Evans Hughes. Mr. Small covered the Thaw trial for the A. P., in 1907, and the Haywood-Moyer-Pettibone trials in Boise, Idaho, the same year. He wrote the vivid description of the departure of the American battleship fleet on its trip around the world in 1907 and his story was of such striking merit that the Associated Press broke a life-long precedent and sent a note on its wires telling editors that Small was the author of the classic they were inquiring about.

Mr. Small was the first to write of the split in the Republican party in 1912 and covered the first convention of the Progressives. With the exception of 1916, when he was on the European battlefield, Mr. Small covered the political conventions of every party during the last sixteen years. He succeeded Frederick Palmer in 1916 as the official American correspondent at the British front in France, where he was stationed with Sir Philip Gibbs, Sir Perceval Gibbons and others. Small wrote some of the most brilliant accounts of the later Somme offensives and the operations at Vimy Ridge and Arras.

Mr. Small met General Pershing in 1917 when he arrived in France and covered the American expeditionary forces until his return to America in 1918, when he became head of the Washington bureau of the Philadelphia Public Ledger. He joined the Consolidated Press last December.

#### Baker Leaves St. Louis Star

ST. LOUIS.—John R. Baker, for the past three years manager of the Bureau of Merchandising and Promotion of the St. Louis Star, and formerly with the Minneapolis Journal, has resigned from the Star to become publicity director and assistant to the president of Skouras Brothers' Enterprises, which control a circuit of eight motion picture theatres in St. Louis.

#### "On to Atlanta" Committee

The Advertising Club of New York has appointed an "On To Atlanta" committee to arrange for attendance of members at the annual A. A. C. W. convention in Atlanta. Fred P. Motz is chairman of the committee which is composed of W. G. Bryan, Harry D. Reynolds, Manning Wakefield and Harvey G. Wood.

#### Staff Banquet in Urbana

URBANA, Ohio.—The first annual banquet and entertainment of the Urbana Daily Citizen staff was held a few days ago, with the officials of the Gaumer Publishing Company, publishers of the Citizen, as hosts.

## SUNDAY EDITION FOR WISCONSIN NEWS

Hearst Milwaukee Paper Will Use Chicago Herald-Examiner as Nucleus for Eight-Section Issue, with A. P. Service

MILWAUKEE, Wis., March 1. — The Wisconsin News announced Tuesday that beginning next Sunday it will publish a Sunday issue, as stated in EDITOR & PUBLISHER several weeks ago. The News is an afternoon newspaper, owned by William Randolph Hearst, and the Chicago Sunday Herald-Examiner will be used as the nucleus of the new paper. The name will be "The Sunday Wisconsin News and The Sunday Chicago Herald-Examiner," and the paper will be a combination of the feature and telegraph news sections of the Herald-Examiner and Milwaukee and Wisconsin News to be supplied by the News.

The combined newspapers will be furnished to Wisconsin residents who have been taking the Sunday Herald-Examiner, which has a large circulation in Wisconsin. The price will be 10 cents.

By combining the Herald-Examiner with the News, the new paper will have the benefit of a Saturday night Associated Press service which it otherwise would not have. The International and Universal news services, both Hearst services, also will be at the disposal of the editors.

The new paper also will have such Hearst features as the American Weekly

Magazine in colors, the Hearst comic section in colors, the city life section and Arthur Brisbane's illustrated Sunday editorial. There will be eight sections in the paper.

#### Issue Two New Papers

MINNEAPOLIS.—The Hennepin Publishing Company, a Minnesota corporation organized January 1, with C. H. Hubbell of Robbinsdale as president, has bought out newspapers in Osseo, Robbinsdale, Hopkins and St. Louis Park, and plans to issue in their stead two county papers, the Herald-Review and the Hennepin County News. Other officers of the corporation are: D. C. Martin, St. Louis Park, vice-president, and J. N. Goslin, secretary.

#### Authors' League Dines

The Authors' League held a dinner in New York, Saturday night, calling it the "first dinner of the Fellowship, a new activity of the league, partly social in purpose, partly educational." Gelett Burgess introduced the speakers, who were Dr. A. A. Brill, Cosmo Hamilton, and other members. They spoke informally.

#### Ontario Weekly Has Big Fire Loss

OTTAWA, Ont.—The office and plant of the Winchester (Ont.) Weekly Press was completely destroyed by fire recently. The equipment and stock is almost a total loss, and J. H. Ross, the owner, has not yet arranged to resume publication.

## LOW EFFICIENCY OF WORKMEN

WHILE Frank A. Arnold, manager of the export department of Frank Seaman, Inc., was abroad last year he had a talk with a large shoe manufacturer on the labor situation. In telling about the interview at the Advertising Club of New York, on Wednesday, he said that the manufacturer spoke upon the low efficiency of many of his workmen.

"Before the war a man who operated a certain machine handled 300 pairs of shoes a day," said the shoe man, "later on when we had to hire women to take the places of the men who had gone to the front, a young woman who worked the same machine handled 600 pairs in the same time.

"Believing that even that output did not represent the capacity of the machine I asked the girl to see how many pairs she could put through in a day, working at top speed. The girl asked if I was not satisfied with what she was already doing and I replied 'perfectly,' but that I wanted to know what the limit of production of herself and the machine was. This allayed any anxiety she might have felt about her position, and she readily consented to see what she could do. The next day she handled 1,000 pairs before lunch!"

This, the manufacturer said, showed by comparison how inefficient the men machine operators were. The war, instead of keying the men up to better service after their return home, have made them less efficient than formerly. Unless some way was found to get the men to do a better day's work manufacturers of all kinds would be unable long to continue to pay the high wages that now prevail.

Holland, Mr. Arnold stated, is a fine field for advertising. The people are more prosperous than those of any other country in Central Europe. They have plenty of money and are therefore good prospects as purchasers of all kinds of

merchandise. France, on the other hand, offers the poorest field for advertising effort. During the war the government took over or suppressed the newspapers of that country. The scarcity of paper cut the editions down to a few copies. In many publications no advertisements were printed. Even now, two years after the war, paper is still scarce. Moreover, the publishers do not handle the advertising that appears in their papers. They sell their advertising space to contractors from whom the public must buy it. Hence a merchant who wants to advertise does not go to the publication office but to the contractor or broker who controls the space.

In speaking of the big advertising exhibition held in London while he was there Mr. Arnold said it was the greatest ever held in any country. The immense buildings of the "White City" where the international exhibition had been held the year before were used for the several divisions of publicity. One was devoted to bill-posting, where entire campaigns were displayed on boardings erected for the purpose. Another was devoted to window displays arranged just as they are shown in store windows. A third building contained office appliances, methods for securing greater efficiency in various departments of mechanical production, washing machines, etc. While a fourth was devoted to advertising agencies. Here the leading agencies had offices presided over not by subordinates but in many cases by the principals themselves. The price of admission was a shilling but on Royalty Day it was five shillings. The crowd was just as great at five shillings as it was at one shilling. King George and the Queen, accompanied by many of the members of his court, attended the exhibition and gave it the hall mark of his approval. This was the first time that advertising received royal endorsement.

## LEE SYNDICATE BUYS CAN MADISON DEMOCRAT

Merged February 27 with State Journal in Which O. D. Brandenburg Gets an Interest—Democrat Printing Company Continues

(Special to EDITOR & PUBLISHER)

MADISON, Wis.—The Madison Democrat has been purchased by the Wisconsin State Journal, afternoon daily, which was issued for the last time February 27. O. D. Brandenburg, editor of the Democrat for thirty years and president of the Democrat Printing Company, said: "I sold the paper, the least profitable and least important part of the plant, in order that its equipment, linotypes and precious floor space might be devoted to our general printing business, which has greatly outgrown existing facilities and room."

Only the subscription list, good-kept and a duplex tubular press were sold but the State Journal acquires the morning membership in the Associated Press. It long has especially wanted the Sunday morning report. It also automatically gains membership in the Wisconsin Daily League.

This leaves the Milwaukee Sentinel as the state's only morning paper. The Democrat was established May 21, 1846, but one of the papers of which it is an evolution. The Wisconsin Democrat was founded in 1846, two years before Wisconsin became a state.

Mr. Brandenburg who was for seven years prior to 1890 managing editor of the State Journal and has since held the Democrat's editorship, continues as president of The Democrat Printing Company, but acquires stock in the State Journal and becomes a director. His son, Frederick S. Brandenburg, secretary-treasurer and general manager of the Democrat Printing Company. The Democrat, under Mr. Brandenburg's editorship, has been conspicuous independent. The State Journal belongs to the Lee syndicate, headed by E. W. Adler, with other papers at Davenport, Muscatine, Ottawa and in Iowa, La Crosse, in Wisconsin, and Hannibal, Missouri.

#### Short Course at Minnesota University

MINNEAPOLIS.—Problems of Minnesota editors will be the subject of discussion for three days at the University of Minnesota, May 5, 6 and 7. Invitations to all Minnesota newspaper publishers to attend the editor's short course have just been issued by W. W. Kirkwood, University Farm publisher. The three days of discussion will be with a banquet. Among the speakers already arranged for are Prof. Bristol Adams, head of the news service of the department of agriculture, Cornell University; Lotus D. Coffman, president of the University of Minnesota, and Bishop G. G. Bennett of the Episcopal Diocese of Duluth. Contests in which prizes will be awarded for the best front page make-up of a newspaper for the best country weekly farm paper.

#### Wine for Scribes—It's in Russia

WASHINGTON, D. C.—David R. Francis, former publisher of the St. Louis Republic, made a present of 200 bottles of wine to a group of newspaper men when he went to the White House March 2 to resign for the fifth time as Ambassador to Russia. Mr. Francis has drawn no pay since April, 1919, but has been deterred from resigning lest his action be misconstrued. The only condition attached by Mr. Francis to his gift of wine was that the recipient should go to Petrograd to collect it.

# CAN AN ADJUSTABLE PRICE CONTRACT BE BROKEN WITHOUT DAMAGES?

**Frank A. Munsey Has Never Sued Paper Firm Which Ended Agreement During High Spot Market—Court Decisions Against Recovery**

By FRANK LE ROY BLANCHARD

If an adjustable contract for paper is cancelled by either a manufacturer or a publisher, when no provision for such cancellation is made in the contract, can damages be recovered by the injured party? This question has suggested itself in connection with the experience of Frank A. Munsey with the Remington Power & Paper Company, of Watertown, N. Y.

On October 6, 1919, the Sun Printing & Publishing Company of New York signed a contract with the Remington Company for the purchase of 16,000 tons of newsprint paper, to be delivered at the rate of 1,000 tons a month, the agreed price for September, October, November and December, 1919, being 4 cents f. o. b. at the mill. The clause providing for the price to be paid during 1920 read as follows:

"For the balance of the period of this agreement the price of the paper and length of the terms for which such price shall apply shall be agreed upon by and between the parties hereto fifteen days prior to the expiration of each period for which the price and length of term thereof has been previously agreed upon, said price in no event to be higher than the contract price of newsprint charged by the Canadian Export Paper Company to the large consumers, the seller to receive the benefit of any differential in the freight rates.

### Said Contract Was Illegal

The Remington Power & Paper Company made deliveries during October, November and December, and then notified the Sun Printing & Publishing Company that it would make no further deliveries on the ground that the contract was illegal. This action on the part of the Remington Company caused Mr. Munsey's newspapers a lot of trouble, as there was a serious shortage of paper at the time and prices ranged from 5 to 7 cents under contract, and spot paper around 9 cents. Mr. Munsey was compelled to go into the open market and buy a supply at any old price. Mr. Munsey thought it rather queer that the Remington Power & Paper Company should break a contract, the terms of which were perfectly satisfactory to its president at the time it was signed. When a contract is broken the aggrieved party can usually bring suit for damages resulting from the act. Up to the present time no such suit has been instituted by Mr. Munsey, although he sustained a considerable loss through the refusal of the Remington Company to carry out the terms of the contract. Lawyers who have examined the instrument say he would be unable to recover substantial damages because of its indefiniteness as regards price.

### The Disabling Clause

The clause of the contract that apparently stands in the way of recovery, and which is quoted above, clearly contemplates a future agreement as to price. The only limitation in this respect is the stipulation that the future price should be no higher than the price fixed by the Canadian Export Paper Company. According to a decision of the Appellate Division of the Supreme Court, this indefiniteness as to price would prevent the plaintiff from securing substantial damages.

Then there exists a further difficulty in connection with enforcing the contract arising from the same clause which provides that the price of all paper deliverable after December, 1919, is to be "agreed upon" by the parties, but also "the length of term" for which such price should apply. Accordingly, even if the price at any given time subsequent to December, 1919, should be deemed to be that charged by the Canadian Export Company to its large customers, at that time, the question would still be left open and could only be closed by argument between the parties as to the length of the period over which the price should govern.

The decision of the Appellate Court that seems to apply to the contract between the Sun Printing & Publishing Company and the Remington Power & Paper Company is that given in the suit of the United Press vs. the New York Press Company, Ltd., in 1892, to recover damages for breach of contract. Under the provisions of the contract the New York Press agreed to receive the news report furnished by the United Press and to pay therefor "a sum not exceeding \$300 during each and every week that same news report is received by the New York Press Publishing Company until the first day of January, in the year 1900, it being understood and agreed that said news report continues to be fully equal in quality and quantity to its present average standard."

It was also further provided that the New York Press "shall have the right to receive the said news report without interruption from and after the first day of January, in the year 1900, and the first party (the U.P.) shall continue to deliver the same, if required, to the

party of the second part (the New York Press) at a price that shall be fair and equitable to both the parties hereto, provided that such price shall not be more than other daily morning newspapers shall be required to pay to the first party for the same news report."

A few days before January 1, 1894, the New York Press notified the United Press to cease delivering its service on the ground that it had become necessary to make a reduction in the cost of its news. Shortly afterward the U. P. brought action for the recovery of damages, fixing the same at \$93,000, upon the basis of \$300 a week from January 1, 1894, to January 1, 1900. The court found for the plaintiff but awarded only six cents damages on the ground that there was a technical breach of contract for which only nominal damages could be given.

### Too Indefinite, Ruled High Bench

When the case came before the Appellate Court on appeal the question the court had to decide was whether the contract was so indefinite, by reason of its failure to state the price to be paid by the defendant, as to preclude a recovery of substantial damages for its breach. In affirming the judgment of the lower court the Appellate justices ruled that the phrase "not exceeding \$300 during each and every week that said news report is received," is so indefinite as to the price to be paid as to preclude a recovery of substantial damages for its breach in refusing to receive the service, and the fact that the sum specified has been paid for a period of time is not an acknowledgement of an obligation to pay that amount during the whole of the contemplated life of the contract.

As the contracts made by the International and other paper companies often contain clauses providing for a future readjustment of price it would appear from the above decision that they can be broken by either party and that substantial damages cannot be obtained through an appeal to the courts by the injured party.

During the war the government required all paper contracts to contain clauses providing for the future readjustment of prices.

### Editors Plan Cleveland's Birthday

CLEVELAND.—Cleveland will celebrate its 125th birthday during the week beginning June 22, and Mayor W. S. Fitzgerald has appointed a committee of 50 well-known Clevelanders to arrange for the festivities. The press is represented by Charles T. Henderson, editor of Town Topics; Benjamin Karr, editorial writer for the Cleveland News; Charles A. Otis, owner of Finance and Industry, a weekly financial publication; William R. Rose, associate editor of the Plain Dealer; Victor H. Morgan, editor of the Cleveland Press; and others.

### Glass Trade Magazine

The Glass Industry is the name of a new monthly trade publication dealing with all phases of that industry. L. J. Krom is president; W. S. Cooper, vice-president, and G. W. Cooper, secretary-treasurer, of the publication company, which is located at 19 Liberty street, New York City.

### To Advertise Florida Bees

GAINESVILLE, Fla.—Plans are on foot for advertising to dispose of the product of Florida's bee industry, which has just concluded a census preparatory to entering the business on a larger scale.

## WE HAVE WITH US TODAY—



Copyright Underwood & Underwood

Newspaper men made Uncle Joe Cannon's black stogies famous, likewise J. Ham Lewis's pink whiskers. No wonder public men pause when reporters hail them—it may be their turn next. We don't know what A. O. Hayward (left), persistent news-hound of the International News Service, is after, but from general appearances we would say he succeeded in worrying it out of Representative Finis Garrett (right) of Tennessee.

## IMPORTED 14,206 TONS OF GERMAN NEWSPRINT

December Paper Figures Show 23,111 Tons From Europe—January U. S. Production Below Month Last Year—Spot Price Drops Quickly

WASHINGTON, D. C.—German newsprint entered this country in December, 1920, to the amount of 14,206 tons, the Federal Trade Commission reported this week in its review of the January newsprint market. No German tonnage had been imported the previous December. Sweden landed 5,268 tons here in the same month, Finland 2,797 tons and Norway 840 tons, a total of 23,111 tons of North European newsprint, which coupled with 58,275 tons of Canadian print, ran the December, 1920, total of imports up to 81,789 tons against 52,127 tons the previous December.

It was this influx of foreign tonnage, coupled with that which arrived in November, totalling 8,451 tons, delivered upon orders placed by large publishers and group-buying organizations, which is credited with having caused the November-December panic in the spot newsprint market, as noted in EDITOR & PUBLISHER at the time.

### Production 5% Off

Production by United States mills, the commission reports, was lower for January, 1921, than for January, 1920, the decrease amounting to about 5 per cent for newsprint of all kinds and about 1 per cent for standard newsprint. The average, or normal production of total print and standard news based upon the total combined production for the years 1918, 1919 and 1920, amounted to 102,925 tons of total print and 101,650 tons of standard news for a period corresponding to January. The actual production amounted to 123,830 tons of total print and 113,764 tons of standard news, an increase in the production of total newsprint of 10 per cent over the average for the three-year period and an increase in the case of standard news of 12 per cent over the average. The increase for January, 1921, over January, 1919, amounted to seven per cent for both kinds of newsprint, and the increase over January, 1918, amounted to .17 per cent for both classes.

Mill stocks of both total newsprint and standard news increased during January, 1921. Stocks of total print rose from 24,763 tons on December 31, to 32,417 tons on January 21, and standard news stocks increased from 19,573 tons to 27,109 tons in the same period. These are the highest totals for the month since January, 1918. Mills reporting totalled 85 for total print and 67 for standard news.

### Imports and Exports

Import and export statistics, gathered by the commission from Department of Commerce reports for December, 1920, and December, 1919, are as follows:

	Dec., 1920	Dec., 1919
	Net Tons	Net Tons
Imports of Newsprint (total)	81,789	52,127
From Canada	58,275	50,417
From Germany	14,206	.....
From Sweden	5,268	.....
From Finland	2,797	.....
From Norway	840	.....
Exports of Newsprint (total)	3,324	3,584
To Argentina	1,377	30
To Cuba	1,104	1,005
To Uruguay	152	20
To Philippine Islands	130	80
To other countries	561	2,449
Imports of Ground Wood		
Pulp (total)	22,299	23,696
Imports of Chemical Wood		
Pulp (total)	53,008	51,189
Unbleached Sulphite	23,218	29,589
Bleached Sulphite	13,240	5,980
Unbleached Sulphate	15,952	14,967
Exports of Domestic Wood		
Pulp	2,379	3,567

Little activity in the spot market during January is shown by the commis-

sion's report on jobbers' tonnage. Stocks of rolls in the hands of jobbers at the end of the month were 133 tons less than their stocks at the beginning of the month. Stocks of sheets were 111 tons less at the end of January than at the beginning. The net decrease in the total stocks of newsprint in the hands of jobbers at the end of January amounted to 244 tons.

Commitments to sell roll news were 7,902 tons greater than commitments to buy. Commitments to sell sheet news were 606 tons less than commitments to buy. Total commitments to sell both rolls and sheets were 7,296 tons greater than commitments to buy.

Publishers' stocks increased 10,210 tons during the month, to 201,952 tons on hand and 34,905 tons in transit. The average daily tonnage used during January was 535 tons less than the average used in December, 1920. Publishers' stocks and transit tonnage represented slightly less than 53 days' supply at the existing rate of consumption. Eighty-two publishing concerns held about 72 per cent of the tonnage on hand at the end of the month.

The domestic consumption of standard newsprint by metropolitan dailies using between half and three-fourths of a million tons annually, for January, 1921, compared with January, 1920, shows that the consumption for the month of January for both years was

approximately the same, and increased slightly more than 23 per cent for January, 1921, over January, 1919.

The weighted average price of contract deliveries from domestic mills to publishers during January, 1921, f.o.b. mill in carload lots for standard roll news was \$6.076 per hundredweight. The price for December, based on the same data, was \$5.069.

The weighted average contract prices based on deliveries from Canadian mills of about 23,000 tons of standard roll news in carloads, f.o.b. mill, in January, 1921, was \$6.385 per hundredweight. The December price, based on similar data, was \$5.770.

Averaged, the North American contract price for January, 1921, was \$6.2305 per hundredweight, an increase of \$0.811 per hundredweight, or \$16.22 a ton over the average North American price for December, 1920.

The weighted average market price for January of standard roll news in carload lots f.o.b. mill, based upon domestic purchases totalling about 5,000 tons was \$6.945 per hundredweight, which compared with an average spot price for December, 1920, of \$7.854.

### New Maine Weekly

BUCKSPORT, Me.—Bucksport has a new weekly paper, the Bucksport Enterprise, published by W. A. Smith.

## NEW ENGLAND LEADS IN REFORESTING

BOSTON.—New England leads the nation in reforestation activity with Massachusetts leading New England, Col. William W. B. Greeley, chief of the United States Forest Service, guest of the Boston City Club last week, told New Englanders in three addresses on the imperative necessity of reforestation, one before the Boston City Club, the second before the Massachusetts House of Representatives and the third at the dinner of the Society for the Protection of New Hampshire Forests at the Twentieth Century Club.

One of the foremost aims of those interested in forestry must be to build up among the people of the United States a conception of the vital, fundamental value and necessity of forest building and preservation, stated Col. Greeley. In our former abundant timber he found the cardinal reason for our high standards of living, and contrasted them with scenes of economic decadence in France, where wood is a luxury and the sight of a new building, outside the devastated areas, extremely rare. He pleaded earnestly for a campaign of education, attributing the recent \$1,000,000 appropriation in the face of a general demand for economy to the shock of the discovery that our timber is disappearing so fast as to add greatly to the cost of living.

Speaker Young, in introducing Forester Greeley to the House, said:

"The General Court of 1920 took the first step in a farsighted policy of reforestation in order that Massachusetts in future years may, so far as possible, provide for her homes and industries through her own forest resources. Problems connected with forestry are now before us for consideration.

"It is therefore fitting that we welcome today a high public official of the Federal Government who has under his care the forest domain of the United States. A graduate of the University of California and the Yale Forest School, he has for 17 years been in the forest service of the United States. During the war he commanded the 10th

army forest engineers, a regiment of more than 10,000 men, who cut the French forests and thereby supplied the vast wood material necessary for the French, British and American armies in France during the war.

"He now has charge of 50,000,000 acres of national forests, a territory vastly greater than that of the entire New England states."

Col. Greeley congratulated the House on recent Massachusetts legislation for the acquirement and planting of 100,000 acres of denuded lands, also the action in New York, which now has 2,000,000 acres of state forests, and Pennsylvania 1,000,000 acres, but pointed out that "over 80,000,000 acres in the United States 1,000,000 acres in your own state, have been reduced practically to absolute idleness, and this area is being increased by 10,000,000 acres or more annually, as destructive logging and forest fires go on. Idle forest land represents just as greatly loss to the economic stability of this country as idle farms or idle factories."

Contrary to widespread impressions, Col. Greeley predicted that, although Europe uses only a third to a half as much wood as we, "the older our states grow the more timber will they require, in one form or another, if social and industrial progress is to keep pace with age." He instanced that 13,000,000 boxes, each box using 5½ board feet of timber, are required annually to ship Florida's citrus crop, and 40,000,000 boxes will be needed in a decade.

Col. Greeley took up the housing problem and showed how the eastern states, which formerly had lumber to export, now must import from 60 to 90 per cent of what they need, transporting some of it 3,000 miles. He showed that the remedy for the vanishing forests can be found only in action by the nation and by the states. Conservation of watersheds, of water supply, of sources of navigable streams and of water power is imperative, and he pleaded for wide and general education on the subject.

## "I. P." 1920 EARNINGS \$17,000,000

Unofficial Estimates, Allowing Heavy Returns, See \$40 Return on Common Stock—Expected to Wipe Out \$8,500,000 Indebtedness

While the annual report of International Paper Company is not expected to be published until the latter part of March, unofficial estimates of the 1920 figures place net earnings after allowance for taxes at approximately \$17,000,000, says the New York Wall Street Journal on March 1. It is claimed that ordinary depreciation will be carried \$2,000,000 and charge-off for depreciation of inventory will amount to \$5,000,000, making a total deduction of \$7,000,000 from net. On the basis of estimated earnings, deducting approximately \$300,000 for bond interest and \$1,500,000 for dividends on the preferred stock would leave in the neighborhood of \$8,000,000 available for the common stock.

This would be equivalent to \$40 a share on the 198,039 shares of common stock outstanding. This compares with net, after taxes and interest, available for the common stock of \$2,621,494 equal to \$13 a share for the 1919 fiscal year.

Inventories at the close of 1920 amounted to \$23,713,000. The company then was borrowing heavily from banks and notes payable were carried at \$5,000,000 against nothing the previous year. At that time it was thought that it would be necessary to fund the indebtedness to banks by a note issue. After negotiations had started, it was decided that this would not be needed. It is believed that the 1920 annual report will show the \$8,500,000 indebtedness to the banks was practically wiped out.

### NO PAY FOR 10 HOURS' WORK

Paper Company Sued by Farmers Who Hauled Wood in Ottawa District (Special to EDITOR & PUBLISHERS)

OTTAWA, Ont.—An action recently instituted in the local courts against the Riordon Pulp & Paper Company by excited employees engaged in lumbering and paper-making in this district. According to the allegations, a man worked from 4 a. m. until 7.30 p. m. earn \$4 for himself and a team of horses in the Riordon Company's logging camps, and out of this amount pay for board for himself and horses. The charges are contained in a claim filed by eight former employees of the company. The plaintiffs are farmers, who engaged to work for the Riordon people for per day, this amount to include horse supplied by each man. On starting work, according to the allegations, they were told of the hours of labor, and refused to work after 2 p. m. on the ground that ten hours is the maximum a man can be compelled to work in Quebec. When pay-day came they were paid for only half a day, and this \$2 was held by the company for "keep" of the men and horses. Labor circles are preparing to support the plaintiffs.

### Accuse Edwardson of Libel

CHICAGO.—Grand Jury investigation public statements concerning Chief Justice Charles A. McDonald's work handling the White Sox baseball scandal resulted March 2 in the voting of a bill against Leonard G. Edwardson, Chicago correspondent for the New York Sun and the New York Herald. It was learned tonight that the writer is charged with criminal libel and that the grand jury expects to continue its investigation into the liability of the newspapers.

# MOVIES HIT HARDER THAN NEWSPAPERS SPILLANE TELLS POOR RICHARDS

## Press Is Not Trusted, He Says, Because It Presents News Inaccurately, Poorly Dressed and at Excess Length— Young Men Not Trained

By EDWARD A. MUSCHAMP

PHILADELPHIA—Some very frank straight-from-the-shoulder statements regarding American newspapers were made by Richard Spillane, editor of the business section of the Public Ledger, last week in a talk before the members of the Poor Richard Club at the club's regular Thursday Luncheon. The subject of Mr. Spillane's talk was "The Evolution and the Future of the American Newspaper."



RICHARD SPILLANE

"To-day the average newspaper is made up of about fifty per cent advertising and about fifty per cent straight reading matter, and I don't know which is the better.

"To speak very frankly, I am not a very keen admirer of the newspaper of to-day. We are groping around trying to solve our problem. But we do not know our public. We often assume that we know what the public wants but as a matter of fact we do not know.

"Something is wrong somewhere. Why, the movies hit harder than the newspapers do.

"For one thing, I do not think we put the news up in the right way. We are often windy and verbose. We don't pack our news in the right kind of packages. Nor do we dress our news in that accuracy and charm that puts it over rightly.

"The newspapers of London, Manchester, Liverpool, and Paris are smaller than our American newspapers, but they are read more carefully. They are better written; they are more accurate, and they can be depended upon. I am sorry that I cannot say the same of most of our American newspapers.

"Another thing, we have developed is what I might call 'headline hounds.' And also, our newspapers are of such size that no ordinary man can encompass everything and attend to his business.

"We do not train our young men to do newspaper work intelligently. Let me tell you a story. Perhaps some of you may not know it, but I am a doctor, so to speak. I have a medical degree for which I paid ten dollars and I secured that degree from a man who was afterwards put out of business and sent to jail. Now I am no better qualified to

practice medicine than many of the young men who go to work on newspapers are qualified to practice journalism.

"The American people do not take their newspapers seriously and they never will until we make them better, and smaller, and far more accurate. Young men planning to enter the newspaper profession should be thoroughly trained and we are not doing that. Not one in a thousand young men who go into the newspaper business is fitted, at the beginning, to go out into the street and do reporting. I would like to see a real school for training reporters. The only 'school' that I ever knew that approximated real training was that of 'Boss' Clark of the New York Sun—the hardest taskmaster that the newspaper world has ever known.

"A good reporter ought to be able to write a column story on just what he can see walking through and around Independence Square, or the City Hall, or any similar place or institution. He ought to be able to write a good story on just what is to be seen any day on any street in the ebb and flow of the human tide. A good reporter should have the eye of a camera, an appreciation of the complexities of life, sympathy for all human beings, and he should be in love with his business.

"A newspaper reporter should be a great preacher—as great as any preacher in a pulpit. The newspaper man who puts an untruth wilfully into a newspaper should be cast out. I love and revere my profession and I would like to see it greater and more useful and a better American institution."

Mr. Spillane said, to speak frankly, that while he wanted it distinctly understood that it was all wrong to put inaccurate statements in newspapers, he admitted that he had done that very thing at times in the past, but that he was now trying to do penance for his earlier sins.

He told some interesting reminiscences of Joseph Pulitzer, Frank A. Munsey, and the late James Gordon Bennett, whom he characterized as an "the ab-

sentee landlord." He called attention to the present-day tendency toward the consolidation of newspapers, the surprisingly high mortality of publications during the last two years, citing the fact that there are today only two morning newspapers in Chicago, one in St. Louis, and one in Cleveland, adding that two seems to be the limit for the number of morning newspapers in practically all the large American cities.

In connection with calling attention to the great asset that an Associated Press membership has become, he said:

"Recently there has been some exploitation of the Associated Press memberships and there are publishers who have tried, through obtaining this privilege, to choke off newspapers in rival cities. Down in Texas not so long ago, by this means, a publisher attempted to make the people of a nearby town dependent on the newspapers of this particular publisher's city for their morning news. If Senator Bailey and some others hadn't gotten after the Associated Press in this matter there would have been a great newspaper scandal in this country.

"An Associated Press membership has become so much of a power today that it is almost a peril and I think it would be well if the Associated Press had a good, stout competitor."

Touching on the subject of rewards and the lack of rewards in the newspaper field, Mr. Spillane said that he had been told by a New York newspaper editor that a certain comic artist had made a contract for newspaper work that would net him \$450,000 in three years, while from another source he had learned that one of the other popular comic artists received an income of more than \$200,000 per year. And then Mr. Spillane said:

"Why, these sums are more than we pay the President of the United States! I wonder if it is a measure of the intellectual capacity of the American people that a rough-neck cartoonist should be able to command such a princely sum? If it is, it is all wrong and shows that we in the newspaper business don't know our own business."

### SOUTHERN COUNCIL AMERICAN ASSOCIATION OF ADVERTISING AGENCIES IN SESSION AT JACKSONVILLE



### CITY MARKET IS KEY TO SALES SUCCESS

The One Way to Reach It Is Through the Daily Newspaper—Frank Carroll of Indianapolis News Gives an Undisputable Argument

"The day of putting over a national campaign with a few periodical publications is past. The day of the inefficient medium, be it newspaper, billboard or magazine, is past. Just as the employer has weeded out the time wasters, the clock watchers, the malcontents and the other four-flushers of business, so is the advertiser up-rooting the medium that can not pay its way."

This was the statement made by Frank T. Carroll, advertising manager of the Indianapolis News, before the Third District of the Associated Advertising Clubs of the World convention held at Baltimore February 15.

"Let us see," he continued, "what the manufacturer who wants to break into print today is up against in the 30 leading jobbing centers of the country. The average druggist has over 5,000 items in stock, the average grocer one thousand and the hardware dealer between six thousand and ten thousand items.

#### Pushing the Product

"How, then, is the dealer going to push your product? Long profit won't move your product today. Dealers are being educated to the value of turnover. You have to show them quick sales. Portfolios of page magazine ads will not turn the trick with the intensive competition which is faced today. Time was when a double-page spread in a magazine of national distribution would build a dealer organization almost overnight, yet witness the disastrous experience of an automobile tire manufacturer recently.

"Why is it that the executives of a business seem to lose common sense when they gather around the conference table to discuss advertising? Why do they think of advertising and marketing as something entirely out of the realm of ordinary living? Isn't it because they have caught the pitter about magazine pays in color, and millions of circulation, and consumer acceptance and prestige and portfolios? And yet there are thousands of manufacturers who are rated by the bankers as good business men who are buying 'consumer acceptance' for a new patented anti-freeze jitney radiator preparation in territories where it never freezes and who are creating foolish and impotent consumer demand for articles in other territories where they have never sold a dollar's worth of goods.

#### False Lure of Color

"To the manufacturer who has money to spend for advertising there is a tremendous lure to the pretty pictures nationally known vanity of publicity. National advertising can point to leaders in most every city such as Campbell's Soup, Ivory Soap, Colgate's Toothpaste, etc. But the manufacturer who would break into an already overcrowded market forgets that these lines were entrenched in public favor before the present era of intensive competition; that these commodities have created natural monopolies which can not be combatted with the same method of sales, and advertising by which they were established.

"You can't sew thistles and pluck figs. That is not exactly the way the Bible says it, but it means that you can't advertise in Washington and expect to create a demand in Baltimore. Neither can you advertise in Washington and sell your goods there if the dealer hasn't

them on his shelves. When you do this you are merely making it easy for competition to come into your market and cash in on your copy. The consumer will ask for an advertised article four or five times, but rarely the sixth time. Thereafter your advertising falls upon waste places of that consumer's mind.

"During the past six months the Merchandising Department of the Indianapolis News has made over one hundred careful surveys of the sale and distribution of various commodities on general sale in Indianapolis. Take coffee, for instance, what do you suppose are the leading brands? If there are any of our magazine friends here I can hear them saying, 'Why, of course, Yuban, Barmington Hall, or G. Washington.' Well, there are 94 different brands on the market and there are only four with worthwhile distribution. Not one is a nationally advertised brand, but all are locally newspaper advertised. Yuban has practically no distribution in a city of 325,000 people in the center of a market of 750,000 people, but neither has the other exclusive national advertisers.

"In the drug line 265 different brands of toilet soap are sold. The average number of brands carried is 31, largest number of down-town chain stores 81, smallest number 9. The three leaders are locally advertised in newspapers.

"And so on down the line in flour, cooking utensils, toothpaste, cigars, syrup and molasses, evaporated milk, cornflakes, pancake flour, laundry soap, etc. If any of you gentlemen are interested in facts, not theories, I have a mass of interesting data with me on all these lines.

"Now what does this mass of data and these investigations show? Well, for one thing, dealers are overloaded with competing brands. Think of a drug store carrying 81 brands of toilet soap—so many that the clerks could not remember them all and the proprietor knew not the selling price of half of them.

### BANQUET RECALLS OLD BATTLEFIELD DAYS

TORONTO, Ont.—A highly enjoyable "get-together" banquet was held at the King Edward Hotel last week by the members of the composing, stereotype and art departments of the Evening Telegram. The evening served to recall the gathering held last year in honor of the men connected with the paper who had returned from the front.

J. P. Doyle presided. Among the principal guests were: Sir Robert Falconer, president of the University of Toronto; Rev. Dr. Salem G. Bland; D. A. Carey, representing the American Federation of Labor; C. H. J. Snider, managing editor of the Telegram; A. T. Chadwick, representing the John Ross Robertson estate, publishers of the Telegram; F. Lynett and Ed Vitek.

The menu, which was extremely appropriate by reason of its technical allusions, was made up as follows:

- Hot Lead Bullion —Soup— Au Toe Plate
- Broth — White Paper Stew
- Fish—
- Fried Mats a la Graphite
- Salt Water Zincos with Lime Sauce
- Fresh Caught Stereos with Red Blanket Dressing
- Hot Meats—
- Stuffed Forms and Mashed Editorials
- Broiled Slugs with Fricassee Letterpress
- Roasted Linotypers and Hot Cartoons
- Cold Meats—
- Strict Column Rules, Garnished with Red Tape
- Prime Cold Cuts of Be-Devilled Editors
- Drinks—
- Hot Nitric Collodion Cocktail
- Sweets—
- Late Ads —Pied Type
- Hynds' Inebriated Type, Minions, etc.
- Fruits—

"Here is the experience of a Chicago retail cigar store. They carried 158 brands of 10c. cigars. They found that eleven of their cigars had 91 per cent of sales. They threw out the 147 slow sellers concentrated on the remaining eleven and increased their 10c. cigar business 3 per cent.

"That's what business in the cities is coming to today. The trend is inevitable. The manufacturer who is prepared to seize the city market through newspaper advertising will win. Slowly but surely the advertiser depending upon national advertising is drifting out of the city markets. The new national advertiser will never get standing room under present conditions."

#### HAYS NAMES SMITH AS AIDE

Judson Welliver Appointed to White House Secretarial Staff

(By Telegraph to Editor & Publisher) WASHINGTON, D. C., March 4.—Announcement was made here today that Courtland Smith, president of the American Press Association, will be first assistant to Postmaster-General Will Hays.

Judson Welliver, former Washington correspondent for the New York Globe, has been appointed a member of the White House secretarial staff.

#### McAneny Leaves N. Y. Times

George McAneny has resigned as executive manager of the New York Times. He will engage in other business and devote a substantial part of his time to civic and social work.

#### Western A. A. A. to Meet March 8

CHICAGO.—The Western Council of the American Association of Advertising Agencies will hold its monthly luncheon meeting, March 8, at the Chicago Athletic Club. Speakers will be Professor Horace Secrist, D. L. Brown of the Goodyear Tire & Rubber Company and F. W. Thurnau.

Permanganates Hydro Quinons Repeat Orders until "You're Fed Up"

During the evening letters were read from the editorial staff conveying fraternal greetings and felicitations. There was also warm applause when the chairman, after alluding to the manner in which they stood by one another in sickness and adversity, said that one of their number had had a sum of \$1,000 subscribed to his benefit, and another \$1,000 would be raised if necessary.

The speeches and toasts were interspersed with a capital musical and miscellaneous program. George Tait recited with feeling an item of his own composition, entitled "The 'Daily' Composing Room," as follows:

#### "The 'Daily' Composing Room"

"Oh a wonderful place is the Composing Room Where the 'lincs' they ripple a merry tune, Where 'mats' toboggan down-hill to a line, and return again to the 'roof', And if too hot or too cold slugs are no good for a proof. Where the 'hank' is piled with 'shining metal' quite high, And 'matter' is 'killed' that may never 'die,' Where 'pic' that's fresh-made, no one will eat, And type will not fall, though quite 'off its feet,' Where men, who 'lockup,' are not policemen at all, And 'dead-horses' are spiked on a file on the wall, Where lunches are brought by the 'devil' each day, And if he forgets one there's the devil to pay; Where men not religious 'Chapel' meetings attend, And when they mark '30' on you, that is the end."

It was decided to make the banquet an annual event.

### N. U. J. STATES DEMANDS FOR BRITISH WRITERS

Minimum Scales for Provincial Dailies and Weeklies Presented—London Section Rejects Proprietors' Offer and Talks of Strike

By Herbert C. Ridout

London Editor, EDITOR & PUBLISHER

THE British National Union of Journalists is certainly a fighting body and merit all admiration for the determined stand it is taking upon the claim for improved wages and working conditions. Its activities are constant and would appear that no stone is left unturned to make settlement easy provided only that the demands are not whittled down to unrecognizable limits.

In one direction, the Executive of the Union has been meeting the Newspaper Society, representing the English country morning, evening and weekly papers and Scottish dailies.

The Newspaper Society had made an offer to the Union of advances of which the following are typical examples:

	Present Rates.	Increased
Minimum for Weeklies Per Week....	£4. 0.0	£4. 7.6
In towns where a Daily Newspaper is published .....	4. 5.0	4. 13.6
Minimum for Daily Papers: In towns where the population is under 100,000..	4. 13.6	5. 3.0
In towns of over 100,000 and under 250,000 .....	4. 18.6	5. 8.6
In towns of over 250,000 .....	5. 4.0	5. 15.0

After consideration, however, the Executive of the Union stated that it could not accept the proposed advances as inadequate, and could not recommend them for acceptance. It was agreed by the society that such advances if accepted should be made retroactive from January 24 and the executive agreed to call branch meetings for their consideration and to report in a fortnight. The decision is now awaited.

In the London district matters have advanced another stage, the Parliamentary and Central London branches of the N. U. J. meeting to discuss the London Newspaper Proprietors Association's offer. No details of this proposal are available, but it is quite distinct from that referred to in connection with the Institute of Journalists scheme recently mentioned. The meeting passed a resolution informing the N. P. A. that "its offer is totally unsatisfactory, inequitable and inequitable, and cannot be accepted."

A further motion, however, carried with only six voices against it, declared "that this meeting instructs the Executive Council, in the event of failure to reach a satisfactory settlement in conjunction with the Printing and Kindred Trades Federation, to take a ballot of members on the advisability of withdrawing their labor."

This means that the union is in deadly earnest and although Lord Northcliffe has, on this occasion, made no sign, there is no reason to suppose that he has departed from his position of resentment of the union's apparent former desire for control of grading. Meantime, some of the provincial branches of the N. U. J. are experiencing entire sympathy with their London confreres, the South Wales section, for one instance, offering their moral and financial support to the London members if they should come out on strike.

# STORE COMBINES TO DEPRESS AD RATE WILL MAKE PUBLIC SUSPECT PRICES

## Conspiracy to Cut Newspapers' Revenue Unthinkable as One to Underpay Star Salesmen—Red Ink Balances Face Newspapers Unless Rates Rise Materially

By WALTER G. BRYAN

THE recent article in EDITOR & PUBLISHER with regard to differences between newspapers and department stores about advertising rates, was as illuminating as it was interesting.

It is indeed unfortunate that such a situation should have arisen in New Haven or in any other city because it stands to reason that if newspapers would afford to concede this point, which they cannot, since it affects both principle and profit—or rather, lack of profit—they by their own acts would weaken themselves and consequently be less desirable as advertising mediums to the merchants or to any other advertisers.

With a lead pencil, a piece of paper, and the right point of view, any merchant can prove to his own satisfaction in five minutes that no other form of advertising is so effective or economical as newspaper advertising.

On the other hand, if the New Haven newspapers have any fears that circulation is built for their competitors by free distribution, if indeed this is being done, then they can console themselves with the thought that a newspaper which is distributed for nothing is usually appraised at that value. When the free distribution is stopped there is little chance that such circulation will ever be paid for in the future.

Now that the New Haven situation has been brought into the spotlight through publicity, the department stores may well pause and ponder as to what will be the attitude of the people—always the court of last appeal—because the judgment of the public is, in the final analysis, pretty accurate and it is also very keen.

### Public May See Prices Kept Up

It would be unfortunate for the New Haven department stores if the people began to think seriously about this matter because they would naturally decide that if department stores can combine to keep rates down, then these same department stores can combine to keep prices up.

Such thinking can have no other outcome than to throw the sympathy of the public towards the newspapers and cast a shadow of suspicion upon the department stores.

Truth of the matter is, newspapers, while representing the public, have nevertheless always been fair to business, and the constructive service rendered in the past should not be forgotten in this year of Grace, 1921!—when newspapers of necessity, must increase their advertising rates.

Andrew Connolly, advertising manager of the Joseph Horne Dry Goods Company, Pittsburgh, was quoted in the newspapers last week as having delivered an address before the National Retail Dry Goods Association on "Making Ourselves Less Dependent on the Newspapers."

The present year is one which requires some very straight thinking and very vigorous action on the part of newspapers as well as department stores. With this thought in mind any frank discussion which leads to a better understanding will prove mutually profitable.

In the address which immediately preceded the one made by Mr. Connolly it was pointed out that large profits have been made by many of the department stores during the past four years. In

speaking of the newspapers, Mr. Connolly himself said:

"Advertising rates have been low, extremely low in the past, and as a result advertising has been used carelessly."

As to how carelessly department store advertising has been prepared, I am not in a position to judge. But I do know that Mr. Connolly's statement that "advertising rates have been low, extremely low," is absolutely correct.

In other words, while the department stores were making a good percentage of profit during the past few years, the newspapers have had an unusually hard time of it, despite the tremendous volume of business carried.

During the past two years white paper, which at its present cost represents 50 per cent or more of the total expense of a newspaper, has advanced over 200 per cent. And labor, another important item in the production of newspapers, has advanced practically 100 per cent. In fact, all materials that enter the production of newspapers have increased in like proportions.

### Can't Cancel Paper Contracts

Yet, in the past year, advertising rates have only shown an average increase throughout the country of about 40 per cent and circulation rates have shown an increase of only about 10 per cent.

Unfortunately, most newspapers have made white paper contracts for the present year. As cancellations are unknown, even though there is a considerable softening in the white paper market, news-

papers have small chance of relief from white paper cost, labor and other expense during the present year.

In the circumstances, 50 per cent of the newspapers of this country stand good to go broke during the year 1921, unless they make material increases in both their advertising and circulation rates. Facing as they do the extremity of having their balances at the end of the year made up entirely in red ink it is safe to predict that even the optimistic publisher, who ordinarily gives far more consideration to the service he can render his community than he does to the rightful reward due himself, will, of necessity, be forced to do this year what he should have done last year or the year before, namely, establish advertising and circulation rates in keeping with his increased expenses. In practically every business in America, except the publishing business, the sixth largest industry in this country, selling price has kept pace with operating cost.

### No Newspaper Survey

This fact should be known to Mr. Connolly and to all department stores. It is particularly pertinent in connection with his statement that "the newspaper publishers have been surveying the situation, and as they find the merchant growing more and more dependent upon their wares, have jacked up their prices."

Unfortunately, the publishers of the country have not, until now, been "surveying the situation," otherwise they would have increased their advertising rates and also their circulation rates more than 100 per cent during the past year. Having failed to do this, they now face the necessity of increase.

It is safe to say that no newspaper or no combination of newspapers has ever at any time jacked up its rates because of the feeling that others were dependent upon it. The newspapers have been very considerate on this point—in fact too considerate for their own financial good. Eventually newspapers may learn

that it is advantageous to get together with their competitors and talk things over just as the merchants now do.

I have made a careful study of newspapers for the past 17 years. I have also made a careful study of merchandising—advertising. I know that the present situation is one which calls for a thorough understanding between newspapers, merchants and manufacturers. With lower profits merchants and manufacturers face the absolute necessity of increased stock turns. This is possible only through the unstinted use of newspapers.

The newspapers have always given generously of their space, their time—and even their money—to promote business conditions. At present the newspapers of the country are conducting a national editorial advertising campaign, not only to improve buying with local merchants but with national manufacturers as well. The newspapers realize that their work is to stabilize and revitalize business conditions. They never stopped to argue that if conditions became worse, merchants and manufacturers dependent upon them must of necessity pay any rate demanded in order to save themselves.

On the other hand, with no hope of reward other than that which comes from work well done, they are throwing the entire editorial force of their newspapers back of a campaign to establish normal business conditions at the earliest possible moment. Today one such campaign with which I am familiar is appearing in newspapers reaching more than five million homes where necessities and luxuries are bought for practically five million people. Before this campaign is completed the newspapers of the country will have devoted more than a million dollars' worth of their space to stabilizing business conditions, which is only another way of saying that they will have made business better for merchants and manufacturers.

I think if this, and other situations which newspapers constantly confront and overcome, were more generally known, merchants, instead of getting together and talking about concerted action to stop newspapers from raising their rates, as suggested by Mr. Connolly, would rather get together with the idea of seeing what they could do to help newspapers put their rates—both advertising and circulation—on a basis which would absolutely insure their greater growth and consequently greater protection to merchants in time of prosperity as well as in time of stress.

Few department store owners would consider a combination against their best salesmen because it became necessary to pay them slightly more to meet the increased cost of living. Fewer still, I believe, will give any serious consideration to handicapping their super-salesmen—the newspapers—and especially now when sales—more sales—are so vitally essential.

Facing as they do, the inevitable increase in cost of production this year over 1920 most newspapers will very sensibly increase their advertising rates in 1921. In this they should have the co-operation of merchants and manufacturers, especially when it is recognized that in the past they have been enjoying "very low advertising rates."

### Plan New Michigan Daily

MARYSVILLE, Mich.—The News Company has been formed to conduct a daily newspaper. Marysville is a town that has grown about the big Wills-Lee automobile plants. The incorporators are Norman T. Farr, former financial editor of the Detroit Journal; Howard S. Hempstead and William R. Pierce.

## COUNTY FAIR COPY IN NEWSPAPERS

SOME practical suggestions regarding the advertising of a county fair in newspapers were given by George A. Starring, director of news service and advertising of the South Dakota Farm Bureau Federation, in an address to county agents and secretaries who have county fairs on their hands.

He said that the average amount spent in newspaper advertising by the several county fairs in South Dakota was \$220, although some spent as high as \$700. By far the most efficient publicity that can be obtained is through advertising in the county newspapers.

The advertisements should appear for two or three weeks before the opening date of the fair, the largest ad being used in the last issue. Interest must be sustained through the series by the use of attractive copy, the last ad being the strongest.

Concerning the news stories relative to the fair Mr. Starring advised that they should begin to appear in the weekly newspapers six weeks before the fair opens. The news items should not be too long. Those running from two to five inches were usually more welcome by editors than those of greater length. Several short articles are better than one long one.

A good piece of advice given by Mr. Starring was that the writer should not try to present too many difficult subjects in a single article. Publicity is much more effective if all the early items cover the educational features of the fair without introducing the sensational

or amusement attractions until a short time before the fair begins.

In some counties the secretaries have been able to secure the co-operation of local merchants who agree to display the fair dates and other brief information in connection with their local newspaper advertising. A Minnesota newspaper prints a supplement containing the list of premiums offered for the various classes of exhibits, the type being the same as that from which the official list is printed, thus saving the cost of composition and enabling the editor to send them to subscribers at a cost of one cent a copy.

One county fair secretary writes articles for the weekly papers on sundry subjects of more or less direct interest to the fair. For instance, he writes items on the increase of Herfords in the county since the fair the year before; how John Jones carried away a large number of premiums at the last fair; how Bill Smith since that time has bought some pure bred Herfords which he expects to exhibit at the coming fair in competition with the stock which carried off premiums the previous year.

The county weeklies are of inestimable value in reaching the people who would be interested in the fair. The most of the editors regard the county fair as a most important educational institution and so give it their heartiest support. The advertising they receive does not begin to pay for the work they do in its behalf.

# 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.

## SINCLAIR USED HOAX TO GET ATTENTION 12 YEARS AGO, LEE DECLARES

DR. JAMES MELVIN LEE, director of the Department of Journalism in New York University, paid his respects to Upton Sinclair's "Brass Check" in an address delivered at the public forum in the Brownsville Labor Lyceum on Sunday. He began by quoting from an article written by Sinclair which appeared in the Independent May 14, 1909, in defense of his famous hoax "The Journal of Arthur Sterling."

"I knew," he wrote, "that the hoax would cost me my reputation and the respect of all decent people, but that did not matter, for I have not been favored with the acquaintance of many decent people and am obliged to bear what the world thinks of me. Besides I would have cheerfully robbed a bank or sandbagged a millionaire, had my task been possible in no other way. My only desire was to raise a sensation, first to sell my book, of course, and, second, to give me a standing ground from which to begin the agitation of my cause."

After reading this Dr. Lee continued: "Now there you have a self-confession on the part of the author that he has deceived you. He seems to take a certain amount of pride in that fact. Now I submit, purely as a matter of logic, that a man who has deceived you must come forward with very positive proofs if he wishes further statements of his to be accepted."

Dr. Lee said that the trouble with many of Sinclair's statements was that they lacked proof. He took up a charge made by George Creel that American newspapers were under the control of department stores in every city in the United States large enough to have a department store. After an elaborate discussion of this theory, he challenged his audience and the public generally to produce evidence of a single case in which a New York newspaper had suppressed an item of news at the behest of an advertiser. He said that he had endeavored to run down various charges of this nature, but that on investigation they had invariably proved to be false.

"The charge that certain Philadelphia newspapers have suppressed news in order not to offend certain department stores is true," he said. "There is no doubt about that, and those newspapers will suffer for decades to come from the loss of prestige involved in sacrificing themselves to advertisers."

Such suppression, he said, had not only been cowardice and bad ethics, but bad policy both for the newspapers and the department stores. He said that the stories, because of their suppression from print, had been repeated by word of mouth against the advertisers and against the newspapers until they had attained a vast circulation and had lived on long after they would normally have been forgotten.

"But I would like," he continued, "to have you show me one case where the department stores of New York City have ever kept a single line out of the New York papers. I would like to have you show me one case."

Dr. Lee took up a number of Mr. Sinclair's criticisms of the Associated Press, especially the suppression of a Sinclair statement offered to the news service during the Colorado strike. Dr. Lee said that reasons for refusing this telegram included the fact that the Associated Press excluded opinions from its service; that the statement was false; that it was libelous and that it was offered by Sinclair for self-advertising purposes. He said that the night manager of the Associated Press, who refused the telegram, was a former city editor of the New York Call.

### FAIR PLAY

IN a spirit of fairness The World desires to correct a variation between the body of an article published yesterday on the pro-German meeting in Madison Square Garden Monday night and the headline that the article carried.

One of the subordinate clauses of the head read: "Jeer Cohalan." The story itself reads as follows (Justice Cohalan is talking):

"This talk that we hear now all over the country about the extraordinary debt that America owes to France was not talked of so much in 1870 or 1871, if you will read the columns of the New York Times or the columns of The New York World or some of those other papers"—

"Here hisses, boos and jeers interrupted him, and he admonished:

"Don't do that. Don't give such evidence that you appreciate the fact that the owner of the New York Times was born in Germany. Leave that aside." (Adolph S. Ochs, proprietor of the New York Times, was born in Cincinnati.)

From this it will be seen that the boos and jeers were directed not against the speaker, as the headline says, but against The World and the Times, mention of which seemed to evoke disapproval.

Neither Justice Cohalan nor any one

else requested this correction, which is made merely in the interest of accuracy and fair play.—NEW YORK WORLD, March 2.

## EASY TALK

By Philip R. Dillon

### Definition of Journalistic Style:—

The phrase "journalistic style" is uttered often nowadays by American professional literary critics, who seem to be a growing tribe, much given to Log Rolling. When these essayists speak or write "journalistic," one does not mistake their intent; they speak contemptuously. There is, unquestionably, a thing that the British call "journalese," meaning a sort of common newspaper writing. But the British do not make "journalese" and "journalistic style" the same thing.

Many times, upon request, I have ventured to offer some fundamental things to young people who were not confident of their ability to write a news article in prose. I shall here repeat a little of the lesson, asking the indulgence of those who have advanced to maturity.

An event, or series of events, may be related in two styles, viz., from the bottom up, or from the top down.

The prose Cumulative Style is that used by the novelists and prose dramatists. The story begins softly, and crescendoes up to the big thing at or near the end.

The Journalistic Style begins with the climax, the big smash. The first question a reporter should ask is: "What is the most important single thing here, the thing that the public wants to know first of all?" When he finds that, let him write it as the beginning of his story. Then he will ask what is the next most important thing, and he will write that second. And so on down to the least important, which he will write last.

The best example of a journalistic style opening in all literature is the first verse in the Bible—"In the beginning God created the heaven and the earth."

## HARDING EDITORIAL PRECEPTS

*The policies of Marion (Ohio) Star are of sound growth and are second nature to the staff. Managing Editor Van Fleet has been with the paper for 30 years and others have been there longer. They are thoroughly trained in Harding ways, and the creed of the Star needed not to be written out for them, and never was written until it was desired by others; then members of the staff reduced to words the Harding editorial precepts, as follows:*

**"REMEMBER** there are two sides to every question. Get both. Be truthful. Get the facts. Mistakes are inevitable, but strive for accuracy. I would rather have one story exactly right than a hundred half-wrong.

*"Be decent, be fair, be generous; never vindictive.*

*"Boost; don't knock. There's good in everybody. Bring out the good. Never needlessly hurt the feelings of anybody.*

*"In reporting political gatherings give the facts. Tell the story as it is; not as you would like to have it. Treat all parties alike. If there is any politics to be played we will handle it in our editorial columns.*

*"Treat all religious matters reverently. If it can possibly be avoided never bring ignominy to an innocent woman or child in telling of the misdeeds or misfortune of a relative.*

*"Don't wait to be asked, but do it without the asking.*

*"And, above all, be clean. Never let a dirty word or a suggestive story get into type. I want this paper so conducted that it can go into any home without destroying the innocence of any child."*

## DANIELS WILL KEEP HIS CABINET CHAIR

WASHINGTON, D. C.—Secretary of the Navy Daniels will continue to occupy the chair that he has used at Cabinet meetings and the desk that has been his in the Navy Department for the past eight years. They will return with him to private life and will be the seat of direction for the Raleigh News and Observer, which after March 4 will again receive the attention of the fighting Secretary. The furniture, valued at \$146.13 by Government appraisers, has been purchased by the North Carolina delegation in Congress and presented to Mr. Daniels.

I merely indicate the principles upon which the two styles are constructed. Of course, there are many other things joining into the art of both journalism and novelist, and these are so delicate and the two styles merge so into each other, that strict rules, such as might be set down by scholastics and pedants, serve only as prison-like fetters.

Within the Journalistic Style, and almost wholly enveloped by it, is what is called the Narrative Style. To me, thinking, the finest piece of journalistic writing in literature is the narrative of the trial and execution of Jesus, written by Mark—an article of 2,100 words. Here, in some degree, the cumulative is merged with the journalistic.

I regard Moses as a great journalist. His five books of the Bible are all in the journalistic style. Herodotus, Xenophon, Livy and Plutarch were star journalists. Julius Caesar was a great war correspondent.

The prose Cumulative Style was developed from the poetry dramatists of Greece, from Sophocles, Eschylus, Euripides and Aristophanes. The earliest popular novel was "The Golden Ass" written by Apuleius, a Roman, in the second century.

The Journalistic Style comes out of the first instinct of man. It seeks to make all things clear. It avoids mystery. The Cumulative Style, in principle, is unnatural; it seeks to create mystery.

All great historians are essentially journalists.

While the Cumulative Style may be considered a reaction to the Journalistic Style, there was a prior reaction which some call the Contemplative or Philosophic Style, as illustrated by Plato, Aristotle, Herbert Spencer. The Critical Style of the literary critics is an offshoot of this Contemplative Style.

Most of the great prose books of the world were written in Journalistic Style.

Let no newspaper man be hurt because a professional literary critic flings at his work, in contempt, the word "journalistic."

And let us all be thankful that Chesterton is now telling Americans about "The Ignorance of the Educated."

## Press Club Host to President

WASHINGTON, D. C.—The National Press Club will give a "hobby party" at Keith's Theater, March 7, in honor of President and Mrs. Harding.



# ROBERT C. BENCHLEY



Robert C. Benchley

Associate Editor of "Life" and one of the foremost humorists of America has been engaged by

**The Consolidated Press Association** to write a humorous interpretation of the world's news for the leased wire service furnished to Sunday morning newspapers.

Mr. Benchley was Chairman of The "Harvard Lampoon" in his college days, and became Associate Editor of the New York Tribune Sunday Magazine in 1916. He was later managing Editor of "Vanity Fair," and lately has been writing "Books and other Things" for The New York World.

**The list of contributors to the wire service of the Consolidated Press for Sunday Papers is growing. It now includes:**

**Foreign**

Former Premier Viviani of France, Maximilian Harden of Germany and Arthur Henderson of Great Britain as well as William Bird, the distinguished European correspondent.

**National Affairs**

Robert T. Small and Elizabeth King Stokes

**Business and Financial**

Harden Colfax and Stuart P. West

**Sports**

Walter Camp and Lawrence Perry

**Woman's World**

Clara Savage

**Humor in the News**

Robert C. Benchley

For Rates and Details Apply To **ROBERT B. McCLEAN**, Business Manager

## CONSOLIDATED PRESS ASSOCIATION

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

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

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

## CANADIAN REPORTERS MOURN "TAY PAY"

Editor of Debates and Chief of Reporting Staff at Canadian House of Commons Was Friend of Newspaper Men

OTTAWA, Ont.—The death occurred here, on February 24, of a former newspaperman known and beloved throughout Canada, in the person of Thomas P. Owens, editor of debates and chief of the reporting staff of the House of Commons. He was taken seriously ill shortly before the opening of Parliament—an event that he had not missed in his newspaper and official career of nearly forty years—and did not rally.

The late "Tay Pay" Owens (as he was affectionately known to a legion of friends) probably knew and was known by more public men than any other Canadian. As a newspaperman, official reporter, associate editor, and finally editor of debates in the House, he was brought into almost daily contact with those occupying "the seats of the mighty" in Canadian affairs—and many of these owed him great debts of gratitude in consequence of his kindly editing of discourses that more often than not were considerably less "finished" when delivered than when they appeared in the official reports of the sessions of Parliament.

He was born in Ireland, in 1864, and was a "cub" on the staffs of such influential Irish papers as the Dublin Freeman, the Cork Examiner and other Irish newspapers during days when Parnell was "uncrowned king." He came to Canada about 37 years ago, and joined the Montreal Gazette, for which he covered the Quebec legislature, and afterwards the House of Commons. He distinguished himself as a very capable correspondent at a time when there was no such a thing as official, stenographic reports, and when the Hansard staff was organized, he was chosen as an official reporter. Here, he proved himself one of the best short-hand reporters in Canada, and this resulted in his gradual promotion to the topmost rung of the ladder.

### IN M. R. JENNING'S MEMORY

#### Legislature and Friends Pay Last Respects to Canadian Editor

EDMONTON, Alta.—As a mark of respect to the late Milton R. Jennings, editor and manager of the Edmonton (Alta.) Journal, the legislature of Alberta adjourned so that the cabinet and members might attend the funeral. Representatives were also present from the corporation of the city of Edmonton, the Rotary and Kiwanis Clubs and similar organizations. The staff of the Journal marched in a body in the funeral procession. Friends of the late Mr. Jennings have organized a movement to provide a lasting memorial in the form of a stained glass window to be placed in Christ Church, Edmonton.

representatives were also present from the corporation of the city of Edmonton, the Rotary and Kiwanis Clubs and similar organizations. The staff of the Journal marched in a body in the funeral procession. Friends of the late Mr. Jennings have organized a movement to provide a lasting memorial in the form of a stained glass window to be placed in Christ Church, Edmonton.

### Roby Robinson Dies in Atlanta

ATLANTA, Ga.—Roby Robinson, vice-president of the Atlanta Constitution Company, and for some years president of the Atlanta Newspaper Publishers' Association, died in Atlanta February 25, aged 49. An attack of pneumonia, following an operation, caused death. Mr. Robinson was prominent in business and civic circles of the city, and when the Constitution company was reorganized some years ago he served as business manager of the paper for some time.

## Obituary

REV. CHARLES PARKHURST, D.D., for 31 years editor of Zion's Herald, the official organ of Methodism in New England, died this week. Mr. Parkhurst, a notable character, under his leadership his publication becoming one of the most influential religious papers in the country in the Methodist denomination. He wielded a trenchant pen and was ranked among the foremost religious editors of the country.

S. R. LYONS, formerly editor of the Marion (Ia.) Clipper, is dead in Sterling, Kan. He was editing a paper in Kansas at the time of his death.

BEN B. MILLIKEN died at his home at Jesup, Ga., February 26 at the age of 78 years. For the past thirty-five years he has been editor of the Jesup Sentinel.

FREDERICK A. ANDERSON, aged 62, a veteran Associated Press telegrapher, died March 1 in Toledo, Ohio. For the last sixteen years he had gone to and from his work in a wheel chair on account of paralysis.

FRED W. COOK, aged 62, for many years editor and publisher of the Niles (Mich.) Daily Star, died February 28.

JOSEPH M. STODDARD, one-time editor of Collier's Weekly and Lippincott's Magazine, and one of the best-known among the older literary men in the country, died on February 25 at Elkins Park, near Philadelphia, aged 75 years. Mr. Stoddard numbered among his intimate friends Sir Gilbert Parker, Sir Conan Doyle, Julian Hawthorne, Gertrude Atherton, the late Amelia A. Barr, and the late John Habberton, author

of "Helen's Babies." He served in the Civil War, later became associated with the publishing house of J. B. Lippincott Company and worked for many years on an American edition of the Encyclopedia Britannica. It was Mr. Stoddard, who, while managing editor of Lippincott's Magazine, introduced the idea of printing a complete article in each number of a periodical—two of the most notable novels receiving their first publication in this form being Rudyard Kipling's "The Light That Failed" and Amelie Rives' "The Quick and the Dead."

HARVEY MICHAEL, former sporting editor of the Des Moines Capital and at one time feature writer on the Ottumwa Courier, is dead in Los Angeles according to word received here.

GEORGE F. SMITH, owner of the Keosauqua (Ia.) State Line Democrat, which he established in 1876, is dead after a brief illness.

GEORGE L. HARRIS, for many years associated with the Northampton (Mass.) Hampshire County Gazette, died last week of heart disease.

JOHN KARL AIKENS, former member of the editorial staff of the Ottawa (Ont.) Citizen, succumbed to heart trouble February 22.

LYON COBB, son of Calvin Cobb, publisher of the Boise (Idaho) Statesman, died in Chicago after a month's illness. He was in the lumber business.

FRANK J. URQUHART, editor and part owner of the Newark (N. J.) Sunday Call, and noted as a historian of New Jersey affairs, died February 25 in Newark after a long illness.

JOHN HABBERTON, for many years an editorial writer on the New York Herald, and known as the author of "Helen's Babies," of which more than 250,000 copies were sold in this country after its publication in 1876, died in Glen Ridge, N. J., aged 78.

CHARLES ZAHRADKA, of Minneapolis, father of C. J. Zahradka, who covers the state house for the Associated Press in St. Paul, died February 25, after a lingering illness. He was 83 years old.

H. A. WILLIAMS, until recently editor and publisher of the Willamette (Ore.) Times, died recently, aged 58. He began his newspaper career in North Dakota in 1895.

WILLIAM MCKEE, aged 57 years, inspector of branch agencies for the St. Louis Globe-Democrat, died in St. Louis, from Bright's disease. He was a brother of Charles McKee, late president of the Globe-Democrat.

W. J. BALLARD, aged 42 years, advertising manager of the James F. Ballard Patent Medicine Company, St. Louis, died there. He was the son of James F. Ballard, president of the company.

BUFFALO, Kan.—R. C. Ferguson and H. D. Perry have purchased the Buffalo Reflex from Phil Bennett.



J. E. BERNDT



GEO. J. DESCH

## Are You Co-operating?

CO-OPERATION is as much the life of business as is a healthy competition. Among us newspaper men it is indispensable if we expect to reach the point where the newspapers will be universally used as the great national advertising media.

How much co-operation, therefore, have you given, up to the present time, to the suggestion that each of us develop at least three national or semi-national advertisers this year? For example, here are the principal products represented in Baltimore by Berndt & Co.—Temptor Syrup, Temptor Preserves, Flash, Snowdrift, Knox Gelatine, Wesson Oil and Comet Rice. Of these the Temptor products stand out, in that their excellent selling is substantially supported by advertising equally as good. Applied to the others of Mr. Berndt's line this policy would realize an immeasurable increase in distribution and sales, making for a tremendous dealer and consumer preference in each case.

What newspaper then is going to try to convince the New Orleans manufacturer of Wesson Oil and Snowdrift, or the Flash manufacturer in Boston, or Knox Gelatine manufacturer in Johnstown, N. Y., that first class selling representation can only accomplish its maximum when backed by advertising equally as productive, the newspaper of course being the logical medium for such campaigns?

*We ourselves are leaving no stone unturned to line up manufacturers in Baltimore, and especially in nearby towns, enumerating the advantages they would enjoy by supporting their selling through systematic advertising and nationalizing through newspapers as their distribution broadens to national proportions, working in Baltimore through the NEWS and the AMERICAN which have an intensified circulation of over 185,000 daily and Sunday, reaching almost every home in the city and suburbs, going into every nook and corner of Maryland and adjoining parts of neighboring states as well.*

## 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 National Bank Bldg.  
Chicago

Super Calendered Newsprint  
33 $\frac{1}{2}$  66 $\frac{1}{2}$  70" Rolls

Standard Newsprint  
33 $\frac{1}{2}$  49 $\frac{1}{2}$  66 $\frac{1}{2}$  67" Rolls

On Spot New York

Prices on Application

## THE AGROS CORPORATION

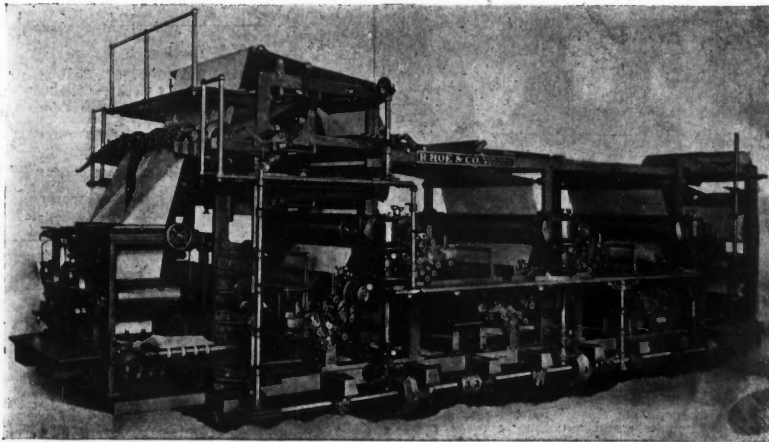
Importers Finnish Paper

27 WILLIAM STREET

NEW YORK

# HOE PRESSES Mean ECONOMY

Both of Operation and of Up-Keep, which is the most important consideration in the purchase of Printing Machinery for any Newspaper Office.



## Hoe SUPERSPEED Sextuple Press

A new Low-Type Unit Press, built in various designs to meet the needs of Purchasers.  
Floor cut away to show Independent Drive of Printing Sections.

**Actual Running-Speed Capacity :**  
80,000 papers per hour of 4 to 12 pages  
40,000 papers per hour of 14 to 24 pages  
20,000 papers per hour of 28 to 48 pages

Our New-Design *Superspeed* Presses, embodying Patented Ink Pumps, Solid Steel Cylinders, Independently-Driven Printing Sections and other New Features, constitute the *Best Investment* from the viewpoint of Speed, Net Output and Ease in Running as well as Economy of Operation.

---

**R. HOE & COMPANY**  
504-520 GRAND STREET, NEW YORK

7 Water St.,  
BOSTON, MASS.

109-112 Borough Rd.,  
LONDON, S.E.I., ENG.

827 Tribune Bldg.,  
CHICAGO, ILL.

## WHAT OUR READERS SAY

## Give the Writer a Chance

DETROIT, Mich.

EDITOR & PUBLISHER: I am one of a great many men who have ceased to write articles for trade publications. The reason, in a nutshell, is the practice of payment upon publication rather than upon acceptance. I will express my personal reasons why I believe this practice is pernicious, both from the standpoint of publisher and writer.

Let us take the writer's case first. Class publications cover practically every known field of merchandising, manufacturing, commerce, etc. In all of these fields are men with the ability to express, in writing, information which is valuable to their contemporaries. In many instances there are, or were, investigators who make a livelihood from their writings. In other instances, as in my case, men like to write, although they do not rely on it for sustenance.

These writers send their wares to trade publications "subject to your usual rates." Then they wait patiently to hear of acceptance or rejection. Often the manuscript is in the hands of a publisher a month before it is read. I know this to be true because I was editor of a class publication myself. If the article is accepted or rejected. If accepted it is pigeon-holed for a period ranging from a few weeks to many months.

Finally, however, it breaks into print. Then the publisher counts the words, or lines, or inches—whatever his payment policy is—and puts through an order for a check to the writer. This check goes forward on the first or tenth or fifteenth of the month following publication. I have known of many instances where even the checking of space was delayed for a month so that the writer did not get paid until the second month after publication. At this writing, I have three stories in the hands of class publications, all accepted. I will probably forget about them and be pleasantly surprised sometime during the spring or summer of 1921 when a check comes in. Recently I received a check for an article which was accepted in April, 1920.

I am trying to recall a single precedent for this procedure in any other line of business. The first thing which comes to my mind is the fifteen tons of coal in my cellar. I ordered the coal last June, it was put in my cellar in July and it was paid for in July. Again I think of the automobile manufacturer who buys and has delivered five hundred frames for five hundred cars. He pays for those frames on the tenth of the month after delivery, although the five-hundredth car may not leave the final inspector for a year. Any number of similar instances come to my mind, but I cannot find a par for the "pay on publication policy."

The writer sells his article or story when it is accepted. His money for value received is due him at that time, just like the coal merchant's or the frame manufacturer's.

Although this policy is not universal, I believe it prevails in the majority of trade publication organizations. It does not exist in national magazines, and I believe the reason is that these magazines are dependent upon the efforts of professional writers, and these writers will not work if the publication is going to earn interest on the money which they rightly own.

This brings up another important consideration. Trade publications are, in a large measure, dependent upon a staff. There are many which contain the writings of the paper's staff to the exclusion of everything else. This does not make up a good paper. Take, for contrary examples, the newspapers of today. The writing in these newspapers is a composite of literary brains from all over the world. There is this wire service and that wire service, syndicate service and special correspondence added to the work of the local staff.

Class publications are in a great measure as broad as their staff. Although members of this staff may investigate until their individual heads are crammed with knowledge, there is the touch of the individual, over and over again, which does not permit of the broadest possible viewpoint.

I am quite convinced that good writers would furnish good material to class publications if they paid when the money was due. As it stands now the best writers are men who earn their living by writing, and these men are merchandisers who sell their goods to the greatest advantage for themselves.

Now let us get at it from the publisher's standpoint. I believe the average standard of class publications would be improved by payment upon acceptance, for the following reasons:

Writers know how publications pay. If they have an article which is applicable to the editorial policy of a paper which pays on publication they will, quite naturally, send it to that publication. Then, again, if they MUST write for a publication which pays upon issuance they will favor the one which is most liable to issue first, for instance a weekly in preference to a monthly.

Therefore, I believe that the publication is quite justly discriminated against by the writer with the reservation that there is an ill-apportioning of good stuff.

I would like to hear the publishers' argument? I repeat that I have been an editor myself, and I have also done considerable free-lance writing. I have had the pleasure of receiving checks from national magazines within two weeks of the time I submitted my story, and I have crumpled over the needless delay of payment from class publications. Individually, my literary demise will cause no

furor in the ranks of class publication editors, but I have talked with a great many writers who feel the same way I do about it. I believe the policy is keeping good stuff out of print.

WALLACE BLOOD,  
Campbell, Blood & Truamp, Advertising.

## Apologies to Mr. Ruffner

WALLA WALLA, Wash., Feb. 24, 1921.

TO EDITOR & PUBLISHER: I am sure that had you investigated the facts that out of justice to me you would not have published the enclosed article clipped from your issue of February 19. I should like very much to know the source of information.

In your next issue will you be good enough to state that the case never came to trial but was dismissed on the motion of the prosecuting attorney. There was never any attempt to keep the car, as I turned it over to the dealer when I found it was impossible to make the payments and the dealer took advantage of a legal technicality to enforce collection of an exorbitant sum. The car was taken to another part of the state on a business trip and while I did not have the written consent of the dealer, as was specified in the conditional bill of sale, I did have his verbal consent. I might add further that I absolutely have not a penny in obligation outstanding against me in The Dalles.

I ask this statement as I am pretty well known and thought of in the northwest and have many friends in the east as well.

JOSEPH RUFFNER,  
Managing Editor, Walla Walla Bulletin.

## Hawaii Is Part of U. S. A.

HONOLULU, Feb. 17, 1921.

TO EDITOR & PUBLISHER: I have just been going over the International Year Book of your journal issued on January 22, 1921. Having reached page 110, I am at last moved to write and ask you a question.

What is your definition of the United States? Please do not feel that I ask this question in any capricious mood, but I think you have made a great mistake in eliminating the newspapers of Hawaii from the list of the newspapers in the United States. I have been looking for something regarding our newspapers, and I find at the top of the page Mexico, then comes Porto Rico, finally "Newspapers of Hawaii," then "Newspapers of the Philippine Islands."

I am confident that if you and your editorial board will take sufficient time to properly survey the situation you will see the justice of the daily newspapers in Honolulu and Hilo being numbered with the newspapers of the United States.

Hawaii is a territory of the United States. It certainly is not in the class with Mexico and never has been, properly classed with Porto Rico and the Philippines, although we are sometimes called a possession. If we were grouped with Alaska, there might be some possible excuse.

I am sure you will agree with me when you go over the situation carefully.

HONOLULU STAR-BULLETIN, Ltd.,  
W. R. Farrington, General Business Manager.

## No Times in Jackson

JACKSON, Miss., Feb. 22, 1921.

TO EDITOR & PUBLISHER: See your issue dated February 19, page 34. You have a table, caption being "A Study in Advertising Rates." In this table you recite Jackson (Miss.) Daily Times, present circulation 5006. Present department store rate 3 cents, etc. You evidently intended to say Jackson (Miss.) Daily News. There is no such paper published in Jackson, Miss., as Daily Times.

Yours very truly,  
JACKSON DAILY NEWS,  
W. G. Johnson, Manager.

## The Standard Size

For newspapers has become

8 Cols. 12 Ems; 6 Pt. Rules

on

68 &amp; 34-in. Newsprint Rolls

Compare with your present size and figure the saving.

Made possible by the Wood Dry Mat

Address inquiries to

Wood Flong Corp.

25 Madison Avenue, New York

## "Why Take Sinclair Seriously?"

SAWTELLE, Cal., Feb. 21, 1921.

TO EDITOR & PUBLISHER: Here is a kick from one of your subscribers. I read EDITOR & PUBLISHER every week—I enjoy the reading of it and I get much of value from it for my business. I publish a country weekly paper, and not being in the "Big League" perhaps should be silent—read and say nothing.

Here is the kick or protest: Why should EDITOR & PUBLISHER give so much valuable space to Upton Sinclair? Of course Mr. Sinclair takes himself very seriously, but is that a reason for EDITOR & PUBLISHER to take him seriously? If Mr. Sinclair knew of the many laughs he gets from his ravings he would perhaps consider entering the comic sections of the newspapers.

If you will read Mr. Sinclair's stuff you will notice that the personal pronoun predominates. He has a large vision of his own importance. But this vision is not held by very many others. So why take him or his writings seriously? There will always be disgruntled, peevish Upton Sinclairs as long as the world stands. And there will always be enough of the opposite type to offset the harm that the Sinclairs try to do.

Mr. Sinclair's withdrawal from journalism did not seriously help or harm the reading public. Neither did it cause city editors to get down on editorial knees and beg him to return. So why take him seriously? The buzzing of a mosquito is not a thing to be taken seriously. But if the mosquito bites one, that is another matter. And Mr. Sinclair has not bitten anyone yet.

ART YEAGER,  
Publisher The Sawtelle Tribune.

## A New Book Review Style

SOUTH BEND, Ind., Feb. 22, 1921.

TO EDITOR & PUBLISHER: I have read with much interest your editorial in EDITOR & PUBLISHER of February 19 entitled "The Return of the Book Review." I agree thoroughly with what you say and would like to point out another defect in the average book review. That defect is in the method of book treatment which is too frequently dry and stilted and therefore lacks interest to the usual newspaper reader.

I enclose some clippings from The South Bend Tribune to indicate to you how we cover book reviews. I believe we have hit upon a style that is entirely new; at least I have never seen it used by any newspaper. It is simple, familiar, gets close to the people and has created great interest among Tribune readers. Of course, a newspaper to adopt this review style must have some one of good education, of discrimination, of common sense and who is also an entertaining writer.

F. A. MILLER,  
Editor, South Bend Tribune.

EDITORIAL NOTE: Space will not permit lengthy reproduction of the clippings referred to, but an idea of their style may be gained from the following extract from a recent issue of the News-Times' "Reading Lamp" department:

Scribner's, of course, for Roosevelt, Col. Theodore Roosevelt's sister, Mrs. Robinson, begins a series of papers in the February number. Models of daily life in Egypt 4,000 years ago are described and illustrated with photographs in the same magazine. Another exceptional article is "Mental Contagion and Popular Crises" by Dr. James Hendrie Lloyd.

## Will Produce Niemeyer's Play

ST. LOUIS.—"The Khedive," a musical comedy in two acts by H. H. Niemeyer, feature editor of the Post-Dispatch, will be given by the Snoopers, an organization made up of members of the Club of St. Louis, early in March. The scenes are laid in St. Louis, Cairo and a houseboat on the Nile.

## Using the Club in Tulsa

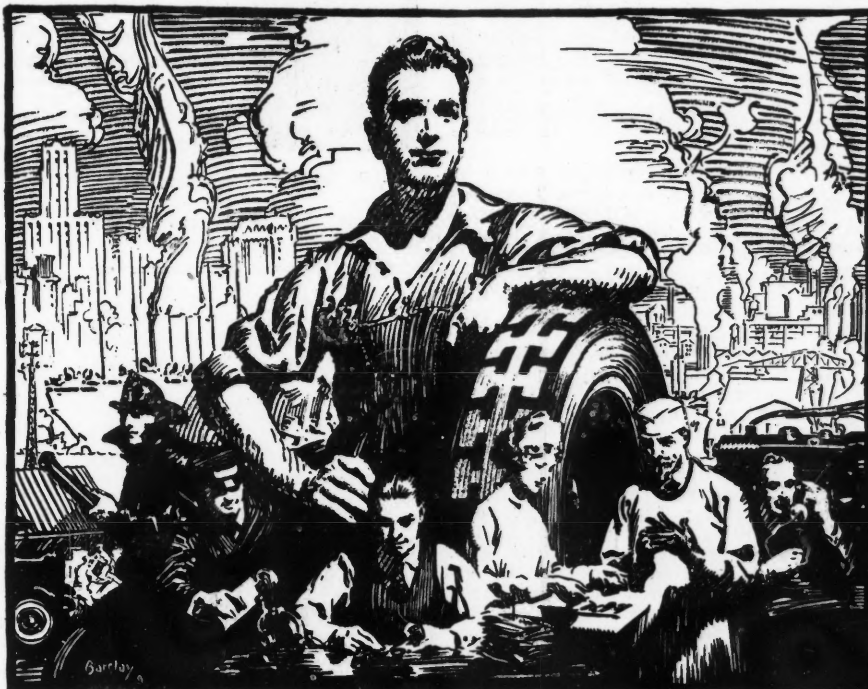
TULSA, Okla.—Local motion picture theatres have cancelled all advertising in the Tulsa Tribune because the Tribune has criticised unfavorably films showing in the Tulsa theatres.

Brooklyn adds a  
small city to its  
population every  
year. Now over  
two million, it is  
growing faster  
than ever.

And so also is the  
Standard Union  
growing—selling  
each weekday over  
10,000 copies more  
than a year ago.

R. P. Shulman

FIFTIETH ANNIVERSARY OF GOODRICH



"Best in the Long Run" is more than a phrase—it is a principle inseparably connected with the name of Goodrich. It typifies the ideal of service that governs the manufacture of every Goodrich product.

THE REAL MEANING OF  
"BEST IN THE LONG RUN"

**T**HE MOTTO of Goodrich, from the very first day the company started—fifty years ago—was, "Let us make goods destined for service." The thought of service dominated the work of the organization, for it was rightly realized that only upon the service the products of the company rendered to their users could an enduring concern be built.

Eventually this principle was crystallized into the five words which are now so well and widely known as the Goodrich slogan—"Best in the Long Run." It is almost as old as the history of tires for it grew out of the performance of Goodrich Tires on bicycles. And it grew

into the dependability of Goodrich rubber products of all kinds.

It is not just a catch phrase. It is a plain statement of fact. It is really a mirroring of the confidence placed in Goodrich products by their users. In five words it expresses the ideals, the policies, the principles of the institution. It means the "long run" of good faith and good will—the steady building up of confidence in the minds of customers—which is the greatest asset a manufacturer can have.

Quality and service—that is how Goodrich translates this slogan into terms of longest average wear, utmost dependability and known value in all that it produces. It must be "Best in the Long Run."

THE B. F. GOODRICH COMPANY · AKRON, OHIO  
MAKERS OF THE SILVERTOWN CORD TIRE

Best in the Long Run

FOUNDED IN 1839



TRADE MARK

## MICHIGAN PRESS WANTS JOURNALISM SCHOOL

**Editors Call Upon University Regents to Create Separate Faculty—Now Has Course with 250 Students and One Professor**

(Special to Editor & Publisher)

DETROIT.—Twenty-two editors and publishers of Michigan, representative of the daily press, met here Friday and adopted resolutions calling upon the state board of regents to consider the amplification of the school of journalism of the University of Michigan. The expressed wish that the university give journalism a separate standing by the creation of a school of journalism.

They asked permission to send representatives to confer with the regents to obtain the creation of such a school. The resolution addressed to the Board of Regents of the university says:

"We, the undersigned representatives of the press of Michigan, having discussed with President Burton, Dean John R. Effinger, Prof. F. N. Scott and Prof. John L. Brumm the general subject of the teaching of journalism in the university curriculum, its relation to the public opinion of the state and to the newspaper business in general, respectfully request your honorable body seriously to consider the matter of amplification of the teaching of journalism at the university. We would invite your attention in particular to two aspects of this matter: First, the desirability of developing these courses into a department of the College of Literature, Science and the Arts; second, the possible elevation of the department into a School of Journalism at Michigan, co-ordinate with the Law School, the Medical School, etc.

"To this end we pledge the hearty co-operation of the newspaper interests of the state, as represented by us, believing that heretofore there has possibly not been the mutual interest between school and publishers that might tend toward healthy development of journalistic work in the university, or toward the greatest possible usefulness of these courses to the publishing interests of Michigan, or to the public at large.

"Desiring always to co-operate with your board and the administrative officers of the university in a way that will insure harmony in our plans at all times, we would respectfully suggest the presentation of the subject before your board by representatives of Michigan publishers at such time as you may wish. Much is to be said as to procedure and possibilities that may better be left to such time as the publishers and your board can take the subject up together.

"We believe that ultimately a school of journalism can be built up which will exert as profound and wholesome an influence upon that profession as the existing schools of Law and Medicine, and other professional schools, exert within their respective fields; and, believing that the time is opportune for action directed toward that end, and with the assurance that we will do our part, as far as may be, in developing and maintaining such a department, or school, we await the suggestion of your distinguished body as to our further activity."

The representatives of the press were: E. J. Ottaway, Port Huron Times-Herald and president of the University Press Club of Michigan; George G. Booth, Detroit News; Roy N. Marshall, Concrete, Detroit; Griffith Ogden Ellis, American Boy, Detroit; A. E. Richardson, Lansing State Journal; Stuart Perry, Adrian Telegram; James Schermerhorn, Detroit Daily Times; Rep. Pat H. O'Brien, Iron River-Stambaugh Reporter, Iron River; H. A. Thompson, Williamston Enterprise and the American Oddfellow, and president of the Michigan Press & Printers' Federation; W. H. Gustin, Bay City Times-Tribune; A. D. Gallery, Tuscola County Advertiser, Caro; C. M. Greenway, Booth Publishing Company; Albert L. Miller, Battle Creek Enquirer & News; E. J. Weil, Port Huron Times-Herald; Harry Nimmo, Detroit Saturday Night; J. E. Campbell, Owosso Argus-Press; Lucien Kellogg, Business, Detroit; Grove Patterson, Detroit Journal; R. H. Booth, Booth Publishing Company; Lee A. White, Detroit News; Charles Hughes, D. A. C. News, Detroit, and Edmund W. Booth, Grand Rapids Press.

During the course of the meeting, it

### Bateman Back with Dallas News

DALLAS, TEX.—After an excursion for the past three years as a member of the official family of the Southwestern Bell Telephone Company, in the capacity of publicity manager for Texas, Talbot O. Bateman has returned to newspaper work in charge of the Dallas News' Sunday magazine section. Bateman has been identified with Texas newspapers for more than twenty years.



T. O. BATEMAN

was shown that the University of Michigan, although a pioneer in the teaching of journalism, has lagged in its development of this branch of its work until it is outstripped by many colleges and universities throughout the country, in spite of the fact that but few other institutions have a greater number of students enrolled in the journalistic courses they offer. Prof. John L. Brumm told the newspapermen that about 250 students are enrolled in his classes this year. This, he explained, was a larger number than one instructor could care for efficiently, a fact which resulted in lack of breadth and thoroughness in the course.

### Trenholm Buys Jersey Newspapers

BOONTON, N. J.—Thomas H. Trenholm, owner of the Mountain Lake (N. J.) News, has purchased the Boonton Times and the Boonton Press.

**Clark Edits Bankers' Journal**  
James E. Clark has been appointed editor of the official journal of the American Bankers' Association, which will be enlarged in scope and contents. In addition to interpreting the banks of America to the general public, it is planned to supply comprehensive and authoritative data on domestic and foreign commerce of value to bankers and business men alike. Mr. Clark, who did newspaper work for 15 years, was associated with the New York Liberty Loan publicity organization.

## 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

**M**ORE department store advertising is published in the six issues a week of The Indianapolis News than in the 13 issues of all other Indianapolis newspapers combined.

*The News carried nearly five million lines of department store copy last year without salesmen or sliding scale rates which would force volume.*

## The Indianapolis News

Frank T. Carroll, Advertising Manager

New York Office  
DAN A. CARROLL  
150 Nassau Street

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

USE NEWSPAPERS ON A THREE-YEAR BASIS

# The Blind Sower



Your advertising appropriation should bear fruit a hundredfold.

It stands to reason, therefore, that the less you sow on the rocks and along the wayside the more returns you are sure to get.

Scientific space buying is the seed that falls on good ground of reputable publications.

Audit Bureau Circulation Reports, carefully studied, enable you to forecast where the good ground lies. Read pages two, three and four as well as page one, and you'll be surprised how far you can go in forming a correct estimate of merchandising possibilities throughout the United States and Canada.

Netpaid Circulation is what you go after first; but you must know, in addition, how that circulation was obtained, the kind and character of people who read the publication and what it is worth to them.

You can dig out all this information in a very few minutes from A. B. C. reports, and every time you get additional, authentic information about a newspaper or a periodical you prevent advertising dollars from being thrown on the rocks, or along the wayside.

More scientific selection of space is a solution of many of the problems confronting advertisers right now.

**Audit Bureau of Circulations**  
202 South State Street Chicago • 347 Fifth Avenue New York

### EDITOR LEADS DRIVE ON PUBLIC PRINTING

(Continued from Page 8)

cently enacted. They are useless to the layman in law and in form that they are published, they are not read. There is no legitimate public demand for them. They are of no interest to lawyers, who make use of the official code, properly indexed and related with previously existing law. They are useless and no newspaper man or legislator can present any reason related to the public benefit, for continuance of their publication. That is the fact, and wasn't it Huxley who defined tragedy as 'theory busted by a fact?'

"What are you proposing to do about the printing of the concurrent resolutions?" the interviewer asked.

"That comes under a different classification," was Mr. Betts' reply. "Where the session laws relate to what is past, accomplished, the concurrent resolutions have to do with matters that must still be acted upon by the voters and their representatives. Concurrent resolutions embody proposed amendments to the state constitution, which must be passed by two legislatures, the second of which must have a different Senate than that which first passed the resolution. This has to be done before the proposed change is submitted to the voters for ratification at a general election.

"Their publication, therefore, has a distinct educational value: They are in the nature of election notices on important changes in the constitution. They must be voted upon, which is not the case with the session laws and they are discussed by the editors whose task it is to counsel the voters, and the bill now before the Assembly does not intend to discontinue their publication. What we do intend to do, however, is to end the days of the statute which requires the commissioners of elections to print and mail to each voter a copy of concurrent resolutions to be voted upon. This is a large expense and an unnecessary expense and serves no public need.

"This bill was introduced by me last year, but was not acted upon. This time I hope for better results. The hearing next week will be well attended by those newspaper men who want to continue their delving into the public purse, and those of us who see nothing good in the practice, will probably be, as usual, unorganized. I do, expect, however, that we will get the bill through in a modified form."

Some of the modifications Mr. Betts referred to are contained in an amendment proposed by the Newburgh Daily

News, which is circularizing the newspapers of New York State to secure its support. They do not affect the main purpose of Mr. Betts' bill, F. H. Keefe, treasurer and general manager of the Daily News, informs EDITOR & PUBLISHER, the purpose of the amendment being to guarantee a reasonable rate on public advertising to all newspapers carrying it in their columns.

"We, as newspaper publishers, believe that our stock in trade is advertising space and copies of our paper," declared Mr. Keefe, "and should be disposed of as any other commodity at a regulated price, be the purchaser a storekeeper, a national advertiser, or the State of New York."

The circular, which has gone out over Mr. Keefe's signature, reads in part as follows:

"We are opposed to the bill, not that we care particularly about publishing the session laws, although we are one of the two papers in Orange County designated for their publication in 1921, but, because of the ridiculous rate (30 cents per folio) which it provides as the price for publishing the concurrent resolutions and other notices in the counties in which there are no first or second class cities. Why does the state compel newspapers to accept its advertising on a basis of population of the cities in its various counties, when all other users of space, both local and national, base the rate on known or proven circulation of the individual newspaper. Advertisers have long since left the woods of doubt and now insist upon publications demonstrating to their satisfaction what they give them for their money.

"It seems to us this is a good time to bring about a remedy for a wrong of years' standing. We, therefore, believe action should be taken to correct the gross inequality in present methods of charging for legal notices. These rates penalize publishers with live newspapers and substantial circulation published in counties where no first class cities happen to be located. For example, a paper with less than 2,500 circulation, if located in a county such as Albany, by the provisions of the proposed bill, receive 8 cents per-agate line (\$1.12 per folio), while another newspaper with 10,000 to 15,000 circulation unfortunate enough (as in our case) to be published in a county where there is no first or second class city, must be content with 30 cents per folio. A net loss of 82 cents in money per inch of space the newspaper furnishes, but whose cost of production and the influence it yields in its respective community are many times greater."

A footnote to the letter reads: "We have received assurance from Assemblyman Betts that the proposed amendment

would probably be incorporated in his original bill by the Printing Committee prior to the postponed public hearing, now scheduled for March 9."

Quotations from circulation and advertising rate statistics published recently by EDITOR & PUBLISHER are used by Mr. Keefe to strengthen his contention that the rates in Mr. Betts' original bill are inadequate in some cases and excessive in others. The schedule compiled by Mr. Keefe is embodied in the following amendment at the end of Assemblyman Betts' bill:

"said publication has been regularly made as provided in this section, at the fixed rate of two cents per agate line of a column width not less than twelve and one-half ems (provided that in computing such charge per line, the line shall average at least six words) for each insertion in newspapers having less than 2,500 circulation; three cents per agate line when the circulation of such newspapers is more than 2,500 and less than 5,000; four cents per agate line for such newspapers having more than 5,000 and less than 7,500; five cents per agate line for more than 7,500 and less than 10,000; and one cent per agate line in addition to the five cents for the initial 10,000 circulation, for each additional 5,000 circulation possessed by such newspapers. Audit Bureau of Circulation or Post Office statements to be the basis of circulation rating.

"In reckoning line charges, allowance shall be made for date-lines, paragraph endings, titles, signature, and similar short lines as full lines, where the same are set to conform to the usual rules of composition.

"The terms 'official advertising' and 'official advertisements' as used in this act shall be construed to include all matter required by law to be published.

"Copy of Post Office statement or A. B. C. audit are to be filed with the Secretary of State by every newspaper designated to publish state notices, except those unable to do so. These will be considered as entitled to two cents per agate line, until they have established to the satisfaction of the Secretary of State sufficient circulation to entitle them to a higher rate.

"All acts and parts of acts inconsistent herewith are hereby repealed and this act shall take effect immediately.

The matter set in italics is Mr. Keefe's change.

### Lectures at Medill School

CHICAGO.—Fifteen specialists in various important departments of journalism have agreed to deliver lectures to the students of the Joseph Medill School of Journalism of Northwestern University. These lectures will be in addition to the regular course and, as they are expected to be of no little interest to the public generally, tentative arrangements have been made for a large hall so that both students and outsiders may be accommodated in comfort. The first lecture of the series was given February 24 by Osear E. Hewitt, special writer on the staff of the Chicago Tribune, the subject being "The City Hall and its Reportorial Pitfalls." On March 3, Fred Pasley, chief re-write man of the Chicago Tribune, told about "The Rewrite Man."

## FIRST

The New York Times is accorded the preference over every other New York morning newspaper in advertising under these classifications:

Dry Goods	Financial
Books and Magazines	Building Material
Schools and Colleges	Jewelry
Foodstuffs	Women's Specialty
Hotels and Restaurants	Shops
Men's Furnishings	Boots and Shoes
Automobiles	Railroads
Furniture	Steamship and
Real Estate	Travel

thus showing its supremacy in the home, the library and the counting house. It is preferred by the largest and most successful advertisers in New York City.

In 1920 The Times published 23,447,395 agate lines of advertisements. It is a preferred medium for classified announcements, printing a larger volume of high-class want advertisements than any other newspaper in the United States. The New York Times has no rival in extent of circulation, being distributed in 5,000 cities and towns of the United States. The net paid sales of the Sunday edition are in excess of 500,000 copies.

The Times goes into more first-class homes and reaches more of the thousands who demand the best wares than any other New York newspaper. In advertising volume and gain during the year 1920 it led all other New York newspapers.

## The New York Times

"All the News That's Fit to Print"

## 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.



## NEW KIND OF PRESS ASSOCIATION

Club Organized in Boston by Newspaper Men and Officials Who Have Figured in Big Stories

BOSTON.—Unique in the newspaper field is a new Boston organization called the Story Club, which held its first banquet and get-together at the Hotel Lenox last February 26, a gathering that brought together dignitaries of five States, together with newspapermen who have "covered" stories with which these officials were connected.

The Story Club is composed of newspaper writers who have been assigned to cover criminal cases, either at the time a crime is committed or when the person charged is standing trial for the offence. Governor Cox of Massachusetts and attorney-generals, district attorneys, justices and judges, medical examiners, sheriffs and other court officials representing Massachusetts, New Hampshire, Vermont, Maine and Rhode Island gathered, just to gambol and frolic with those newspapermen with whom they have been thrown into contact.

Entertainments and "stunts" galore kept the evening free from ponderous speech making and, aside from the greetings of one state to another, speeches were taboo. Shortly after the festivities got under way at 9 P. M. it was made evident throughout the large banquet hall of the Lenox that the real object of the gathering was a show of appreciation on the part of newspapermen for courtesies and favors extended to them by officials throughout all New England. And before the evening was

half spent it was likewise obvious that everyone to whom the editors and reporters felt they owed debts, reciprocated with the feeling that all debts had been paid in full.

Few gatherings in the Hub have been featured with such a galaxy of dignitaries as the initial get-together of the Story Club, the guests including close to a round hundred such notables as Chief Justice Kivel of the Superior Court of New Hampshire, Judge Charles J. Dunn of the Supreme Court of Maine.

### Specials Merge

Johansen & Treybal, Inc., foreign language newspaper advertising representatives, New York, have taken over the business of G. H. Berg, advertising representative at New York of Scandinavian publications. Mr. Berg has been made a vice-president of Johansen & Treybal, Inc.

### Collier with Paul Block

Charles E. Collier has joined the staff of the Western office of Paul Block, Inc., at Chicago. Mr. Collier was for five years a member of the advertising staff of the Butterick Publishing Company.

### Succeeds R. W. Knox

Miss Z. Dalley has been appointed manager of advertising and sales promotion by the Hudson Motor Car Company of New York to succeed R. W. Knox, who recently resigned as advertising and sales promotion manager.

### Eichelberger Becomes Ad Manager

SYRACUSE—Homer M. Eichelberger became advertising manager of the Syracuse Washing Machine Corporation, Syracuse, N. Y., on March 1.

## MONTREAL DAILY FOR VETERANS

### Herald Reorganized with Farmer Soldiers as Directors

(Special to EDITOR & PUBLISHER)

MONTREAL—A decided innovation in newspaper publishing, at least insofar as Canada is concerned, came into effect with the announcement on February 25 of a change of ownership and management of the Montreal Herald and the Herald Press Limited.

The new organization distinctly military in flavor will be recruited as far as possible from ex-members of the Canadian Expeditionary Force. Those on the advisory board are: Col. J. M. Almond, Brig.-Gen. W. O. H. Dodds, Lieut.-Col. R. H. Webb, Lieut.-Col. Paul Hanson, president of the Great War Veterans Association; Major J. F. Buck-

ley, D. S. O., president of the Army and Navy Veterans, and manager of the Canadian Red Cross Society; Major Cyrus MacMillan, professor of English at McGill University and associate editor of The Veteran magazine, Lieut. A. C. Morton will act as managing director of the new company.

### Barkdull to Leave Kelley

TOLEDO—L. H. Barkdull has resigned as space buyer of the Martin V. Kelley Company, Toledo, effective March 10. Mr. Barkdull has been space buyer for this agency for the last six years.

### Perry Herald Widens Page

PERRY, N. Y.—The Perry Herald, owned by Guy Comfort, has changed from a six- to a seven-column newspaper.

# STANDARD NEWSPRINT

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

Get our price before placing your orders.

## Caldwell Paper Company

Incorporated

489 Fifth Avenue

New York

"Caldwell serves well"

## BUFFALO—

Gateway to an Inland Empire; foot of navigation on the Great Lakes.

Eighth in tonnage among the Ports of the World.

Seventeen grain elevators, nine ore docks.

Grain receipts alone at the port of Buffalo, total nearly 100,000,000 bushels yearly.

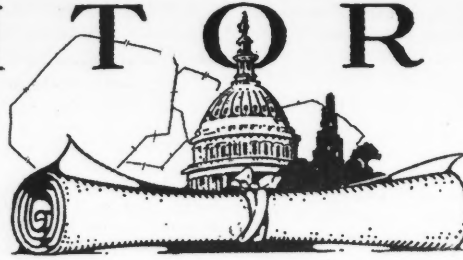
Anybody who knows anything about Buffalo knows

THE EXPRESS

is its leading newspaper



# EDITORIAL



## AN EDITOR IN THE WHITE HOUSE

**P**RESIDENT Warren G. Harding, first newspaper man to be elevated to the first position in this Republic, enters upon his new and difficult duties secure in the good-will of the newspapers of all political faiths, and the people. Republican and Democratic editors have joined **EDITOR & PUBLISHER** in wishing him success in solving the critical problems of the nation that are incident to readjustment.

Partisanship is forgotten when the best interests of America are at stake and it is doubtful if so many newspapers of all political faiths have ever before in a spirit of kindness joined in a pledge of justice, fairness and well wishes for the success of a new administration in meeting its obligations to the voters.

The newspaper men of the country have a right to be proud of the fact that one of their number has been chosen to shape the course of the nation in one of the most trying periods of our history. They wish him well, and that in his official acts he will reflect credit on the nation and the profession and business which, jointly, he honored by choosing it for his life work.

President Harding's career as a country editor has given him an insight into human nature such as only those can possibly have who touch elbows with all classes of people and know the lights and shadows of their daily lives. In public office he has acquired a knowledge of affairs that will be of valuable assistance to him in deciding important matters of state. It can truly be said that he knows men and politics.

Not easily excited or stampeded and with such an understanding as has been acquired during his years of editorship, President Harding will undoubtedly meet his new duties in a manner that will fully justify the great trust that has been placed in him.

Good-will and confidence go hand in hand; the second is evident when the first is expressed, and **EDITOR & PUBLISHER**, speaking with and for journalism in America, knows that the traditions and ideals of the nation are in safe keeping—the good-will of the nation and confidence in the editor-Publisher who has assumed the helm is uppermost in the public mind North, East, West and South.

## ADVERTISING THAT PAYS

**E**ACH day brings new believers in the truth that newspapers are the one great national advertising media. Many that scoffed when **EDITOR & PUBLISHER** first began to drive home that fact are today aligned with those who have known for many years that the great home buying power of the nation can be reached only through the daily press.

It has never been denied that the newspaper is the one media that is a recognized home necessity—not a luxury bought because of an extravagant or rich appeal to the eye; not a whim to meet some flighty fancy, but a staple dependable educational agent necessary to intelligent consideration of the everyday happenings affecting the lives of all persons. Many of America's most successful business institutions have prospered solely because of their knowledge of the confidence placed in the daily press of the land by the buying public, considered as a whole.

Each new user of newspaper space is an added testimonial to the soundness of **EDITOR & PUBLISHER**'s expressed beliefs. The first day of this month a new account came to the newspapers, the Parker Pen Company, confirmed magazine advertiser for 15 years, turned to the newspaper media to make their national appeal. They have selected 80 newspapers for the initial campaign. The copy is 56 lines to run consistently throughout the year, the first insertion was scheduled for March 1.

Business everywhere is coming to realize the part newspaper advertising plays in business success; present day business demands the moving of goods, that is the only way to normal prosperity. Newspapers are the one media through which a direct contact can be established with the consuming public and it does not matter whether the product is sealing wax or construction steel. The greatest day in the history of the newspaper business in America is just dawning.

**I** AM not afraid of people thinking. It is action without thinking I am afraid of. I do not care how much they think, and I do not care very much on what lines they think, because once you think the right thing will come in the end. Do not be afraid of people thinking; it is only those who have things that will not bear thinking about that you have to fear. It is only those who have vested interests that are indefensible, that are corrupt, that are oppressive, that are wrong, that are unjust—they, and they alone, need fear thinking.—Premier Lloyd George.

## KEEP TELLING IT

**N**O better reason for persistency in advertising could be advanced than the statement of Samuel Merwin, the novelist, when he remarks in one of his recent books that "most people can't appreciate a good thing unless they are told it is good."

There are many firms that can testify as to the truth of this statement, notably the once heavy advertisers like the makers of Pear's soap who after a half a century of persistent talking on the goodness of their product decided to quit advertising and do business on their well-established reputation, only to find, at tremendous cost, that it couldn't be done.

The way to create sales demand is to keep the story of what you are offering persistently in a place where prospective customers will always see it; impress it upon their minds until its name and worth become a part of their regular thoughts. At the same time it should be remembered that every day adds new minds which are susceptible to advertising appeal and after the first victory they must be kept if success is to be permanent.

**P**OLITICAL "pap" is going on trial in New York state next week. It had to come sooner or later. Selling on favoritism instead of merit was a journey on evil ways that was certain to end in a trial of some kind. Assemblyman Charles H. Betts, publisher of the Lyons Republican, is given full credit for the present efforts to bring this old practice out in the open, that public opinion may pass judgment on it.

## A WELCOME COME-BACK

**N**EWSPAPERS that Col. Milton A. McRae has consented to go back into harness for a period of one year after 15 years' retirement will be welcomed not only by the younger heads of the great Scripps organization to whom he has been a business godfather but by newspaper men of the United States generally.

Col. McRae's name has probably been associated with more newspaper enterprises and experiments in this country than any other man in the last half century of rapid development, with the exception of E. W. Scripps. A Detroitier by birth, he early in life dropped the study of medicine to enter the employ of the News. He was vice-president of the old United Press when Charles A. Dana was its president. In 1903 he started the American newspaper world by purchasing the Toledo Times, morning and the Toledo News and Toledo Bee, evenings, and consolidating the three under the name of the News-Bee. No single activity has made him better known to the newspaper world than his part in organizing what is now the American Newspaper Publishers' Association. He is the last survivor of the group of four which called the first meeting of the A. N. P. A. in Detroit.

Although Col. McRae retired from active business direction of the many newspapers in which he is interested in when he reached the age of 50, thirteen years ago, he has never lost his contact and deep interest in the properties that he helped to build and for that reason it will be easy for him to take up the business direction of the Scripps Pacific Group of eight dailies. He returns with the stipulation that it shall be for one year only and that year will probably mark a closer welding of all the Scripps properties from coast to coast. This is clearly indicated by the passing of editorial direction of all Scripps newspapers to the general editorial supervision of Robert P. Scripps, last surviving son of E. W. Scripps, the veteran newspaper man and founder of the organization.

The calling of the partner whom E. W. Scripps has always fondly referred to as "the human dynamo" back to the service clearly indicates big plans for the future.

## A VICIOUS BILL

**A**SSEMBLYMAN RAYHER has introduced a criminal libel bill in the New York Legislature that strikes at the very heart of free speech. While his intentions may be the highest the enactment of this measure would take away from every citizen every right of open discussion of issues that vitally affect the home, industrial and religious life of America.

Under this bill full protection from exposure to even discussion could be claimed by every class, sex or order that had as its motive a desire to undermine individuals or the government.

In drawing a bill to protect one class Assemblyman Rayher has brought forth a measure that is the best word in efforts for the suppression of free speech in the few years. This bill should be killed, but not until after an open discussion, for one of our great present-day needs is a rekindling of the desire for free speech—a fundamental that is the bed-rock on which American ideals are built.

**A**MERICAN newspapers have never been as anxious to purchase good features, both editorial and pictorial, as they are today. That is clearly indicated by the numerous requests for information on this subject that reach **EDITOR & PUBLISHER**.

**T**HE newspaper is the only publication that goes regularly into thousands of American homes and it is but natural that readers should demand that we furnish them entertainment as well as information.

**N**EWSPRINT salesmen are again out hustling the business, which is a pretty good indication that there is plenty of print paper for everybody, and at a fair price.

March 5, 1921 Volume 53, No. 40

**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.

**PERSONAL**

**LANSING RAY**, president and editor of the St. Louis Globe-Democrat, has been appointed a member of the Board of Curators of the University of Missouri by Governor Hyde. He succeeds former Governor, David R. Francis.

**Albert Howell, Jr.**, president of the Atlanta Constitution Company, narrowly escaped death when a hydro-aeroplane in which he was making a trip with a party of friends from Miami to Palm Beach, Fla., became disabled and was forced to descend to the water several miles out. The machine was battered about on the waves for several hours before it was observed by a passing fishing smack and the occupants rescued.

**A. G. Penny**, editor-in-chief of the Quebec Chronicle, has been decorated with the Cross of Knight of the Order of Daniel I, by King Nicholas of Montenegro, in recognition of his services in defending Dr. Burnham, head of the Canadian mission in that country.

**Keats Speed**, managing editor of the New York Evening Telegram and until recently managing editor of the New York Herald, was the guest of honor at a dinner given by the editorial board of the New York Herald at the New York Press Club, February 26.

**W. H. Jeffries**, advertising manager of the Birmingham (Ala.) Age-Herald, is in New York on business and is staying at the Manhattan Square Hotel.

**Col. Robert Ewing**, publisher of the New Orleans Item, is spending a few days in New York and is at the Hotel Astor.

**Dr. John B. Howe**, chief editorial writer on the Syracuse (N. Y.) Herald, gave a lecture on "Newspaper Duty and Service" at the State College for Teachers Friday afternoon, which was largely attended by the public. Dr. Howe has been associated with Rochester and Utica papers and for his work on the Syracuse Herald was honored with a degree by Syracuse University.

**Charles W. Ellis**, editor of the Lackawanna (N. Y.) Journal, is taking a vacation from editorial duties and putting his energies into Lackawanna politics. He is now fighting to elect a railroad yard conductor as mayor of the city against the wishes of local interests. Mr. Ellis is gaining his health after a breakdown that has kept him out of action since January 31, and informs Editor & PUBLISHER that "you won't have to use turned rule yet."

**Capt. Roland F. Andrews**, editor of the Worcester (Mass.) Telegram, recently addressed the members of the Laymen's League of the First Congregational Church of Westboro, Mass., on "What Ails the Newspapers." The meeting was followed by a dinner.

**M. Douglas Flattery**, chief owner of the Boston Record, is the subject of a bust just completed by Boris Lovett-Lorsky, former lieutenant of cavalry in the Russian imperial army, and a sculptor who has scored signal successes in both New York and Boston.

**Joseph Pulitzer, Jr.**, of the St. Louis Post-Dispatch, has been named as a member of the Advisory Board of the Pulitzer School of Journalism by the trustees of Columbia University, New York.

**James Taylor Petty**, formerly Sunday editor of the New York Herald, has been appointed managing editor of the Richmond (Va.) Times Dispatch. John

T. Burke becomes managing editor of the Evening Dispatch and editorial director of both newspapers.

**IN THE EDITORIAL ROOMS**

**EDGAR MARCH**, until recently city hall man for the Ottawa (Ont.) Journal, has joined the staff of the Canadian Press Parliamentary bureau.

**Alfred W. McCann**, pure food expert, of the New York Globe, will address the Advertising Club of New York at the weekly luncheon March 9.

**Tom Lapp** has left the Ottawa (Ont.) Journal local staff to become associate editor of the Veteran, official organ of the Great War Veterans' Association of Canada.

**Earl B. Searcy**, Springfield newspaper man and member of the state legislature, has written a book for limited publication, "Looking Back," army life forming the basis for the story.

**H. T. Craven**, one of the editorial writers on the Philadelphia Evening Ledger is spending his vacation in Central America, including an extended tour through Guatemala.

**J. A. Mosenfelder**, financial editor of the Des Moines (Iowa) Register and Tribune, and instructor in the Drake University school of journalism, has resigned to become advertising manager of the Mosenfelder and Kohn department store in Rock Island, Ill.

**George Akerson** of the Minneapolis Tribune, Charles Cheney of the Minneapolis Journal, and Rex Large of the Minnesota Daily Star have been in North Dakota on special assignments in connection with developments in the financial situation in that State. Akerson "broke" the first story on efforts of the state officials to float \$6,000,000 bonds with Minneapolis and Chicago bankers.

**L. F. Curtis**, for eleven years in the New York office of the Associated Press doing local, cable, political, financial and foreign news work, has been named as successor to the late Wilmer Stuart, head of the market and election department. He will also continue for the present as news editor of the Eastern Division. Mr. Curtis, before entering the service, was employed on the Philadelphia North American, Philadelphia Ledger, Atlantic City Sentinel, Chicago Record-Herald, Cleveland Leader, and the New York Times. He was one of the American correspondents who accompanied President Wilson in 1919 to the Paris peace conference.

**T. M. Byrne** of the New York Globe, formerly of the Philadelphia Public Ledger, Des Moines News, St. Joseph Gazette and the Associated Press, has gone to Norfolk, Va., to become city editor of the Virginian-Pilot.

**Malcolm Mollan**, until recently with the Fox Film corporation in New York, has joined the copy desk of the Worcester (Mass.) Telegram.

**D. Murray Travis** who has been an editor on the Brockton (Mass.) Enterprise becomes county editor of the Worcester (Mass.) Telegram. He succeeds Daniel N. Pickering, for many years county editor of the Telegram, who has joined the Worcester (Mass.) Evening Gazette copy desk.

**Miss Winifred G. Carling** of Oxford, Mass., has joined the woman's department of the Worcester (Mass.) Telegram.

**Francis McDermott**, formerly of the Brockton (Mass.) Times, has resigned as police reporter on the Worcester Telegram.

Alexander N. Lapointe, for 19 years

**FOLKS WORTH KNOWING**

**CHARLES R. LONG**, president of the Pennsylvania Associated Dailies, was born November 4, 1872, in Pittsfield, Ill., of Scotch-Irish ancestry. He located in Chester, Pa., in 1890,



CHARLES R. LONG.

studied civil engineering under private tuition for two years and in August, 1892, entered the employ of the Chester Times. In 1899 Mr. Long, with the owner of the Times, bought the Trenton (N.J.) Times and built that paper up in two years from 1,500 circulation to 11,000 daily. He sold out that paper in 1901. Mr. Long was taken into partnership by the owners of the Chester Times in 1909. In 1915 he bought the Passaic (N. J.) Herald and sold it to local interests in 1918. Early in January, 1920, Mr. Long and his associate, Frank C. Wallace, bought the stock of Governor William C. Sprout in the Chester Times, the Governor retaining a share of stock to qualify as the President of the corporation at the request of Messrs. Long and Wallace.

In November, 1919, Mr. Long was first elected president of Associated Dailies of Pennsylvania. Under his presidency new blood has been infused into the organization and it is now in a flourishing condition, with a membership of almost 100 dailies, including the Pittsburgh papers and several of the big Philadelphia dailies. Mr. Long was re-elected president of Associated Dailies at the annual meeting last month. He is a member of the Union League of Philadelphia, a director of the Pennsylvania Club, Chester Club, Chester National Bank, Chester Hospital and the Spring Haven Country Club. The only secret society he is identified with is the Masons.

a make-up editor on the Worcester Telegram, returned to his home this week from his second term of service in Europe for the Y. M. C. A. He visited Belgium, France, Italy, Switzerland,

Germany and Dalmatia in the immigration service of the International committee of the Y. M. C. A.

**Erland Richter**, poet, author and associate editor of Stea, a Swedish newspaper, has left Worcester, Mass., and will sail from New York for Sweden. Mr. Richter has resigned his editorial position.

**Roger Batchelder** of the magazine staff of the New York Evening World, is the proud father of a seven-and-a-half-pound son, who has been named Austin Winslow, Mr. and Mrs. Batchelder live at Larchmont, New York.

**Joseph W. McGurk**, who has been the sports cartoonist on the Philadelphia Record for a number of years and who has also done special illustrations for the Sunday Magazine Section, joined the sports staff of the New York American March 1. Jerry Doyle, who has also been a member of the Record art staff for several years, will succeed Mr. McGurk as sports cartoonist.

**Jay E. House**, colymist of the Philadelphia Public Ledger, was a recent speaker before the Philadelphia Book Sellers' Association.

**M. J. Lafferty**, of the Philadelphia Record local staff, has been assigned to day police work at City Hall.

**Cullen Cain** of the Philadelphia Public Ledger sporting department has joined the other Philadelphia sport writers at Lake Charles, La., where Connie Mack's Athletics are having their Spring training.

**Ray E. Machen**, a member of the local staff of the Philadelphia North American this week won one of the \$100 prizes given by the Evening Public Ledger in its limerick contest. A short time ago J. E. Parker, another member of the North American local staff, won a similar prize and before that Kent Packard, a former Philadelphia newspaper man, also carried off the limerick honors and a hundred-dollar prize.

**Mrs. Nathan B. Heath**, widow of a former well-known Philadelphia newspaper man, recently left Philadelphia for Peking, China, where she will make her home with her daughter, Dr. Frances J. Heath, a medical missionary and instructor in the Woman's Union Medical College. Nathan B. Heath was state editor of the Record for many years.

Albert W. Plummer and Tamar Lane,

(Continued on page 30)

**The Haskin Letter**  
gives the reader  
a special  
reason for  
burying  
the paper  
every day.

# PRESIDENT HARDING---WE ALL WISH YOU WELL

(Continued from page 6)

of his administration. The welfare of the country is in his keeping, and may he remember that not even this country can live unto itself alone, but must perform its part as a member of the family of nations.

ROBERT LINCOLN O'BRIEN,  
Editor Boston Herald (Independent Republican).

★★★

THE good sense that has marked the course of the President since the day of his nomination is characteristic of the well grounded journalist. The born editor often makes a good administrator because he knows the relation of things. American newspapers look forward four years with hope and confidence.

WILL OWEN JONES,  
Managing Editor Nebraska State Journal, Lincoln  
(Independent Republican).

★★★

IF Benjamin Franklin had been younger, he probably would have been the second President. If Horace Greeley had run on the right ticket he would have been the nineteenth. So newspaper men have been compelled to wait 134 years to see one of their craft in the White House. March 4, 1921, was a proud day to the newspaper profession, and we are all sure Brother Harding will prove a credit to it.

OGDEN REID,  
Editor New York Tribune (Independent Republican).

★★★

I EARNESTLY hope that under Mr. Harding's administration the best interest of the nation, of its interests, especially its moral and spiritual interests, may be substantially advanced.

R. W. HAYWOOD,  
Editor Raleigh (N. C.) News and Observer (Democratic).

★★★

MR. HARDING'S brethren of the press congratulate him both upon his honorable preferment and upon his opportunity, as the first newspaperman to attain the Presidency, to demonstrate in that high station the civic value of the journalistic training, traditions and ideals. From his fellow newspaper men he deserves a square deal always, with hearty support in every rightly directed endeavor to serve America's welfare and humanity's cause.

D. D. MOORE,  
Editor New Orleans Times-Picayune  
(Independent Democratic).

## BLOCK BUYS MEMPHIS PAPER

Secures Controlling Interest in News-Scimitar from S. E. Ragland  
(Special to Editor & Publisher)

MEMPHIS, Tenn.—Paul Block, special representative, and interested in newspapers in several cities, this week purchased a controlling interest in the Memphis News-Scimitar. Mr. Block has represented this paper for many years and has owned an interest in it for a considerable period. He recently purchased the Duluth (Minn.) Herald in association with M. F. Hanson of Philadelphia. Bernard L. Cohn has been appointed president of the News-Scimitar Company, succeeding Sam E. Ragland, whose interest Mr. Block purchased, and J. M. Hertel and S. C. Dobbs were elected directors.

The promotion of Mr. Cohn to successive positions has been fast. He became identified with the News-Scimitar after he had left Columbia University and became a reporter on a New York newspaper. His first elevation was from the reportorial ranks to Sunday editor. He entered the business office as an advertising salesman, was made advertising manager and later business manager.

The News-Scimitar has the Associated Press and the International News Service reports.

George Morris is vice-president and editor, William W. Worten, secretary, and Fred C. Storey, treasurer. Mr. Morris has been editor of the News-Scimitar for several years. Mr. Ragland, former president, is at the head of the Central State National Bank of Memphis. Mr. Hertel formerly was advertising manager and has been a stockholder for some time. He is now in Detroit. Mr. Dobbs, another member of the directorate, formerly was president of the Coca-Cola Company of America and of the Associated Advertising Clubs of America.

It was said at the office of Paul Block, Inc., that Mr. Block was out of town, but that there was no change in his relations with the News-Scimitar, in view of the fact that he had been a stockholder and national advertising representative of the paper for 13 years.

## New York Reporter Dead

William Lucas, member of the New York Morning Telegraph staff, died of pneumonia, March 2.

THE Springfield Republican joins in wishing President Harding the fullest measure of success in meeting the problems and in discharging the responsibilities of his great office. The Republican's comments upon the new administration will always be based upon the effort to achieve a generous understanding of the administration's purposes and to be helpful to it in the highest service of the people.

RICHARD HOOKER,  
Editor Springfield (Mass.) Republican (Independent).

★★★

IN President Harding it falls to a journalist to chart the course of America in a supreme test and in a great opportunity for constructive leadership. With greetings to Mr. Harding, the Oregon Daily Journal stands pledged to sustain him in his every effort to strengthen and perfect our national institutions.

B. F. IRVINE,  
Editor Oregon Journal, Portland (Independent Democratic).

★★★

CORDIAL greetings and good wishes from the heart of the Industrial South to the new President. The Birmingham Age-Herald, always an up-builder, assures him of its co-operation in finding proper solution of the great problems before the nation.

E. W. BARRETT,  
Editor Birmingham Age-Herald (Democratic).

★★★

EVERY editor in the United States feels proud that one of their profession is to preside over the destinies of the nation during the coming eight years and the most of them will do their level best to assist him in satisfactorily solving the weighty problems left to his administration for solution.

JOHN P. YOUNG,  
Editor San Francisco Chronicle (Independent).

★★★

THE newspaper makers of America are proud of their first colleague to reach the White House and, regardless of party, assure him of their hearty good wishes for a successful administration.

CHARLES A. ROOK,  
Editor Pittsburgh Dispatch (Independent Republican).

★★★

THE Wichita Eagle extends to Warren G. Harding its best wishes for his success in the great task he is undertaking. We are proud of a newspaper publisher and editor who has fought his way

up from the devilship to the Presidency, and we will have a sort of craft pride, in addition to our patriotic pride, in his making good on the biggest assignment of the age. M. M. MURDOCK,  
Publisher Wichita (Kan.) Eagle (Independent).

★★★

THE newspaper profession of Ohio appreciates the honor of supplying a President of the United States. He was a successful editor and a successful senator. That he can and will be a great President is the belief and wish of every newspaper man in the State. In that belief and wish this paper gladly joins.

THE OHIO STATE JOURNAL,  
Columbus (Republican).

★★★

WYOMING, the first State to help turn the tide to Warren G. Harding in the National Convention at Chicago last June, sends greeting to the first editor-President. I believe he will bring to the great task a mind and character highly trained by his newspaper career. W. C. DEMING,  
Editor Wyoming State Tribune and Leader, Cheyenne  
(Republican).

★★★

TO Warren G. Harding: The Salt Lake Tribune extends professional greetings to you as an editor who has reached the highest pinnacle of human greatness. We believe you will succeed in solving the many problems now confronting the nation and we wish you God-speed.

E. H. HOLDEN,  
Managing Editor Salt Lake Tribune (Republican).

★★★

THE newspaper men of America, regardless of partisan leanings, will bid God-speed to the fellow worker who stands today at the threshold of a mighty task. Those who know Mr. Harding best will fear for him least. He has firm faith in the Divine Power, great courage and a passionate love of country. JOHN R. RATHOM,  
Editor Providence Journal (Independent).

★★★

THE Buffalo Express heartily congratulates Warren G. Harding on his inauguration as President of the United States. May the example of the first of American Newspaper men, Benjamin Franklin, inspire him in establishing a normalcy of common sense in the Government.

THE BUFFALO EXPRESS,  
(Independent Republican).

## CURTIS AGENCY PLAN LEGAL

U. S. Appellate Judge Overrules Decision of Federal Trade Commission  
(Special to Editor & Publisher)

PHILADELPHIA.—An order issued by the Federal Trade Commission on July 21, 1919, restraining the Curtis Publishing Company from forbidding its district distributing agents and newsdealers and schoolboy salesmen from handling the magazines and periodicals of competitors, was set aside March 2 by the United States Circuit Court of Appeals, in a fifty-five-page opinion written by Judge Joseph Buffington.

The Curtis Publishing Company was cited by the trade commission for engaging in unfair competition, and after many hearings the commission held that the Curtis Company was engaging in an unfair trade practice and issued an injunction against it.

On the appeal of the Curtis Company to the United States Circuit Court of Appeals for the Third Circuit, the decision of that court holds that the distributing agencies which competitors of the Curtis Company sought to use in the distribution of their publication were built up solely through the efforts of the Curtis Company, costing it nearly \$1,500,000 a year to maintain, none of

which expense was borne by any other publication, and that the testimony adduced before the commission does not sustain the charges of unfair competition or of an endeavor to monopolize.

In the distribution of its publications the Curtis Company employs 1,500 district distributing agents, who wholesale the Curtis publications to about 35,000 schoolboy salesmen.

Complaint was made to the Trade Commission by the Pictorial Review Company and the injunction was issued that the Curtis Company did not do anything unlawful in restricting the district agents to the handling of its publications exclusively, and remarks that the vast organization of district agents and schoolboy salesmen was the natural outgrowth of the commercial and fair development of the business.

## Machinery Firms Return to 48 Hours

Employees of the Mergenthaler Linotype Company and the Intertype Corporation have returned to a 48-hour week, at the same wage previously paid for 44 hours. The change, which was made this week, has been well received in both factories, it is stated. The week was put in force about eight months ago.

**UNDER THE JACKET**

This department of EDITOR & PUBLISHER will be devoted to calling attention from time to time to new books and other forms of literature and information of special interest to the journalism and advertising fraternities. Suggestions as to material of this kind will be heartily welcomed.

**HEMSTREET OBLIGES AGAIN**

CHARLES HEMSTREET, whose "Nooks and Corners of Old New York" and "When Old New York Was Young," endeared him to the old residents of the city who like to recall its early days and visit places of historic interest, has ventured into the field of fiction in his last volume: "The Don Quixote of America," Dodd Mead & Co. publishers.

The story deals with John Eagle, short, fat and round faced, in contrast with Cervante's hero who was tall and exceedingly thin, whose great ambition was to found a city, in a wilderness, although he had not the slightest idea of the work that it would entail. He has lived all his life in the outskirts of a small village and spends his spare time in figuring and in laying out the city of his dreams.

Wherever he goes he carries an axe with which he is prepared to hew his way through the wilderness which he expects to penetrate when he finally gets ready for his great undertaking.

The villagers regard him as the most wonderful man in the town and listen with eager ears while he explains from an elaborate map he has prepared, the plans for the city he is to create. He has no funds for undertaking his great work but he leaves home accompanied by a single follower, firm in the expectation that when he has found a proper site that somehow he will be able himself to build a great city in a distant wilderness. His adventures in

the far West and on the Pacific Coast are interestingly described.

While Mr. Hemstreet writes entertainingly we must confess that we prefer him in historical narrative rather than in creative fiction.

**ALL ABOUT NEWS PRINT**

COL. WILLIAM E. HASKELL has combined his editorial skill with the art of an expert typographer in producing "News Print, The Origin of Paper Making and the Manufacturing of News Print" for the International Paper Company, of which he is vice-president. Covered with a black and gold trimmed reproduction of the bark of the spruce tree, the foliage of which is delicately impressed upon the opening fly-leaves, the book is printed on heavy coated stock, copiously illustrated with the finest photographs and well-executed pencil drawings, half-tones of which are printed in a blue ink. Chapter headings are also done in blue, as are the bold and artistic initial letters.

Editorially, Col. Haskell has briefly presented the story of paper from the early days of the Chinese Empire to modern times and in succeeding chapters has described in simple language the processes whereby spruce trees are made into paper for the press. Interesting statistics regarding the International Paper Company's properties in North America and its part in the present development of the industry are also given.

**WILL WILKE HUNTS WOLVES**

**N. E. A. President Guest of Secretary Schlosser in South Dakota**

(Special to EDITOR & PUBLISHER)

ST. PAUL.—Will Wilke, president of the National Editorial Association, who publishes the Gray Eagle (Minn.), Tribune, was "orator of the day" on Washington's Birthday at Wessington Springs, S. D., and participated in the wolf hunt which the people of that section of South Dakota engage in every year.

"If George Washington had any more excitement in celebrating his birthday anniversary than I did February 22, he was going some," Mr. Wilke declares. "I was visiting with George Schlosser of Wessington Springs, secretary of the National Editorial Association, arranging details of the Florida trip, when I was invited to join in a big wolf hunt

with about 400 natives, not including the dogs. The hunt covered an area seven miles square. It proved to be good ground for the sport, and if any wolves got away from that horde of hunters I'll bet they are still going a forty-mile gait into Minnesota. They would find the Twin Cities more attractive than Wessington Springs—and maybe they'd find some of their own kind, too."

**Representative Champ Clark**

WASHINGTON, D. C.—Representative Champ Clark of Bowling Green, Ky., noted Democratic leader who died here March 1, was father-in-law of James M. Thomson, publisher of the New Orleans Item. He was christened James Beauchamp Clark, but shortened this to Champ Clark early in life. His first labors were those of a farm hand, clerk in a general store and an employee of a country newspaper.

**The Morning Record  
Meriden, Connecticut**

**Has BOTH Quantity Circulation  
and—QUALITY Circulation.**

23 per cent more net paid circulation within 10 miles of Meriden City Hall than any other local paper—

90 per cent of The Record's circulation goes into the homes, and—

The uniformly high character of The Record's News, Editorials and Features assures it getting into the Best Homes.

**ALL EASTERN advertising handled DIRECT.**

Gilman Nicoll & Ruthman, Western advertising representatives, Tribune Building, Chicago.

**INTERTYPE**  
"THE BETTER MACHINE"

**Publishers and Printers**

who are still setting their display composition such as Department Store Ads and general Display work by hand are losing money.

**Get this—** The Model D-s.m. is a complete Text and Display composing machine designed to meet the nip and tuck routine of busy composing rooms where time is money.

Under the control of one Operator-typographer the Model D-s.m. stands in a class by itself, a class that merits your investigation.

No such achievement for mechanical typography was ever approached.

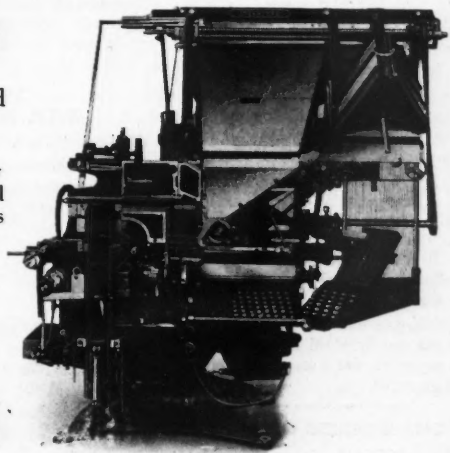
**INTERTYPE CORPORATION**

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.



MODEL D-s.m.  
Six Magazines

**PERSONALS**

(Continued from page 27)

a former Boston newspaper photographer, and Tamar Lane, movie editor of a Boston newspaper, are the writers of "The Isle of Destiny," a five-reel photo drama, which recently opened in New York.

Frederic H. Britton has joined the staff of editorial writers on the St. Louis Globe-Democrat. For the last ten years he has been on the St. Louis Post-Dispatch and previously was on the Detroit Free-Press.

John D. Wells, managing editor of the Buffalo Evening Times, entertained members of the Times' staff at his home at an evening dinner.

Alexander B. Watson, Buffalo Courier reporter, came home after 40 months in the first line trenches in France, with the Canadian army, seeking new conquests. He added to his fame when Samuel Rzeszeszewski, the boy chess wonder who is touring America, played in Buffalo. After a four-hour battle Watson had the youthful wizard hopelessly defeated and the lad's parents forced him to give up the battle. Watson, who has seldom participated in public play, is one of few Americans to be able to do as much as draw with the boy. A return match is being arranged.

Jack D. McCartney, who for the past 13 years has been managing editor of the Rome (Ga.) Tribune-Herald, has joined the staff of the Central of Georgia Railway as publicity manager, with headquarters at Savannah. Mr. McCartney was formerly editor and publisher of the Thomasville (Ga.) Times-Enterprise.

M. B. Walker, formerly of the Hamilton (Ont.) Herald, and S. I. Macklin, formerly of the Ottawa (Ont.) Citizen, have joined the staff of the Ottawa Journal.

Frank W. Bright, former managing editor of the Detroit Times, is now assistant city editor of the Detroit News.

Lee Smits, former managing editor of the Seattle Star and a well-known Michigan newspaper man, has joined the Detroit Times as special writer.

Clarence W. Higgins, editorial writer for the St. Paul Dispatch-Pioneer Press, has resigned to join the Monrovia (Cal.) Daily News.

Wilbur Webster Judd, musical and dramatic critic of the Minneapolis Tribune, has left that paper.

Harry T. Black, editor of the St. Paul Dispatch-Pioneer Press, is passing a few weeks in California.

Dale Wilson and Richard Bennett of the city staff of the Minneapolis Tribune have resigned. Mr. Wilson goes to the Kansas City Star.

"Brad" Hennessy, former managing editor of the Fort Worth (Tex.) Record, who is recovering from serious illness at the home of his brother Joseph E. in St. Paul, expects soon to return to Indianapolis and resume work as writer on sociological topics.

A. O. Roysse has resigned as editorial writer for the St. Paul Dispatch-Pioneer Press to enter the automobile business in Indianapolis.

**THE BUSINESS OFFICE**

**H. A. ANTRIM**, formerly with the York office of the Philadelphia Public Ledger, has become associated with W. W. Chew in representing the San Francisco Examiner, Los Angeles Examiner and Boston Sunday Advertiser.

He will continue to cover New England for these papers.

Charles J. Moos, former advertising manager of the St. Paul Daily Volkszeitung, has been decided upon as the next postmaster of that city. Mr. Moos was campaign manager for Frank B. Kellogg when that gentleman was elected United States Senator in 1916.

"Dick" Whitney, formerly of the display advertising staff of the St. Paul Dispatch-Pioneer Press, has returned to those papers and will handle local calls and do editorial work on special editions. This is a part of the duties laid down by Luther Weaver when he resigned as head of the merchandising service department.

Miss Helen Cutter, representative of Hemstreet's Clipping Service, New York, uses a novel business card made of wood in connection with her sales work. It has served to draw a lot of favorable attention to both herself and Hemstreets.

Harrison W. Smith, who has located here for several months associated with the Fairmont, (W. Va.) Times, has gone to Parkersburg, as manager of the News.

John E. Hogan, cashier of the Chicago Evening Post, announced to his staff this week the arrival of a fine baby daughter at his home.

Macdonald Potts has resigned as business manager of the Portland Oregon Journal, with which he had been associated since its establishment in 1902. The Journal mechanical department presented him with a handsome smoking set upon his departure.

John Bassett, director and Ottawa business representative of the Montreal Gazette, entertained Sir Ernest Shackleton, Antarctic explorer, on his recent visit to Ottawa.

George Edward Fitz has resigned from the American Optical Company, Southbridge, Mass., to join the advertising staff of the Webster (Mass.) Times.

Stephen Power, manager of the Uxbridge (Mass.) Co-operative Grocery Store, has resigned, to go with the Woonsocket (R. I.) Evening Call.

J. H. Ford, advertising manager of the Buffalo Commercial, has resigned.

F. Guy Davis, western manager of the American Newspaper Publishers' Association Bureau of Advertising told the members of the Advertising Club of St. Louis last Tuesday that the daily newspaper has come to a position of unquestioned leadership in the field of national advertising and the general movement in that direction has been almost without exception.

**WITH THE AD FOLKS**

**MISS JULIA SHIPLEY CARROLL**, of the staff of the Drygoodsman and vice-president of the Women's Advertising Club of St. Louis, assisted the retail merchants of Columbia, Mo., to stage a fashion show. While there she spoke before the students of the School of Journalism of the University of Missouri.

Ben Baker has been named as the new display and advertising manager of the Wolk-Teitlebaum Company, Clarksburg, W. Va. For the past 18 months Mr. Baker has been managing the Hub.

E. A. Samuelson, former advertising manager of the Cassidy Southwestern Commission Company, Kansas City, has been appointed advertising manager of the Automobile Instruction Institute of America of that city.

Earl W. Jackson, assistant manager of

# WEST VIRGINIA DAILY NEWSPAPERS

go into the homes of West Virginians, and are read from the first page to the last page.

West Virginians understand what an advertiser is trying to tell them about his product, because they believe in their local daily newspaper, and if you get the facts before them, it is pretty close to making sales.

Concentrate a selling and advertising campaign in West Virginia and become convinced that this is a logical, economical and effective manner of merchandising goods.

	Circulation	Rate for 5,000 lines		Circulation	Rate for 5,000 lines
<b>Bluefield</b>			<b>Martinsburg</b>		
**Telegraph ... (M)	5,071	.025	#Journal ..... (E)	4,800	.03
<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)	13,590	.04	**Sentinel .... (E)	6,059	.024
<b>Clarksburg</b>			<b>Wheeling</b>		
**Exponent ... (M)	7,481	.03	**Intelligenter (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.  
#Publisher's Statement.

the Lee B. ...  
coln, Neb ...  
and adve ...  
with whic ...  
the last ...  
Justin ...  
ing mana ...  
Rubber C ...  
with the ...  
Company ...  
search an ...  
Fred W ...  
ising ma ...  
Car & V ...  
sales ma ...  
Sales Co ...  
of "Natio ...  
John F ...  
Williams ...  
vertising ...  
agency of ...  
Henry ...  
Montgom ...  
advertisi ...  
resigned ...  
newspape ...  
of which ...  
City Stat ...  
work, la ...  
Ward & ...  
has sinc ...  
Schott is ...  
of Circu ...  
Schott w ...  
eral offer ...  
Schott's ...  
the midd ...  
Charles ...  
vertising ...  
the Unite ...  
tend the ...  
ciated A ...  
in June ...  
ford, an ...  
agent, re ...  
Indianap ...  
Sydney ...  
retary of ...  
York sin ...  
to take ...  
Co. win ...  
York, M ...  
new dut ...  
tion of ...  
board of ...  
Mr. Cla ...  
August ...  
rector fo ...  
ber of C ...  
visor of ...  
office of ...  
ance Co ...  
tor of t ...  
the Nor ...  
Ill. Be ...  
Northwe ...  
ald in M ...  
the edit ...  
(Mass.) ...  
Howar ...  
of the ...  
ment of ...  
pany, F ...  
Common ...  
managem ...  
son Aut ...  
port. ...  
ELECT ...  
Eleven ...  
To ...  
COLUM ...  
Univers ...  
professi ...  
elected ...  
newspap ...  
sociate ...  
Those ...  
ner, pol

the Lee Broom & Duster Company, Lincoln, Neb., will take charge of the sales and advertising work of this company, with which he has been connected for the last three years.

Justin R. Waddell, formerly advertising manager of the Firestone Tire & Rubber Company, Akron, Ohio., is now with the National Aniline Chemical Company, New York, in its sales research and publicity department.

Fred Wellman has resigned as advertising manager of the National Motor Car & Vehicle Corporation to become sales manager of the National Motor Sales Company of Chicago, distributor of "National" cars.

John H. Dunham has resigned from Williams & Cunningham, Chicago, advertising agency, and is starting an agency of his own in that city.

Henry Schott, vice-president of Montgomery Ward & Co., in charge of advertising and sales for five years, has resigned. Mr. Schott after years of newspaper editorial work, twelve years of which were spent with the Kansas City Star, went into advertising agency work, later went with Montgomery Ward & Co., as advertising manager and has since become vice-president. Mr. Schott is a director in the Audit Bureau of Circulations. It is understood Mr. Schott will rest before he considers several offers in the advertising field. Mr. Schott's resignation takes effect about the middle of March.

Charles F. Higham, the London advertising expert, writes his friends in the United States, that he expects to attend the Atlanta Convention of the Associated Advertising Clubs of the World in June. Mr. Higham, and Mr. Crawford, another prominent advertising agent, representing Great Britain at the Indianapolis Convention last summer.

Sydney R. Clarke, who has been secretary of the Advertising Club of New York since January 1, 1920, has resigned to take a position with T. F. Moore & Co., window advertising displays, New York. Mr. Clarke will not assume his new duties until after the annual election of the Club early in May. The board of directors has not yet selected Mr. Clarke's successor.

August Wolf, formerly publicity director for the Spokane (Wash.), Chamber of Commerce, and afterward supervisor of correspondence at the home office of the Western Union Life Insurance Company, has been appointed editor of the Sales Builder, published by the North Ridge Company at Freeport, Ill. Before locating in the Pacific Northwest, Mr. Wolf was successively city editor of the Gazette and the Herald in Montreal, and was a member of the editorial staff of the Worcester (Mass.) Telegram.

Howard B. Scholes is now manager of the advertising organization department of the North Ridge Brush Company, Freeport, Ill., succeeding John J. Commons, who has become advertising manager and sales director of the Samson Auto Insurance Company, at Freeport.

**ELECTED TO SIGMA DELTA CHI**

**Eleven Ohio Newspaper Men Admitted To Membership, February 24**

COLUMBUS, Ohio.—The Ohio State University chapter of Sigma Delta Chi, professional journalistic fraternity, has elected eleven of Columbus' well-known newspapermen by admitting them to associate membership February 24.

Those initiated are James W. Faulkner, political correspondent of the Cin-

cinnati Enquirer; Arthur C. Johnson, managing editor of the Dispatch; Robert O. Ryder, editor, and A. E. McKee, editorial writer, respectively, of the Journal; E. E. Cook, editor-in-chief of the Citizen; C. C. Lyon, of the Scripps-McRae League; William A. Ireland, Harry Keys and Harry J. Westerman, cartoonists of the Dispatch, Citizen and Journal, respectively; H. E. Cherrington, Dispatch dramatic critic; and Robert F. Wolfe, owner of the Dispatch and Journal.

Plans to hold the first annual gridiron dinner were discussed at the banquet celebrating the initiation of the associates, who offered their aid for the project. Undergraduates who were received into active membership at the same time are Walter Chamblin, Carroll Burtanger, Harlan Venrick and Nelson Budd.

**World Men Cited for Contempt**

Four New York World reportes and editors were called this week before Justice McAvoy in the Supreme Court in New York to show cause why they should not be committed for contempt. The men cited are R. P. Smith, night city editor, James W. Barrett, acting city editor, William P. Beazell, and Robert O. Scallan, reporters, and the proceeding grew out of an article written by Mr. Scallan and printed in the World last week concerning building materials men recently indicted as a result of the World's disclosures and a legislative committee's investigation into dishonesty in building circles. The justice and the special deputy attorney general complained that the article was a reflection on their official conduct. The trial on the contempt order was set for Monday.

**Newspaper Credit Men Meet**

The Credit Manager's Association of New York City Publications met February 24 at the New York Tribune office. It was decided that at each meeting, the credit man for each paper should bring fifteen names of advertisers appearing on his books, rated "cash with order." By this method, the association will have at the end of a year, over a thousand names which are "poor credit." These names will be compiled each month and sent to each paper represented in the organization. At this meeting, A. J. Glidden of the New York Evening Post was elected secretary. Arnold Sanchez, chairman, presided.

**K. S. Fenwick with Armstrong**

Kenneth S. Fenwick, recently with Murray Howe & Co., Inc., New York, as account executive, has joined Collin Armstrong, Inc., advertising agency, also of that city.

**NEWSPRINT**

Best References among Publishers

**Maine Pulp & Paper Co.**  
Skowhegan, Maine

Sole Selling Agents

**INVINCIBLE PAPER & PULP CORPORATION**  
135 Broadway, New York City  
Phone Rector 9957-8-9

**ILLINOIS**

is a mighty good territory to cultivate.

Four hundred million dollars' worth of meat products are produced annually in Illinois. This looks like big money, but it is only twenty per cent of the

**\$2,000,000,000**

worth of manufactured products which take revenue into that State every year.

Illinois daily newspapers stand second to none in influence and pulling power.

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.

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.

## HOW MUCH SHOULD A RETAILER SPEND FOR NEWSPAPER ADVERTISING SPACE?

THIS is the standard cost of retailing different lines of merchandise in America as fixed by analyses of typical stores in Canada and the United States. The figures were compiled from reports of The Harvard Research School, System Magazine, Richey Data Service, and other sources by the National Association of Newspaper Executives.

Department Stores	
Rent	3.25%
Salaries	9.65%
Advertising	4.67%
Heat and Light	.54%
Delivery	1.02%
Supplies	.38%
Insurance and Taxes	1.08%
General Expenses	4.15%
Depreciation and Shrinkage	1.11%
Bad Debts	-.21%
<b>Total</b>	<b>23.05%</b>

\*Specialty store advertising costs can safely go as high as 5.50%.

Grocery Stores	
Rent	3.07%
Salaries	8.46%
Advertising	1.83%
Heat and Light	.39%
Delivery	2.53%
Supplies	.37%
Insurance and Taxes	.58%
General Expenses	.45%
Depreciation and Shrinkage	.76%
Bad Debts	-.47%
<b>Total</b>	<b>18.91%</b>

Drug Stores	
Rent	4.02%
Salaries	10.95%
Advertising	2.76%
Heat and Light	.69%
Delivery	.51%
Supplies	.36%
Insurance and Taxes	1.21%
General Expenses	4.49%
Depreciation and Shrinkage	.47%
Bad Debts	-.19%
<b>Total</b>	<b>25.65%</b>

Men's Clothing Stores	
Rent	3.04%
Salaries	9.49%
Advertising	3.16%
Heat and Light	.62%
Delivery	.65%
Supplies	.43%
Insurance and Taxes	1.07%

General Expenses	2.31%
Depreciation and Shrinkage	2.16%
Bad Debts	-.34%
<b>Total</b>	<b>23.27%</b>

Furniture Stores	
Rent	5.04%
Salaries	9.73%
Advertising	3.72%
Heat and Light	.92%
Delivery	.94%
Supplies	.41%
Insurance and Taxes	1.57%
General Expenses	1.10%
Depreciation and Shrinkage	2.14%
Bad Debts	-.19%
<b>Total</b>	<b>27.51%</b>

Hardware Stores	
Rent	3.41%
Salaries	10.11%
Advertising	1.12%
Heat and Light	.43%
Delivery	.91%
Supplies	.60%
Insurance and Taxes	.99%
General Expenses	2.01%
Depreciation and Shrinkage	.52%
Bad Debts	-.31%
<b>Total</b>	<b>20.41%</b>

Shoe Stores	
Rent	3.21%
Salaries	10.51%
Advertising	2.65%
Heat and Light	1.10%
Delivery	.46%
Supplies	.30%
Insurance and Taxes	1.03%
General Expenses	4.36%
Depreciation and Shrinkage	.50%
Bad Debts	-.10%
<b>Total</b>	<b>24.22%</b>

Jewelry Stores	
Rent	4.98%
Salaries	10.96%
Advertising	2.85%
Heat and Light	.61%
Delivery	.89%
Supplies	.89%
Insurance and Taxes	1.32%
General Expenses	3.95%
Depreciation and Shrinkage	.95%
Bad Debts	-.21%
<b>Total</b>	<b>26.81%</b>

Reprints of these figures are being made by the National Association of Newspaper Executives and will be mailed to members within the next week.

### REPRINTS SENT TO MEMBERS

REPRINTS of an editorial and article on the value of Bank Advertising from a recent issue of EDITOR & PUBLISHER was sent to all members by the National Association of Newspaper Executives. A letter from Nathan O. Fullmer, advertising manager of The Deseret News, Salt Lake City, Utah, is an indication of how this mailing was received.

Mr. Fullmer writes, "It is good constructive dope and we can get good out of it."

### THE PERSONAL CORNER

HARRY GIOVANNOLI, the recently unacquainted vice-president of the N. A. of N. E. for Kentucky, editor and manager of the Lexington (Ky.) Leader, began his career as a newspaper man as a printer's devil on a country newspaper and has worked in every position known to the craft. With the exception of a few years devoted to an excursion into official life in Washington, he has remained in the newspaper field as a printer, reporter and correspondent, editor and publisher. He succeeded the late Sam J. Roberts as editor and manager of The Lexington Leader after that property was bought by a syndicate of local capitalists. In seven years he has seen The Leader grow from a small afternoon daily of about 7,000 circulation to a valuable newspaper property.



HARRY GIOVANNOLI

to receive letters from merchants asking us to be sure that they got every issue. So insistent did these demands become that we frankly told the merchants of Ontario that those who paid the subscription price would get the paper regularly every month, while we would not guarantee the free list every month.

The advertising got started in a similar way. We told our advertisers that we could not give them service in The Retail Merchants Globe every month throughout the year, and some of them insisted upon having it at a price, so a rate card was drawn up and you will notice that among our advertisers are some who regularly use the daily papers as well as others who are interested in reaching only the retail merchants, and therefore, do not use the dailies.

I am enclosing a folder which gives a good deal of information about The Retail Merchants Globe, in case you may be interested. This folder is nearly a year old, but the information is good to-day. The letters from readers, advertising agencies and general advertisers will still be interesting perhaps.

You will notice that a part of the registered name of The Retail Merchants Globe is "The First Paper of its kind in Canada." The Winnipeg Free Press is covering the middle west of Canada with a similar publication, modeled on lines similar to our own.

### BAKING POWDER "TONG WAR" COMES TO TRUCE

NEWSPAPER advertising managers should be interested in the recent report of the vigilance committee of the A. A. C. W. to the effect that the war declared between competing baking powder advertisers has been called off.

This fight came pretty close to home to advertising managers, because of including in the Calumet Baking Powder contract a phrase in which the newspaper agreed to refrain from carrying any advertisement or editorial matter which might not help along the Calumet particular line of baking powder.

Although newspapers do not seek purposely to be harmful to any business, whether it is an advertiser or not, yet at the same time it cannot afford to have an advertiser tell them what it can or cannot run in its news columns.

### MEETING AT LOUISVILLE

A MEETING of the vice-presidents and directors of the National Association of Newspaper Executives has been called by President Charlie Miller for March 20, at Louisville. Letters have been sent to all the officers urging a 100 per cent attendance. Convention plans as well as pre-convention activities will be discussed.

### USING STANDARD TO ADVANTAGE

BERT N. GARSTIN, business manager of the Louisville Courier-Journal and the Louisville Times, has had reprints of the Standard of Merchandising Practice adopted by the National Association of Newspaper Executives hung on the walls of practically every Louisville jobber and broker.

### CANADIAN PAPER HAS STRONG RETAIL DEALER PUBLICATION

By L. J. Moore  
of the Toronto Globe

I HAVE been reading with interest the references contained in "The Round Table" to various dealer co-operating publications issued by daily newspapers. Our inspiration and plan of publishing came from The Philadelphia Retail Public Ledger and we acknowledge assistance accorded to us by Mansfield House. While we have not attempted the elaborate plans of Mr. House, we have modified them to suit our own needs and have added to them perhaps, as suited our circumstances.

The Retail Merchants Globe was inaugurated primarily as a dealer co-operator, and it exists to perform that function still. At the same time, it is notable that the paper is entered as second class matter in the Canadian post office and has a paid in advance subscription list of over 2,000 at 50 cents a year, or four and a fraction cents a copy.

While it still performs its mission of advertising to the retailer the products advertised in The Globe, it has built up a nice little paid advertising patron-

age at rates running from six to ten cents an agate line and in space amounting to from 2,000 to 2,500 lines per issue.

The paid subscription list got started in this way. Immediately after the inauguration of the paper, we commenced

### NO MORE COMMISSIONS DIRECT

WRITING about allowing commissions to anybody who demands them, and giving commissions only to reputable advertising agencies, M. E. Foster, publisher of the Houston Chronicle, says:

"Big advertising agencies have developed business for us year by year. Newspapers in general should recognize that commissions should be paid only to these agencies that are developing business and that are interested in getting more and more accounts." By following this rule, we would pretty soon have all national advertising on a good clean basis. The Houston Chronicle will not give commissions direct to any advertiser either old or new. It will not recognize any camouflage agencies.

"It may be interesting to know that the Houston Chronicle put a rule in

effect some time ago, to now decline to give commissions direct to any advertiser whether old or new. As a result of this we have lost S. S. S., Peruna, Dr. Pierce, Scott & Bowne, Vick's Vapourub and Walter Baker.

"We did a national advertising business last year of \$300,000. Of this amount probably \$50,000 did not come through agencies. I figure that of the \$50,000 direct, not more than \$10,000 came from advertisers who demanded commissions. I can see no reason why those few should get something that we deny others. Big advertising agencies have developed business year by year. The old line direct advertisers who demand commissions have been gradually deteriorating. The Peruna firm, for example, that raised the biggest kick when we put our rule in effect, spent with us last year only \$165."



**LAST CALL BY SPHINX CLUB**

**25th Anniversary Dinner, March 8, Promises to Surpass Records**

Many men of prominence will gather in the Grand Ball Room of the Waldorf-Astoria Hotel March 8 in celebration of the 25th Anniversary Night of the Sphinx Club. Among the guests will be the presidents of the various organizations affiliated with advertising in the East.

President R. F. R. Huntsman's last word is:

"This is an evening when every member of the Sphinx Club who is within reaching distance of the Waldorf-Astoria should be present to honor his club and its guests. In many respects this is the most important dinner which the Sphinx Club has ever planned.

"It is most desirable that each member who intends to be present shall notify Mr. Barrett at once of his intention. It is to be hoped that each member will entertain many of his friends on this evening."

**Life Passes 2,000th Issue**

On the occasion of the 2,000th issue of Life, Louis Evan Shipman, playwright, entertained at a dinner for Charles Dana Gibson, at the Players' Club in New York, March 1. A number of well-known playwrights and newspaper men were present.

**Pan American Advertising Association**

The Pan-American Advertising Association of New York entertained at a dinner February 28, at the Hotel Astor, with Secretary of State Bainbridge Colby as the honor guest. Mr. Colby

discussed the needs of the United States for a better understanding of the Latin-American trade habits and of the advisability of a greater familiarity of the Spanish language. Other speakers were President James Carson, Dr. Enrique Gil, Herbert S. Houston, and Rowe Stewart, president of the Associated Advertising Clubs of the World. About two hundred and fifty guests were present.

**Clothiers Favor Newspapers**

TORONTO, Ont.—The general consensus of opinion as expressed by the delegates to the convention of the Retail Clothiers Association, held here last week, was that newspaper advertising is productive of the most profitable results. The suppression of fake advertising, it was thought, had done not a little toward bringing about this most desirable condition. William Findlay, business manager of the Toronto Globe, was a speaker.

**Creston Daily Papers Merge**

CRESTON, Iowa.—DeWitt G. Sowers and W. A. Rosenberry, publishers of the Creston Advertiser-Gazette, an evening newspaper, have purchased the interests of Dr. Frank Sampson in the Creston Plaindealer, a morning publication. The consideration was not made public.

**Toronto World Creditors Meet**

TORONTO.—Creditors of the Toronto World, Ltd., met March 3 in the offices of G. T. Clarkson, assignee, to hear a report on the position of the paper and to consider what steps should be taken to dispose of the assets.

# WISCONSIN

has more silos than any other state—a distinct mark of progressive farmers

has the largest breeding center of pure bred stock of any state in the Union

is by far the greatest producer of cheese in the United States

is the great leader in packing peas with 40 per cent of the entire output of the country

leads all other states in the production of butter

is not the greatest state in the Union, but it includes about the highest percentage of steady, home-owning, industrious and well-to-do citizens.

National advertisers, if you have a national distribution you *must* use the Wisconsin daily newspapers, for of all the people of the country, Wisconsin people are most loyal to their home newspaper.

	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)	12,055	.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
Milwaukee Sentinel . . . . . (S)	74,606	.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.

## GOSS

The name that stands for  
**SPEED, DEPENDABILITY,  
 SERVICE**

**THE GOSS**  
 High Speed "Straightline" Press

Used in the largest newspaper plants in U. S. A. and Europe.

**THE GOSS**  
 High Speed "Unit Type" Press

Built with all Units on floor or with Units superimposed.

**THE GOSS**  
 Rotary Magazine Printing and Folding Machine

Specially designed for Catalogue and Magazine Work.

**GOSS STEREOTYPE MACHINERY**

A complete line for casting and finishing flat or curved plates.

DESCRIPTIVE LITERATURE CHEERFULLY FURNISHED

### THE GOSS PRINTING PRESS CO.

Main Office and Works: 1535 So. Paulina St., Chicago  
 New York Office: 220 W. Forty-second St.

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.

SAVING DISPUTES WITH AGENTS

THE advertising agencies specializing in classified advertising, must by the very nature of their business, have all copy flow through their organizations

"The one-time orders received from the agency are sent to our composing room in the same form as received, with our classification number indicated on the copy. These advertisements are set

JANUARY RECORD

THE accompanying figures giving the classified advertising lineage and number of advertisements printed in fifteen cities during the month of January, show a total loss of 28 per cent in lines but only a 13 per cent loss in number of advertisements.

Help Wanted continues to be the cause of the greatest losses with each of the fifteen cities reporting large losses in this classification.

AN APPRECIATION

"THE publication of the classified figures each month in Editor & Publisher, showing conditions in all parts of the country, is a valuable service not only to classified advertising men but for advertisers generally.

NUMBER OF AGATE LINES OF CLASSIFIED PUBLISHED IN JANUARY

Table with 14 columns: City, Total, Gain, Help Wanted, Gain, Rentals, Gain, Real Estate, Gain, Automobiles, Gain, For Sale, Gain. Rows include Albany, Baltimore, Hartford, Birmingham, Columbus, Indianapolis, Chicago, Milwaukee, Kansas City, Minneapolis, Omaha, Lincoln, Los Angeles, Portland, St. Louis.

NUMBER OF CLASSIFIED ADVERTISEMENTS PUBLISHED IN JANUARY

Table with 14 columns: City, Total, Gain, Help Wanted, Gain, Rentals, Gain, Real Estate, Gain, Automobiles, Gain, For Sale, Gain. Rows include Albany, Baltimore, Hartford, Birmingham, Columbus, Indianapolis, Chicago, Milwaukee, Kansas City, Minneapolis, Omaha, Lincoln, Los Angeles, Portland, St. Louis.

quickly and in a systematic machine-like method if they are to make a profit. Therefore in handling hundreds of advertisements each week for large lists of papers, numerous mistakes in estimating the size and cost of advertisements occur.

Harry Gwaltney, classified advertising manager of the Milwaukee Journal, has devised a new method of taking care of this kind of copy which he reports as eliminating much trouble in his office and at the same time satisfactory to the agencies.

to type and three proofs pulled, from one of these proofs we make our regular cash copy order counting an exact number of lines as set. This eliminates estimates.

"A copy of this proof is then sent to the agency showing the exact charge and any over-payment, or asking payment for shortage.

"The third proof is filed with the original copy received from the agency. This service is new, but we have found it very satisfactory and a big time-saver, in addition to doing away with estimating agency copy."

Advertisement for Boston American newspaper. Text: 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

Advertisement for The Pittsburg Press. Text: 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

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

Advertisement for Leased Wire Service. Text: 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

Advertisement for "The African World" & "Cape-to-Cairo Express". Text: "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

Advertisement for Famous Wits of History. Text: Famous Wits of History A short magazine page feature twice a week. NEWSPAPER FEATURE SERVICE 241 W. 58th ST., NEW YORK

The rental classifications in practically every city are showing gains in both lineage and advertisements, indicating that the housing problem is gradually being solved.

In this table, the Baltimore figures include the morning and evening edition of the Sun and the Evening News and its morning edition. In both cases the advertisement are sold and run through the two editions.

Advertisement for Perth Amboy Evening News. Text: Perth Amboy NEW JERSEY One of the leading industrial centers of the East. Fully covered by the Evening News F. R. NORTHROP Foreign Representative 303 FIFTH AVE., NEW YORK CITY

Advertisement for The Family Income. Text: 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.

Advertisement for THE INDIANAPOLIS STAR. Text: OF THE SHAFFER GROUP The Indianapolis Star had the largest gain in local, foreign and classified advertising during the first ten months of 1920, of any Indianapolis newspaper. THE INDIANAPOLIS STAR Largest Morning and Sunday Circulation in Indiana OF NEWSPAPERS

Advertisement for THE NEW ORLEANS ITEM. Text: IN NEW ORLEANS IT'S— THE NEW ORLEANS ITEM

Vertical text on the right edge of the page, partially cut off. Includes words like 'FOR', 'This de', 'or cont', 'INTER-ST', 'THE foll', 'for the', 'the Inter-', 'Association', 'Port Pitt', 'Address of', 'secretary Pitt', 'Reading', 'Building', 'Washington', 'Making the', 'the City's', 'Value of', 'Building', 'Jo', 'American', 'How Bes', 'operation in', 'Los Philad', 'How to S', 'Efficient Carr', 'Berley, Jr., P', 'The Daily', 'circulation Bu', 'Address—T', 'X. P. A.', 'Luncheon—', 'inburgh Ne', 'Tuesda', 'R', 'The indepen', 'the-controlle', 'which is bette', 'is the City', 'Premiums ar', 'a better for', 'What is the', 'on an incre', 'The control', 'permanent in', 'making boys', 'major an', 'education but', 'Officers of', 'cent. A.', '(Pa.) Teleg', 'center, Phi', 'secretary-tre', 'rue, Lancas', 'news Journ', 'Directors: J', '(Pa.) Repub', 'Lancaster (', 'enley, Atlal', 'review; J.', '(Pa.) Gazet', 'BARRIERS', 'PLENDIE', 'riers to', 'Directors is', 'circulation n', 'dly Star', 'ollows:', 'The Star', 'August, 1920', 'and a force', 'ain "job" w', 'think about', 'est three r', 'ree to fou', 'e district n', 'riers to', 'ember 15', 'en employe', 'During th', 'February

## 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.

### INTER-STATE PROGRAM

The following program is announced for the fourth annual convention of the Inter-State Circulation Managers' Association, to be held March 22 at the Fort Pitt Hotel, Pittsburgh.

**Address of Welcome**—Elmer R. Stoll, Secretary Pittsburgh Publishers' Association.

**Reading and Discussion of Papers**

"Building R. F. D. Circulation," W. P. Wilcox, Washington Observer.

"Making the Newsboy the Circulation Manager's Biggest Asset," Fred I. Cook, Scranton Republican.

"Value of News Features in Circulation Building," John L. Farley, Philadelphia North American.

"How Best to Obtain Departmental Cooperation in Newspaper Offices," Robert L. McLean, Philadelphia Bulletin.

"How to Secure and Hold Competent and Efficient Carrier and Country Agents," J. H. Arley, Jr., Pottsville Republican.

"The Daily Short Story and Its Value to Circulation Building," M. C. Beck, Johnstown Star.

**Address**—Thomas R. Williams, President N. P. A.

**Luncheon**—Guests of the Publishers of the Pittsburgh Newspapers.

**Tuesday Afternoon, 2 o'clock Round Table Talks**

The independent or carrier-owned versus the news-controlled or salaried carrier system, which is better?

Is the City Solicitor a relic of the past? Premia and contests: Which of the two is better for permanent results?

What is the best feature used by your paper to increase circulation viewpoint?

The control of newsboys and the getting of permanent increases on street sales. Value of training boys in "news-crying," selling points, banner and "gingering" of the newsboy in circulation building.

Officers of the association are: President, A. R. Michener, Harrisburg (Pa.) Telegraph; vice-president, C. C. Slater, Philadelphia (Pa.) Record; secretary-treasurer, Henry C. Carpenter, Lancaster (Pa.) Intelligencer and News Journal.

Directors: Fred I. Cook, Scranton (Pa.) Republican; Henry C. Carpenter, Lancaster (Pa.) Intelligencer; A. J. Wiley, Atlantic City (N. J.) Gazette-Review; J. H. Miller, Jr., Pittsburgh (Pa.) Gazette-Times.

**CARRIERS AS SOLICITORS**

SPLENDID results from training carriers to be their own newspaper solicitors is reported by W. D. Parsons, circulation manager of the Minneapolis Daily Star, who outlines his plan as follows:

"The Star commenced publication in August, 1920, with about 200 carriers and a force of eight district men, whose main 'job' was to teach the carriers to think about new business." For the first three months there were three to four solicitors used to assist the district men to show and train the carriers to 'do the promoting.' Since November 15, no regular solicitors have been employed.

"During the three months' period ending February 15, the carrier force which

had increased to a total of 300 boys, produced more than 5,000 new orders which showed a net gain in home circulation of approximately 3,000 daily. The total cost, including all prizes, special cash offers and other attractive inducements to the carriers during this time, had been less than \$600, a sum insufficient to keep two good solicitors on the pay-roll for the same length of time.

"This economical means of building home circulation, saved during this trial period of three months, approximately \$2,000, when compared with what the cost would have been had solicitors been employed to secure the same amount of new business. In addition to the financial gain, this program has perfected an organization of district men and carriers of which any circulation manager would be proud."

### NEWS AND NOTES

**GREENVILLE, S. C.**—Five hundred new subscribers in 45 days is the record stated by Dan R. Schroder, city circulation manager of the Greenville News as the result of a recent campaign, the conduct of which he describes as follows:

"I put on a small contest among 18 city carriers for three prizes, a gold watch, a gold watch chain and knife, and a nickel watch. Of course, I paid the usual commissions on all new business and the contest furnished an incentive for the carriers to get out an hustle the people into subscribing. I ran the contest on a joint basis, giving an extra bonus for clubs of 3 and 6 new ones, and also gave points for all carriers that were not late in arriving at the office and on collections and deliveries.

"I found that giving points on deliveries to be the best ever, for out of the entire city during the contest I did not average over four kicks a day."

**ST. PAUL.**—The Daily News will award a prize of \$10 to the high school whose pupils make the highest general average in the annual Ramsey county spelling contest, scheduled for March

12. "Prize Winner" buttons are given to successful contestants belonging to the Daily News Children's Club and "Honor Member" buttons go to youngsters who have won three or more prizes on the children's page. Motion pictures of the 230 young people who took part in the Daily News skating carnival, February 19, are being shown in one of the principal theatres of St. Paul.

**ST. PAUL.**—The children's page of the Sunday Pioneer Press has a contest pending to determine who can write the best little essay with every word beginning with the letter S.

A. W. Jeffers, of the business office staff of the Philadelphia Record, has been made Circulation Manager, succeeding Charles C. Bauer, who resigned recently.

### DOLLAR DAYS

**WHEN H. B. Barth**, secretary of the East Liverpool Chamber of Commerce and also secretary of the Retail Merchants' Association, announced the date for the first 1921 "Dollar Day," General Manager T. S. Brush of the Morning Tribune decided he had something the people would buy for One Dollar.

Four months' trial subscription was the Dollar Day offer of the Tribune. Merchants were offering bargains, and the Tribune fell in line with its advertisers who were running double truck ads, offering this and that item for One Dollar. Close to 300 new "starts" came into the office of the Tribune on "Dollar Day." There came dollar bills, checks for \$1 and money orders for \$1.

On the day following, about 50 more starts came in by mail, these being posted on "Dollar Day," and therefore entitled to the benefit of the offer. Every start was put on the mail list immediately, and the Tribune was in the hand of the new subscriber the day after the subscription was received.

### Call Sues Burleson for \$500,000

**WASHINGTON.**—A suit for \$500,000 damages was filed March 3, in the Supreme Court of the District of Columbia by the New York Call against Albert Burleson who retired as Postmaster-General, yesterday. The Call alleges that Mr. Burleson as Postmaster-General, by cancelling the second class mailing privileges of the Call, "misused and abused" his powers and "unlawfully, wilfully, negligently, maliciously and in violation of the laws of the United States and without legal warrant or power violated the rights and privileges of the publishers of the Call."

## Business is good in WAYCROSS, GA.

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

Represented by

**Frost, Landis & Kohn**  
CHICAGO NEW YORK ATLANTA

**"SCOOP was the BEST comic we ever published"**  
is how one Editor starts off his order.  
**The International Syndicate**  
BALTIMORE



**The PLAIN DEALERS MARKET**  
is all of N. Ohio  
**The Plain Dealer**  
Cleveland

Few Papers—(if any)—surpass the  
**TRENTON NEW JERSEY TIMES**  
AS  
**A Food Medium**  
Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.  
Wednesdays and Sundays four auto pages. Tuesday, Music Page.  
Circulation 26,649. Member A. B. C.  
**KELLY-SMITH CO.**  
Marhridge Bldg. Lytton Bldg.  
New York Chicago

**FIRST**  
in national advertising  
The News led all six day evening papers in U. S. in 1919 in volume of national advertising. This was despite the fact that rigid censorship excluded nearly a million lines of offered advertising.  
**The Indianapolis NEWS**  
Frank T. Carroll, Advertising Manager  
Dan A. Carroll, New York Representative  
J. E. Lutz, Chicago Representative  
Use Newspapers on 3 Year Basis

**Known Throughout the World**  
Why are advertisements coming from England, France, Italy, Norway and South America published in  
**The Pittsburg Dispatch**  
Because it's the Pittsburg newspaper known throughout the world.  
**Branch Offices:**  
Wallace G. Brooke, Brunswick Building, New York  
The Ford-Parsons Co., Marquette Building, Chicago, Ill.

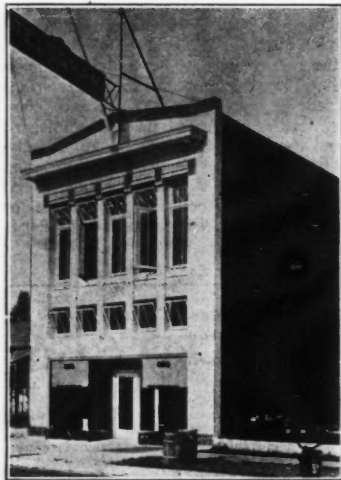
**Marysville Democrat**  
**DO YOU LIKE PEACHES?**  
The best quality of Del Monte Peaches are grown within a mile of Marysville. The growers are paid high prices for their products, netting many over \$1,000 per acre this year.  
These growers buy quality merchandise and the majority of them READ THE DEMOCRAT.  
The four banks of Marysville have over \$13,000,000 in deposits. Marysville population, with suburbs, 9,000. Trading population over 30,000.  
EST. 1884 **CALIFORNIA** FLAT RATE 25¢ PER INCH

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.

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

**LONG BEACH TELEGRAM KEEPS PACE WITH  
•FASTEST GROWING CITY IN U. S.**

**L**ONG BEACH, Cal.—Publishing a daily newspaper in "the fastest-growing city of the United States" has its advantages, of course, but it is also a business attended by perplexities. In such a community a newspaper faces



of how a newspaper can progress to meet requirements imposed by such conditions. The Telegram, back in 1908, a little less than two years old, printed an eight-page paper and told its 900 readers that it had just installed a second linotype. Today the paper never runs less than 20 pages and sometimes as high as 28 and the ninth linotype was installed a few weeks ago, shortly after the Telegram moves into its new brick building, the first to be erected by a newspaper in Long Beach. Here it will soon be equipped with a new 32-page press.

The Telegram's building is 140 feet long. The press-room and space for carrier boys to receive their papers occupy the basement. The front portion of the main floor is taken up by the business office, private offices for Manager Penny and the cashier. The rear part of the first story is raised four feet above the front and is tenanted by the display advertising department, the editorial department, telegraph room and the circulation manager's staff. "Parking space" for the carriers' bicycles is provided between the rear entrance and the alley.

Mr. Roberts, the editor, has his private office in the front of the upper story. Back of it is the composing room, ad alley, and stereotyping department, connected with the press-room by a small elevator for plates. Large windows light both the editorial department and the composing room, which is also equipped with skylights.

the problem of almost constant enlargement. Long Beach is that kind of a place, having grown from a sheep pasture to a city and suburbs with a population of almost 70,000 souls within three decades. And the Daily Telegram, owned by Frank C. Roberts and J. J. Penny, furnishes a worthy illustration

**For Boston Italians**  
BOSTON.—Last Saturday saw the first issue of the Italian News of Boston, founded by a group of young men, including P. A. Santosuoso, editor, who was for several years a member of the Boston Post staff. Others in the enterprise are Joseph A. Di Pesa, formerly on the reporter staff of the Journal, American and Traveler, and Joseph L. Porcella, an attorney and a graduate of Boston University. The News is published in English once a week.

**"Won't Sell Worcester Post"—Fahey**  
WORCESTER, Mass.—Rumors that the Evening Post had been sold this week brought indignant denials from John H. Fahey of Boston, the publisher. Mr.

Fahey, when told that it was reported he was contemplating the sale of the Post and intended to become interested in a Manchester (N. H.) paper, declared that he had no intention of severing his connection with his Worcester paper and knew nothing about the reported Manchester deal.

**Albany Publishers Re-incorporate**  
ALBANY, N. Y.—The Press Company, publishers of the Knickerbocker Press, has re-incorporated with a capital stock of \$200,000, divided into 2,000 shares at a par value of \$100 each. The directors are Edward S. Clark and Stephen C. Clerk, of Cooperstown, N. Y.; Walter C. Flanders of 149 Broadway, New York; Lynn J. Arnold, Jr., and Arthur

D. Hecox of Albany. Lynn J. Arnold, Jr., now president of the company, succeeds his father, Judge Lynn J. Arnold, who died several months ago and Arthur D. Hecox, business manager and secretary, is a new director.

**New Home in Mason City**  
MASON CITY.—The Globe-Gazette on Feb. 15, printed its first edition in its new home. With the change to the new building, a three-story structure, came an abandonment of a sixteen-page press. In its new quarters the Globe-Gazette has a sextuple press with forty-eight pages' capacity and color deck besides.

**Quick Work in Jonesboro Fire**  
JONESBORO, Ark.—Although its plant was badly damaged by fire on February 13, the Daily Tribune did not miss a single edition. The Daily Sun owners offered the use of its equipment to the

Tribune owners, which was accepted until February 22, when the press and linotypes were put in running order again. Harry Lee Williams, editor of the Tribune, suffered the loss of many treasured keepsakes, including the Certificate of Distinguished Merit which he won in EDITOR & PUBLISHER'S Fourth Liberty Loan Contest in 1918.

**Baltimore Has Big Opportunities**  
BALTIMORE, Md.—"This city in the next 50 years has, I believe, promise to become perhaps the most beautiful city in this country if only its government will obtain proper technical advice and guidance, and at the same time enact rational laws and building restrictions. Thomas Hastings, famous landscape artist and city planner of New York made this assertion in an address last week before the Baltimore Press Club. "Baltimore in 1970," was his subject.

**SUPPLIES & EQUIPMENT  
For Newspaper Making**

**FOR SALE**

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

**Printers' Outfitters**

Printing Plants and Business bought and sold, American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

**EQUIPMENT WANTED**

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

**Press Wanted**

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

**Wanted**

Wanted equipment new daily paper in middle West. Discontinued or consolidation outfits particularly interesting. 300 news, 250 ad galleys, hand press, self-inking proof press, 2 Miller saws, 20 linotype motors, machinist bench and tools, 6 ten-foot make-up tables, 10 brass-top turtles, 50 eight-column chases, 2 steel-head alley cabinets, 1 correction bank, 1 news dump bank, 6 lead and slug cutters, 2 mitering machines, 2 Keystone metal trucks, 2 linotype pig casters and pots, 2 sets Rouss blocks, 10 steel ad frames, 1 steel ad dump, 2 galley racks, 2 eight-foot ad and storage cabinets, Lanston casters, mats, storage cabinets, etc. Address or wire Box C-868, Care Editor & Publisher.

**For Sale**

**HOE PRESS AND EQUIPMENT  
AT A BARGAIN**

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

THE NEWS-JOURNAL CO.  
WILMINGTON, DEL.

**FOR SALE**

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 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

**For Prompt Service**

**TYPE  
Printers' Supplies  
Machinery**

In Stock for Immediate Shipment by Selling Houses conveniently located

"American Type the Best in Any Case"

**AMERICAN  
TYPE FOUNDERS CO.**

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

**NEWSPRINT**

Publishers by placing their orders with us can rest assured of satisfaction in quality, shipment as promised at prices that warrant our being favored with the business.

Before contracting ASK

**J. & J. SCOTT, Ltd.**

Pulp & Paper

33 W. 42nd St., New York City

Phone Vanderbilt 1057

Take It To

**POWERS**

Open 24 Hours out of 24  
The Fastest Engravers on the Earth

Powers Photo Engraving Co.

154 Nassau St., Tribune Bldg.  
New York City

**FOR SALE**

Two four-deck

**Potter Printing Presses**

complete with Cutler-Hammer Control, extra rollers, motors, etc., all in splendid running condition. Presses print 7 columns 20 inches up to 32 pages with one set of plates.

also

**Complete Stereotype Equipment**

chases, etc., of corresponding size and all in A-1 condition.

Will be sold reasonably, immediate delivery to make room for our new plant.

**THE DULUTH HERALD**

DULUTH :: :: MINN.



## TIPS FOR AD MANAGERS

**Philip Kobbe Company**, 208 5th avenue, New York. Handling advertising for Castlebridge, Inc., an interior designing and decorating organization.

**Simmonds & Simmonds**, 422 South Dearborn street, Chicago. Using newspapers and magazines extensively for the Ilg Electric Ventilating Company, Chicago, manufacturer of electrical equipment.

**Grandin-Dorrance-Sullivan, Inc.**, 151 5th avenue, New York. Sending out orders for a large newspaper campaign which begins in Boston dailies this month for the Boston Hygienic Institute, advertising a new beverage. It will be followed by a general campaign in New England and New York State newspapers.

**W. S. Hill Company**, Vandergrift Bldg., Pittsburgh. Making yearly contract with newspapers for Thompson Medical Company.

**D'Arcy Advertising Company**, International Life Bldg., St. Louis. Renewing contracts for the Coca Cola Company of Atlanta, Ga.

**Erwin, Wasey & Co.**, 58 East Washington street, Chicago. Making 5,000-line contracts with newspapers for The Wahl Company, Chicago, Ill.

**Dake Ad Agency**, 121 2nd street, San Francisco. Making 3,000-line contracts with newspapers for Hill Bros., tea and coffee.

**Vanderhoof & Co.**, 167 East Ontario street, Chicago. Making 1,500-line contracts with western newspapers for Lloyd Manufacturing Company.

**Wood, Putnam & Wood Company**, Fidelity Bldg., Baltimore. Sending out schedules to Southern newspapers for McCormick & Company, Bee brand insect powder.

**Federal Advertising Agency**, 6 East 39th street, New York. Making 4,200-line contracts with Mississippi newspapers for Purity Oats Company.

**Dorland Agency**, 9 East 40th street, New York. Handling advertising for I. Lewis Cigar Company.

**The Aitkin-Kynett Company**, 1328 Walnut street, Philadelphia. Handling advertising for G.H.P. Cigar Company, Inc. ("El Producto").

**Evans & Barnhill**, 10 East 43rd street, New York. Making 6,000-line yearly contracts for Rosenthal Bros.

**Chappelow Ad Company**, International Life Bldg., St. Louis. Making yearly contracts with newspapers for Harris Polk Hat Company.

**Gundlach Advertising Company**, 122 South Michigan avenue, Chicago. Placing copy with Milwaukee newspapers, farm papers and mail order publications for the Harsh & Chapline Company, shoe manufacturers, Milwaukee.

**George Batten Company**, 381 4th avenue, New York. Placing orders with some Canadian newspapers for the Florence Manufacturing Co., Prophylactic hushers, Florence, Mass.

**Capehart-Carey Corporation**, Times Bldg., New York. Placing orders with some Pennsylvania newspapers for Lee & J. J. Shubert, theatrical producers, New York City.

**J. H. Cross**, 214 South 12th street, Philadelphia. Reported to make up newspaper list in April for Genuine Harlem Oil Co., 116 Beekman street, New York.

**Dorland Advertising Agency**, 9 East 40th street, New York. Reported to be placing orders with newspapers in selected sections for I. Lewis Cigar Manufacturing Company, "John Ruskin" and "Melba" cigars.

**Federal Advertising Agency**, 6 East 39th street, New York. Placing orders with newspapers that have rotogravure sections for Strouse-Baer Co., "Jack Tar Togs," 1270 Broadway, New York.

**Richard A. Foley Advertising Agency**, Terminal Bldg., Philadelphia. Asking information from newspapers for a baking powder account.

## 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

**H. H. Good Advertising Agency**, 45 Murray street, New York. Resuming newspaper advertising for Carter Medicine Company, "Carter's Little Liver Pills," 45 Murray street, New York City.

**Williams & Saylor, Inc.**, 450 4th avenue, New York. Reported to have secured the following accounts: Prince George Hotel, New York; George Howe, real estate, New York; Atlas Motor Car Co., York, Pa.; Gray & Wilmerding, New York; Delafield Estate, New York; and Frutchey Silk Company, New York.

**Technical Advertising Service**, 214 West 34th street, New York. Handling the accounts of the A. W. Wheaton Brass Works, Newark, N. J., and the Quality Fertilizer Works, Stamford, Conn.

**Crosby-Chicago Advertising Agency**, 63 East Adams street, Chicago. Planning national campaign for the National Lumber Manufacturers Association, 332 South Michigan avenue, Chicago, Ill.

**Fulton & Cunningham**, Free Press Bldg., Detroit. Making 5,000-line contracts for Nash Motors.

**Theodore F. MacManus**, 44 Hancock avenue, East, Detroit. Renewing contracts for Maxwell-Chalmers.

**Nelson Chesman & Co.**, First Natl. Bank Bldg., Chattanooga. Sending out 28-line orders to run 156 times for Cumberland Chemical Company of Nashville, Tenn. Making 4,000-line contracts for Newbro Manufacturing Company of Atlanta, Ga.

**J. D. Bates Advertising Agency**, 292 Main street, Springfield. Sending out 336-line orders for Hende Manufacturing Company, Springfield, Mass.

**Doremus & Co.**, 44 Broad street, New York. Planning a newspaper campaign through Ohio for Endicott-Johnson Company.

**George Batten Company**, 381 4th avenue, New York. Planning newspaper campaign in Canada for Society Brand.

**Barton, Durstine & Osborn Company**, 25 West 45th street, New York. Handling advertising for McEllwain Shoe Company.

**Street & Finney**, 171 Madison avenue, New York. Handling advertising for Herbert R. Lederer Company, New York, "Edelweiss Organics."

**Lyon Advertising Service**, Times Bldg., New York. Handling advertising for Robert E. Miller, "U-Put-Out" rubber heels, 11 Broadway, New York.

**H. K. McCann Company**, Cleveland. Placing orders with newspapers in selected sections for Cleveland Tractor Company, "Eletrac Tractor," Cleveland, 225 West 57th street, New York.

**Harry C. Michaels**, 113 Lexington avenue, New York. Placing copy with newspapers generally for Devoe & Reynolds Co., paints, 101 Fulton street, New York.

**Frank Seaman Company**, 470 4th avenue, New York. Placing orders with newspapers in selected sections for E. I. duPont de Nemours & Company, paints and varnishes, Wilmington, Del.

**Scheck Advertising Agency**, 9 Clinton street, Newark, N. J. Placing orders with newspapers in various sections for Kill-ve, Germicide, Newark, N. J.

**Stroud-Brown Company**, 303 5th avenue, New York. Placing a trout campaign with some New York City newspapers for Cope-Walton, "Blix-Soap" hand cleansers, 626 4th avenue, Brooklyn, N. Y.

**J. Walter Thompson Company**, 242 Madison avenue, New York. Placing a few orders with newspapers in selected sections for U. S. Gutta Percha Paint Company, "Rice Mill White," Providence, R. I.

**Wales Advertising Company**, 141 West 36th street, New York. Again placing orders with newspapers in various sections for Crown Corset Company, "Rengo Belt Corsets," 170 5th avenue, New York.

### Record Earnings for Smith

MONTREAL, Que.—The annual statement of the Howard Smith Paper Mills, Limited, Montreal (for the twelve months to December 31, 1920), shows earnings of the enterprise at a record level. Net profits are \$1,089,898, compared with \$704,261 in 1919. After payment of all charges and preferred stock dividends, there remains applicable to increased common stock outstanding \$3,891,898, equivalent to 30 per cent on the average of the year.

### Dafoe Quits Press Gallery

OTTAWA, Ont.—Members of the Parliamentary Press Gallery recently said good-by to one of the oldest and most popular members of the Gallery, Wallace Dafoe, until lately superintendent of the Canadian Press Parliamentary Bureau. He is quitting newspaper work in order to take up fruit farming in British Columbia.

### L. H. Brownholtz Makes Change

CHICAGO—L. H. Brownholtz, formerly of the Thomas M. Bowers advertising agency of Chicago, has become associated with the local office of O'Mara & Ormsbee, publishers' representatives.

### Farm Paper Changes Name

TULSA, Okla.—The name of the Interstate Farmer, published here, has been changed to the Tulsa Farm Press and

Nearly every person in Richmond reads

## NEWS-LEADER

The NEWS-LEADER's circulation in Richmond is greater than that of all the other Richmond papers combined.

The NEWS-LEADER's circulation in Virginia is greater than any other Virginia newspaper.

The sworn statements of the Richmond papers show the NEWS-LEADER has a daily circulation in Richmond which is more than three times greater than its nearest competitor.

Foreign representatives  
The Kelly-Smith Co., Chicago, Ill.  
Marbridge Building Kelly-Smith Co.  
B'way at 34th St. Lytton Building.  
New York City.  
J. B. Keough, Candler Bldg., Atlanta, Ga.

## 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.

## World Wide ADVERTISING CORPORATION

### Advertising Counsel

One West 34th St., New York

Telephones Fitzroy } 2969  
                                  } 5111

Cable Address:

SCHOLZEM, NEW YORK

## The Pittsburgh Post



has the second  
largest morn-  
ing and Sunday circulation  
in Pittsburgh.

## THE NEW YORK EVENING JOURNAL

has the largest  
circulation of  
any daily news-  
paper in Amer-  
ica.

the publication is being changed from a monthly to a weekly. Richard Egan is publisher.

### Sixteen Advertising Graduates

DETROIT.—Sixteen men were graduated from the 17 weeks' advertising course of the Detroit Institute of Technology Jan. 31. This was the highest number on record.

### Terrell Sunday Paper Suspends

TERRELL, Tex.—The Transcript has suspended its Sunday morning issue. The Daily Tribune of that city will continue its Sunday issue as heretofore.

## IN LOS ANGELES IT IS THE

**EVENING HERALD**

Government Circulation Statement  
April 1, 1920

# 134,686

The Home Paper of  
Southern California  
MEMBER A. B. C.

## The Detroit News

In 1920, THE SUN-  
DAY NEWS published  
more Rotogravure—the  
highest class of adver-  
tising—than its only  
Sunday competitor by  
92,134 agate lines.

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

**הַיּוֹם**  
**וְהַיּוֹם**

The National Jewish Daily

## Million Dollar Hearst Features

The World's Greatest Circulation  
Builders

International  
Feature Service, Inc.  
New York

# BUYING POWER OF SOUTH ON SOLID BASIS

Over four billion dollars is deposited in Southern banks, and producing 44 per cent of the entire crop value of the United States, the South tells a story of agricultural expansion.

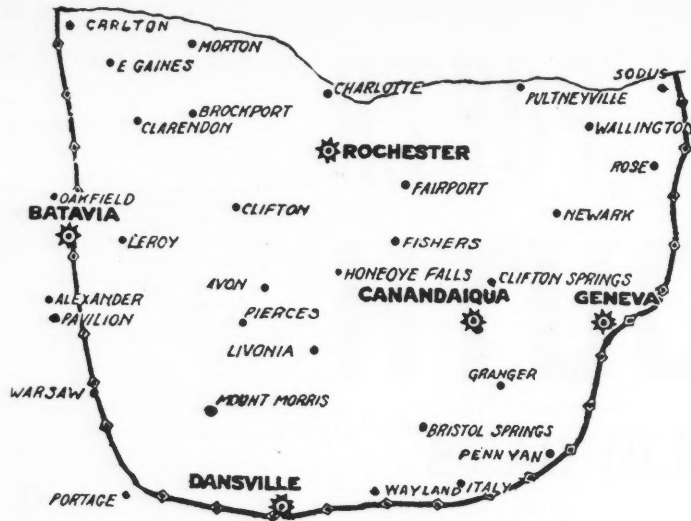
While the increase in value of the cotton crop has been considerable, the great increase in diversified farming in the South has been responsible for the vast proportion of such a large production in crop value.

The South is prosperous and its buying power is on a sound basis. Advertise in this list of great Southern dailies.

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)	55,663	.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)	17,860	.05	.05
Florida Times-Union, Jacksonville (M&S)	28,966	.07 (8cS)	.07 (8cS)
**Palatka Morning Post . . . . . (M)	1,450	.0122	.0122
**Pensacola Journal . . . . . (M)	4,660	.025	.025
**Pensacola Journal . . . . . (S)	6,246	.025	.025
**Pensacola News . . . . . (E)	4,190	.03	.03
<b>GEORGIA.</b>			
***Atlanta Constitution . . . . . (M)	53,154	.13	.13
***Atlanta Constitution . . . . . (S)	60,116	.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)	13,816	.05	.05
Augusta Herald . . . . . (S)	11,853	.05	.05
**Columbus Ledger . . . . . (E&S)	8,078	.04	.04
**Macon Telegraph . . . . . (M)	20,656	.06	.06
**Macon Telegraph . . . . . (S)	20,660	.06	.06
**Savannah Morning News . . . . . (M&S)	20,641	.055	.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)	6,172	.03	.03
Greensboro Daily News . . . . . (M)	17,081	.06	.05
Greensboro Daily News . . . . . (S)	22,978	.07	.06
**Raleigh News and Observer . . . . . (M)	24,230	.06	.06
**Raleigh News and Observer . . . . . (S)	26,309	.06	.06
Wilmington Star . . . . . (M)	6,850	.04	.04
**Winston-Salem Journal . . . . . (M)	8,727	.04	.04
**Winston-Salem Journal . . . . . (S)	9,361	.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	.06	.06
***Columbia State . . . . . (S)	23,307	.06	.06
Greenville News . . . . . (M&S)	10,896	.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)	22,661	.07	.07
Chattanooga Times . . . . . (S)	23,046	.07	.07
**Knoxville Sentinel . . . . . (E)	19,822	.07	.06
**Memphis Commercial Appeal . . . . . (M)	83,359	.16	.15
**Memphis Commercial Appeal . . . . . (S)	113,841	.19	.18
**Nashville Banner . . . . . (E)	41,077	.07	.07
**Nashville Banner . . . . . (S)	43,116	.08	.08
**Nashville Tennessean . . . . . (ME&S)	44,675	.09	.09
<b>VIRGINIA.</b>			
‡Bristol Herald Courier . . . . . (M&S)	6,590	.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)	6,349	.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	.06
**Roanoke World-News . . . . . (E)	10,193	.07	.06
**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.



## To Secure Maximum Distribution In This 40-Mile Trading Radius

You'll need the Advertising and Merchandising Service of the

# Rochester Times-Union

*First in its Field*

We offer you the largest circulation in this Trading Territory.  
We offer you Merchandising Co-operation to the fullest extent.  
Here are a few of the many advertisers for whom we have  
accomplished very definite results:

Carnation Milk  
Borden's Evaporated Milk  
Whip Easy  
Lipton's Tea  
Faust Instant Coffee  
Climax Baking Powder  
O'Sullivan's Heels

Pillsbury's Flour  
Lee Union-Alls  
American Beauty Irons  
Colgate's Ribbon Dental Cream  
Aunt Jenima Pancake Flour  
Ward's Orange Crush  
Bond Bread  
Bayer-Tablets of Aspirin

Ward's Bread  
Touraine Chocolates  
Armour's Corn Flakes  
Wildroot  
Runkel Cocoa  
Gillette Razors  
Hood Rubber Co.  
Blackstone Cigars

May we be of Service to You?

## ROCHESTER TIMES-UNION

*Circulation (A. B. C.) 64,018*

J. P. McKinney & Son, Representative, 334 Fifth Avenue, New York,  
122 South Michigan Avenue, Chicago



Second

NI

Lead

IN co  
poli  
always  
more t  
tional  
relation  
activities

New  
zation,  
as by  
did it  
York—

New  
a nation  
it outr  
of the  
dustry,  
of whic  
City in  
ramific  
ple en  
respons  
ery co  
earth  
stratur  
ety an  
human

Ther  
ter in  
the bu  
of a c  
autom  
for th  
compa  
tor ow  
tween  
State,  
richest  
tion,  
York  
teresti

Fig  
autom  
in Nev  
during  
veals  
ing fa  
cars  
tered  
than  
1919  
Febru  
the clo  
cal au  
reau  
was a  
894 m





# EDITOR & PUBLISHER



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

Copyright, 1921, by the EDITOR & PUBLISHER Company

## Space-Buyers' Chart and Market Survey of the CITY OF NEW YORK

Second Section

NEW YORK, SATURDAY, MARCH 5, 1921

Pages I to XXXVI

### NEW YORK CITY—METROPOLIS OF MANKIND

**Leader in Finance, Industry, Commerce, Trade and the Arts is the Central Point of the Buying Power of the World—New York Interest Means World Interest**

IN considering the New York metropolitan market the advertiser should always bear in mind that his appeal is more than local—even more than national in its possibilities because of the relation of the city through the daily activities of its citizens is world wide.

New York, the cosmopolis of civilization, has never been so well described as by William Joseph Showalter who did it all in a very few words—"New York—the metropolis of mankind."

New York is a state within a state and a nation within a nation—in population it outranks any one of half the nations of the world. In fields of finance, industry, trade and all the arts, to each of which it is a world center, New York City in many ways means America. The ramifications of the activities of its people engender final response from every corner of the earth and every stratum of society and sphere of human endeavor.

There is no better indication of the buying power of a city than its automobiles and for that reason a comparison of motor ownership between New York State, one of the richest in the nation, and New York City is interesting.

Figures of the automobile growth in New York State during 1920, reveals the interesting fact that more cars were registered in that year than during the 1919 period. On February 1 last, at the close of the fiscal automobile bureau year, there was a total of 682,894 motor vehicles

in use throughout the State, representing a gain of 111,232 vehicles over the preceding year. The increase in 1919 over 1918 was 157,984, so that the latest automobile census apparently indicates that the maximum possibility for motor use in the Empire State has not yet been reached. Trucks showed a larger proportionate increase than passenger vehicles, the registry being 125,394, an annual growth of 28,048, or 29 per cent, while passenger vehicles increased by 17 per cent, being 77,664 vehicles, the total numbering 524,257.

Nearly one-third of all the cars in this State were registered by New York City owners, being 215,782 cars, of which 149,922 were passenger vehicles and 52,128 motor trucks.

Of the total State registry, passenger cars represent 524,257. The growth in omnibuses last year was 3,957 and in trailers, 684. Dealers now number 3,560, or 879 more than a year ago, a 33 per cent increase. Chauffeurs gained 35,179, bringing the total for the year to 216,811, of which 131,394 were licensed in New York City.

A comparison in the registration figures for the State as a whole and New York City presents some interesting features. Besides its big increase in commercial cars, out of the 26,529 omnibuses in the State, 11,618 are from New York and 1,011 of the total of 3,154 trailers. Out of the 879 new dealers last year, 283 came from the greater city, while 1,126 of the 1,531 more motorcycles

registered last year are owned in New York City.

The following gives the comparative registration, increase in cars and chauffeurs for New York State and New York City:

NEW YORK STATE.			
	1919.	1920.	Increase.
Passenger	446,593	524,257	77,664
Omnibus	22,372	26,529	3,957
Trucks	97,346	125,394	28,048
Trailers	2,470	3,154	684
Dealers	2,681	3,560	879
Total cars	571,662	682,894	111,232
Chauffeurs	181,632	216,811	35,179
Motorcycles	28,561	30,092	1,531
NEW YORK CITY.			
Passenger	126,750	149,922	23,172
Omnibus	9,136	11,618	2,482
Trucks	41,057	52,128	11,071
Trailers	678	1,011	333
Dealers	820	1,103	333
Total cars	178,441	215,782	37,341
Chauffeurs	107,824	131,394	23,570
Motorcycles	8,277	9,403	1,126

The Automobile Bureau in the Secretary of State's office collected about \$9,000,000 last year, and to this sum New York City's contribution was \$3,696,616.08.

Passenger vehicles increased 18 per cent during the year, or 23,172 in number, while the commercial vehicles advanced by 27 per cent, or 11,071 in number over the preceding year.

The site of the Ritz Hotel in Piccadilly is London's busiest corner; in New York more vehicles pass Columbus Circle than any other spot. On the average day more than 28,000 pass the Ritz, while nearly 40,000 turn by Columbus Circle.

Figures mean a  
(Continued on page IV)

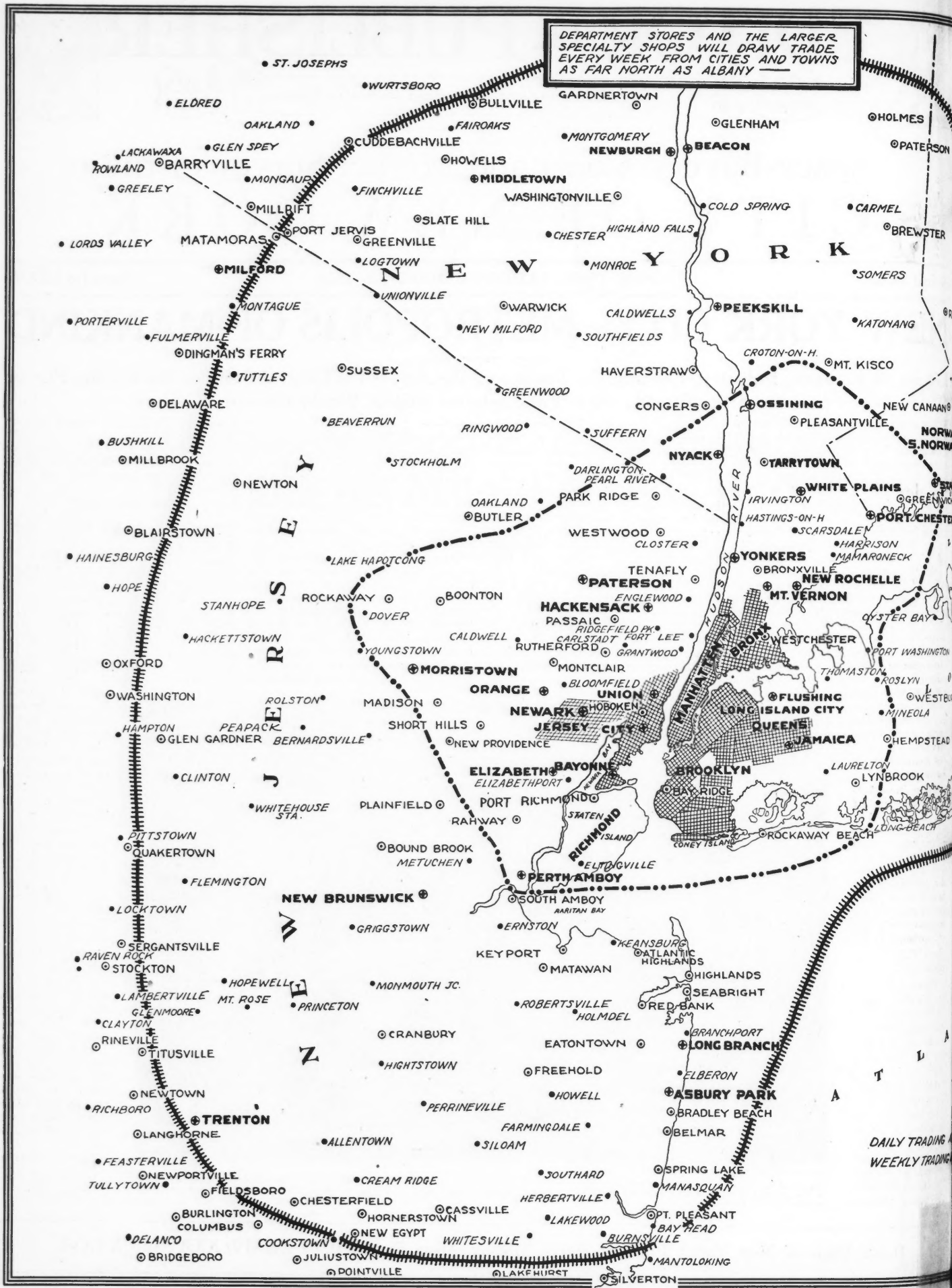


Photo by U. S. Army Air Service

The point of the rich little island that juts out toward the sea to welcome the trade of the world. Inward bound from the ports of the seven seas New York awes and overwhelms by her visible wealth that bespeaks a buying power that has not yet been sounded to its depth.

Detail Maps of New York's Principal Retail Trading Areas Pages I, II, III, XXXIV, XXXV and XXXVI.

DEPARTMENT STORES AND THE LARGER SPECIALTY SHOPS WILL DRAW TRADE EVERY WEEK FROM CITIES AND TOWNS AS FAR NORTH AS ALBANY



DAILY TRADING  
WEEKLY TRADING

# TRADING AREAS of NEW YORK CITY

**I**N attempting to outline the trading areas of New York City, great care and study was necessary before arriving at a final decision regarding the boundary lines.

Working with the metropolitan area as defined by the Bureau of Census, Department of Commerce, as a foundation, it was necessary for our representatives to become familiar with the transportation facilities, character of inhabitants, size of cities and towns, character of stores that might tend to lessen the attractiveness of advertisements published by New York City houses, distributing facilities of the larger New York stores and many other details, before arriving at the trading areas as indicated on accompanying map. For the information of national advertisers and agents, EDITOR & PUBLISHER wishes to assure them that these areas were carefully checked by impartial sales managers, advertising managers, shipping clerks and others who could have no selfish motive.

These trading area boundaries were not arrived at hastily or in a general sense. In addition to the investigation on the part of EDITOR & PUBLISHER's representatives, as outlined above, the first and tentative maps were arranged through co-operation with the advertising managers of several of the largest department stores. These areas were rearranged from time to time as special information pertaining to shipping facilities and buying characteristics of the people were noted, or transportation facilities were improved, so that there were possibilities of opening up new fields for the distribution of New York manufactured or New York sold products.

The accompanying map affords the space buyer and national advertiser an opportunity to compare the areas, distances and other details with any standard map of this territory. The larger and more important cities have been indicated by larger type and stars—those of lesser importance with a circled dot or period.

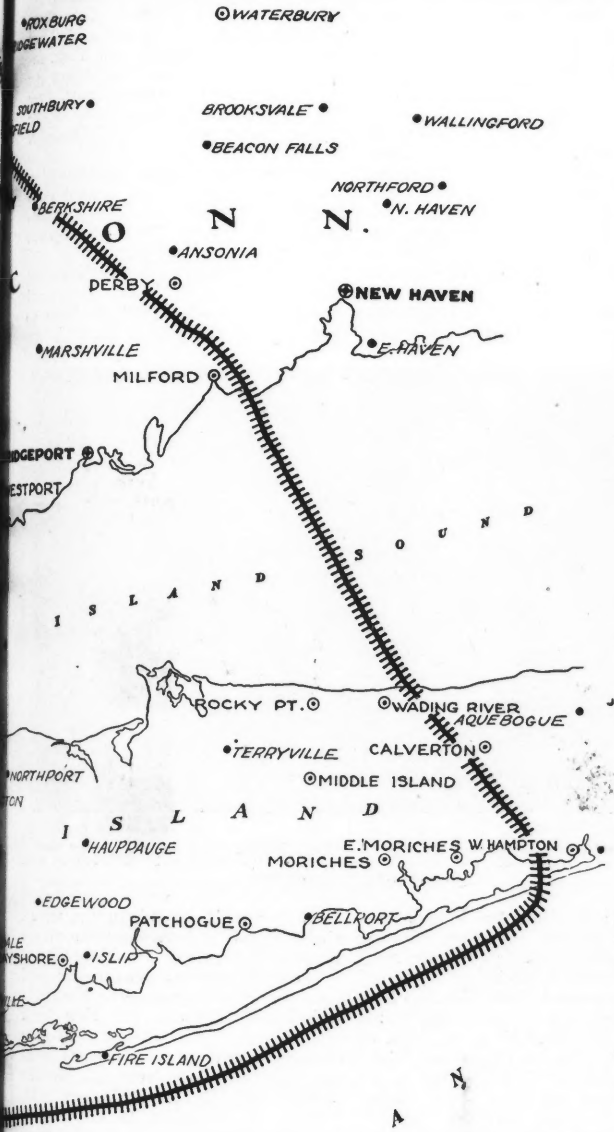
The daily trading area indicated by a double-dot-and-dash line is the territory from which the retailers of New York City proper secure the bulk of their support.

The heavier line indicates the boundaries of an area from which the New York retail centers attract a once-a-week business. Transportation facilities are such that people living in this second area are able and more inclined to make a weekly trip for shopping and business purposes.

Throughout this same area the larger stores and a great many wholesale houses maintain a once-a-week delivery system by motor truck, in addition to the very excellent shipping facilities afforded by the numerous railroads which make New York City their terminus.

It is quite impossible on a map of this size to indicate a third and possibly equally as important area; that which is known as the periodical trading zone.

In a great many localities, such as the metropolitan areas of cities ranking within ten of the largest in the United States, it is quite possible to indicate a periodical trading zone. In the case of New York City, however, such a map would include nearly all the territory east of the Mississippi. And a fourth or seasonable shopping zone would include points as far west as the Pacific Coast, and as far east as the principal cities of Europe. Such periodical trade, as might be derived from extended territory indicated in the latter classes, has practically no bearing on the retail trade of New York City. Therefore, we have restricted the map to such an area as may be considered the vital territory from which any advertising campaign in New York City must reap its profits.



### New York Daily English Language Newspapers

New York American .....(m-s)	N. Y. Post .....(e)	Citizen (Brooklyn) .....(e-s)
Call .....(m-s)	N. Y. Sun .....(e)	Eagle (Brooklyn) .....(e-s)
Globe & Commercial Advertiser.....(e)	N. Y. Telegram .....(e-s)	Standard Union (Brooklyn).....(e-s)
N. Y. Herald .....(m-s)	N. Y. Telegraph .....(e-s)	Times (Brooklyn) .....(e-s)
Daily News .....(m)	N. Y. Times .....(m-s)	Journal (Flushing) .....(e)
N. Y. Journal .....(e)	N. Y. Tribune .....(m-s)	Times (Flushing) .....(e)
N. Y. Mail .....(e-s)	N. Y. World .....(m-e-s)	Long Island Farmer (Jamaica).....(e)
North Side News .....(e-s)	Staten Island Advance.....(e)	Star (Long Island City).....(e)

### New York Daily Foreign Language Newspapers

Al-Hoda (Arabic) .....(e)	Giornale Italiano (Italian) .....(m-s)	Narodni List (Croatian) .....(e-s)
Amerikai Magyar Nepszava (Hungarian).....(m)	Glas Naroda (Slovenian) .....(m-s)	National Herald (Greek) .....(m-s)
Araldo Italiano (Italian) .....(m)	Staats-Herald und Abendblatt (German).....(m-e-s)	Nowy Swiat (Polish) .....(m-s)
Ash-Shaah (Arabic) .....(m)	Hlas Lidu (Bohemian) .....(m)	La Prensa (Spanish) .....(m)
Atlantis (Greek) .....(e)	Jewish Daily Forward (Yiddish).....(e-s)	Progresso Italo-Americano (Italian).....(m-s)
Bollettino Della Sera (Italian).....(e)	Jewish Daily News (Yiddish) .....(e-s)	Russkoye Slovo (Russian) .....(m-s)
Courrier des Etats Unis (French).....(m-s)	Jewish Morning Journal (Yiddish) ..(m-s)	Russky Golos (Russian) .....(m-s)
Day-Warheit (Yiddish) .....(e-s)	Jewish Times (Yiddish) .....(e-s)	Serbian Daily (Serbian).....(e)
Dennik (Slovak) .....(e)	Jugoslovenski Svijet (Croatian) .....(m)	Slovak v Amerike (Slovak).....(m)
Eagle (Arabic) .....(m)	Listy (Bohemian) .....(m)	Telegrafo (Italian) .....(e)
Elore (Hungarian) .....(m-s)	Meraat-ul-Gharb (Arabic) .....(m)	Telegram Codzienny (Polish) .....(m-s)
		Ukrainian Daily (Ukrainian) .....(m)

### New York Daily Business Newspapers

American Metal Market .....(e)	Law Journal .....(m)
The Bond Buyer .....(m)	Marine Record .....(m)
Bond News .....(e)	Metal Reporter .....(m)
Chemical, Color & Oil Daily.....(m)	News Record .....(m)
New York Commercial .....(m)	Reporter .....(m)
Financial America .....(m-e)	Wall Street Journal .....(m-e)
Garment News .....(m)	Wids Daily .....(m)
Journal of Commerce .....(m)	Women's Wear .....(e)

### Sectional Newspapers

Home News (Harlem) .....(W-S)
Home News (Bronx) .....(Tues-Thurs-S)
Chat (Brooklyn) .....(Sat)
Coney Island Times (Brooklyn).....(Wed)
Ridgewood Times (Brooklyn).....(Fri)



Photo by Paul Thompson

France's gift to America, which marks the entrance to this country's greatest harbor, is an everlasting inspiration to men and women who strive to achieve through their own efforts. It is symbolic of the spirit of America

**NEW YORK THE METROPOLIS OF MANKIND**  
(Continued from page 1)

great deal in considering New York—for instance the annual food bill is \$645,000,000.

The population of the city's five boroughs as counted in the Federal Census of 1920 was 5,459,004.

The City of New York contains five complete counties, each of which has the same boundaries as a borough. These counties are New York, which is coterminous with the Borough of Manhattan; The Bronx; which is equivalent to the Borough of The Bronx; Kings, which is identical with the Borough of Brooklyn; Queens, which has the same boundaries as the Borough of Queens; and Richmond, which is identical with the Borough of Richmond.

There are 197,046.6 acres in New York City, including land and water. The Federal Census gives the land area of the city as 183,555 acres and the acreage of the boroughs as follows: Manhattan, 14,038; Brooklyn, 44,911;

The Bronx, 26,889; Queens, 67,142; Richmond, 30,575.

The Metropolitan District of New York, which consists of the New York and the urban population of the territory within ten miles of the city's limits, contains 616,927.6 acres. The entire territory within ten miles of the city's limits, added to the city itself, has an area of 875,515.2 acres.

According to the Federal Census, New York's Russian-born population is equal to that of Odessa before the Revolution; its Italian-born population is as large as that of the cities of Trieste and Venice combined; its German-born population is larger than that of the city of Bremen; and it contained one million residents of Jewish birth. Practically every race on the face of the earth has its representatives in the city.

Frequently likened to a continuous World's Fair, New York offers the sightseer kaleidoscopic opportunities. Its great beaches, its tall buildings, its imposing edifices housing as many as 22,000 tenants under one roof, its magnificent specimens of all types of architecture, its great avenues and streets are but a few of its wonders. Its parks, vast and expansive, comprise varied forms of scenery, including grassy plains, rolling and almost mountainous country, lakes and streams, and bits of verdure along the Sound and Hudson.

Along the city's 520 miles of water frontage are many vast stretches of good bathing beaches, and yacht and boat clubs. The visitor to New York may leave the heart of the city and take a dip in the ocean, after no more than half an hour's travel.

For the motorist New York has some thousands of miles of broad smooth thoroughfares, and within a day's trip by automobile, over splendid roads, are thousands of lovely vistas.

The city's stores are full of temptations to shoppers. In them are gathered the cream of the world's merchandise. Not only are there many department stores, but there are also thousands of specialty shops the like of which is not to be found elsewhere.

More than 500 conventions are held in New York City each year. Business, fraternal and scientific and other organizations find it greatly to their advantage to hold their sessions in the Metropolis, for here there is every fa-

cility for the accommodation of their meetings and the delegates. Usually conventions in New York attract a larger attendance than if held elsewhere. This may be ascribed to the magnitude of attractions and diversions, but it is also due to New York's supremacy as a market, and in the arts and sciences. Many trade expositions are held in the city. At these fairs, enormous quantities of goods are sold for delivery in all parts of the world.

New York, it has been said, and truthfully so, belongs to the whole country. It is a friendly place, for its thousands of citizens have been recruited from every corner of the world.

New York City is rich in parks and public improvements, among which are some wonderful engineering achievements.

The five boroughs are liberally sprinkled with breathing spaces, large

The port of New York has 771 miles of direct waterfront, of which 578 miles serve New York City. A larger part of the New York City waterfront is publicly owned and is being intensively developed by the city authorities.

Just prior to the World War there were approximately 100 steamship lines sailing from the port of New York, engaged in foreign trade throughout the world, and, as the nation's port, over 50% of the foreign commerce of the United States passes through the port of New York.

Fourteen lines operate between New York harbor and points located upon Long Island Sound, serving those points proper and, via the Long Island ports, the New England territory.

Six lines operate in the coastwise trade between New York harbor and Atlantic and Gulf ports, and from no other port in the United States is the



Photo by Paul Thompson

Forty-second street and Broadway. Here is massed buying power in which every want of the world is represented. This picture was taken as the theaters in that district were discharging their audiences.

and small; the museums contain fine collections, and the collections of living animals, plants and fishes boast many rare and beautiful specimens.

The commercial supremacy of New York City is largely attributable to the fact that it is situated at the port of New York, with its magnificent inland harbor located at the confluence of the Hudson River and Long Island Sound.

coastwise trade so adequately served. Eight steamboat lines, operating on the Hudson River, serve New York City.

There are at present two regular canal lines operating between New York City and Buffalo through the New York State Barge Canal. These lines have through working arrangements with lake packet lines running between Buffalo and Cleveland, Detroit, Chicago and Duluth. There are many canal boats engaged in the handling of cargo-lots between New York and Buffalo and way points on the New York State Barge Canal. The New York State Barge Canal is likewise available as a means of transportation for reaching Lake Champlain and Canada.

The lines operating via water routes, both in foreign and domestic commerce, with the business they originate or control, afford, through the Port of New York, the "melting pot" for the distribution of that commerce, and no other

(Continued on page XX)



Photo by Paul Thompson

Man-made cliffs of livelihood and habitation in their nightly glory as viewed from the sky. Every light stands for light and power—the light of enterprise and daring and the power to satisfy every desire.

# EDITOR & PUBLISHER

## SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 1

### NEW YORK CITY

#### Population

1900 Census.....	3,437,202
1910 Census.....	4,766,883
1915 Census (State).....	5,253,885
1920 .....	5,620,048
1920 Census (Metropolitan District).....	8,312,451

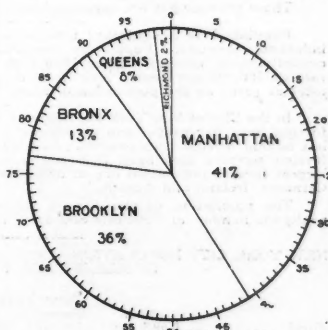
Population of Metropolitan District as given by Department of Commerce, Bureau of Census, for 1920.

	1900	1910	State Census 1915	1920
<b>N. Y. City</b>				
Bronx .....	200,507	430,980	649,726	732,016
Brooklyn .....	1,166,582	1,634,351	1,825,534	2,018,356
Manhattan .....	1,850,093	2,331,542	2,295,761	2,284,103
Queens .....	152,999	284,041	389,233	469,042
Richmond .....	67,021	85,969	93,631	116,531

	1900	1910	1920
<b>Outside of N. Y. City</b>			
Nassau Co., N. Y. ....		83,930	.....
Westchester Co., N. Y. ....	184,257	283,055	344,086
Rockland Co., N. Y. ....	38,298	46,873	45,548
Bergen Co., N. J. ....	78,441	138,002	210,688
Essex Co., N. J. ....	359,053	512,886	651,807
Hudson Co., N. J. ....	386,048	537,231	629,124
Middlesex Co., N. J. ....	79,762	114,426	162,334
Passaic Co., N. J. ....	155,202	215,902	259,148
Union Co., N. J. ....	99,353	140,197	199,832
Monmouth Co., N. J. ....	82,057	94,734	104,906

NOTE:—As defined by the census of 1910 the Metropolitan District includes in addition to the central city: 15 cities, 41 boroughs, 2 villages, 17 towns and 17 townships.

Chart Showing Population of New York City by Boroughs



The above chart clearly shows the division of the population in New York City. Manhattan and Brooklyn together have 77% of the total population. Queens Borough, with only 8% of the population, is as large in square miles as Brooklyn and Manhattan combined and could house as many people as Manhattan does at the present time.

# "BREAKING INTO NEW YORK"

A Story of Successful Experience of Much Suggestive Value to the Manufacturer with Goods to Sell and Afraid to Undertake the Plunge Into the Greatest Market on Earth

By JASON ROGERS

Publisher of THE NEW YORK GLOBE

REGARDLESS of general opinion to the contrary the great New York market can be more easily and profitably entered than probably any of the other communities pretending to possess a material part of the purchasing power and progressiveness of the great city and surroundings with 10,000,000 people with practically limitless money to spend for necessities and luxuries.

By this I do not mean that anyone can come in and quickly dominate the situation without the expenditure of large sums of money. What I do mean is that anyone with real goods for which popular demand can be created to be sold at attractive prices, can secure larger sales for less money per sale than can be obtained anywhere else on earth.

In order to prove my case I must stick to facts, to experiences coming directly before me in connection with the various successful campaigns put over by the New York Globe. Of necessity my story will be a Globe office story.

What I say regarding the things done by The Globe could probably in part, at least, be duplicated by several of the other worth-while newspapers and may be far surpassed by one or two others did they but intelligently throw their great power and influence behind their effort as we have done.

Let us not deal with formalities so common in newspaper and advertising arguments. Let us go through with facts regarding a dozen or more widely diversified experiences, merely to indicate unlimited opportunities in other directions.

From the standpoint of the so-called national advertiser

New York may seem the most difficult and expensive market to reach of any he has to tackle. In talks with many national advertisers I think I am safe in saying that an average of their opinion would place the cost of a real introductory campaign at from \$30,000 to \$100,000.

Not long ago in talking with one of the brightest advertising managers of a specialty with national distribution, he told me, "Why, Rogers, we don't sell enough in New York to load a shotgun." I asked him why, and he said, "Because the directors have never felt strong enough to give me \$100,000 to do it with."

There is where we are. When I show you how the New York Globe can do the trick for 10 or 20 per cent. of that sum, according to the goods to be sold, and prove it by valid, unsolicited testimonials from those who have bought and paid for the use of the service and secured the results, you will understand that I am going to try and convey a real worthwhile message to you.

The Globe in New York, as many of you know, is but a moderately sized paper as circulations go. We have only 170,000 a day, compared with five others ranging in the 300,000 class, and one with more than twice that total.

The point I want to make here is that if The Globe single-handed can produce such results with its comparatively small, well conditioned and intensive army, what truly marvelous results could be developed if other newspapers would but apply the same principles!



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



### Survey in Twenty-seven Parts—Part 2

## NEW YORK CITY

### Population---(Continued)

Native White .....	60%	English Reading .....	90.5%
Negroes .....	2%	Factory Workers .....	13%
Foreign Born .....	38%	Families .....	1,768,606
Students .....	55,867	Summer Residents .....	10%

These percentages are estimated for the entire Metropolitan District.

Population is the primary measure of development, and of mercantile and industrial capacity. Population determines size of markets and of business opportunity in general. Since 1900 New York City's increase has been at the rate of 100,000 per year. New York thus adds annually to the local market a total as great as the population of many large cities.

In the City of New York the figures for birth and parentage show a very large foreign born parentage, and an almost equally large population of native born but having foreign born parents. New York City has 40% foreign born and 38% foreign parents, and only 19% native parents. The countries furnishing the largest foreign population are in order named for New York City: Russia, Italy, Germany, Ireland and Austria.

The population of the city is almost entirely white, there being only a negligible number of Orientals and 1.9% negroes.

#### NEW YORK CITY POPULATION (1910), SHOWING PERSONS OVER 15 YEARS OF AGE, BY AGE, SEX AND BIRTH.

New York City			
	Male	Female	
Total .....	1,697,045	1,702,064	
15 to 24 years....	467,287	522,197	
25 to 44 years....	831,254	782,461	
45 years and over.	393,308	395,800	
Age unknown ....	5,196	1,606	

Showing Population of all Boroughs of Persons over 15 years of age, by age, sex and birth.

Manhattan			
	Male	Female	
Total .....	856,870	854,365	
15 to 24 years....	237,948	271,627	
25 to 44 years....	425,814	394,824	
45 years and over.	188,392	186,723	
Age unknown ....	4,716	1,191	

Bronx			
	Male	Female	
Total .....	150,922	149,655	
15 to 24 years....	40,918	44,813	
25 to 44 years....	74,429	70,115	
45 years and over.	35,354	34,587	
Age unknown ....	221	140	

Brooklyn			
	Male	Female	
Total .....	559,306	575,314	
15 to 24 years....	152,885	170,608	
25 to 44 years....	270,330	261,119	
45 years and over.	135,893	143,355	
Age unknown ....	198	232	

Queens			
	Male	Female	
Total .....	98,806	94,326	
15 to 24 years....	27,552	27,538	
25 to 44 years....	46,530	43,440	
45 years and over.	24,684	23,316	
Age unknown ....	40	32	

Richmond			
	Male	Female	
Total .....	31,141	28,404	
15 to 24 years....	7,984	7,611	
25 to 44 years....	14,151	12,963	
45 years and over.	8,985	7,819	
Age unknown ....	21	11	

The number of persons per dwelling for New York as a whole is 15.6, and for Manhattan 32. The average number of persons per family in the City and Manhattan is 4.7.

The commuters from Long Island and New Jersey alone are 580,000 a day. The total transit visitors or commuters to New York City is estimated in round figures at 650,000 per day.

The percentage of summer residents for the Metropolitan District naturally is greater because of the many very attractive country and seashore resorts of Long Island and New Jersey.

# "BREAKING INTO NEW YORK"

I don't say this in any spirit of boastfulness, but rather in the hope that, by putting it that way, other publishers will see the advantage of closer and more effective co-operation both among themselves and, in assisting, to make advertising more productive of results than any one has ever dreamed of.

Our first real experience in developing the species of reader interest and reader confidence, which, in my opinion, has made our later successes a possibility, dates back to 1912 when a young man named Kobler started trying to see me. He called repeatedly for six or eight weeks before I finally consented to see him.

To be perfectly frank he did not appeal to me as I passed him in the outer office as worth any time to be devoted to him for consideration. His repeated calls finally wore on my nerves, and I decided to see him and get rid of him once for all.

He came into my office and stated that he "wanted to go to Paris," to organize a department of "Original Paris Fashions." I told him that I had no objection to his going to Paris, but that I took no interest in the development of Paris fashions. After a talk he agreed to go to Paris at his own expense if I would but promise to consider his proposition when he returned.

That brief talk was the starting point of the wonderful things that were developed in direct selling plans by A. J. Kobler, now with the Hearst organization, then merely an unknown man of limited advertising experience, but brilliant imagination and willingness to work.

Kobler went to Paris and established relations with Worth, Paquin, Driscoll, and other great designers and came back loaded for bear. He proposed to publish a daily fashion article, illustrated with drawings by Kelly, showing their new and wonderful designs.

I, like many other newspaper men, thought the matter would be above the heads of the people, but was willing to try it "at your own price," as Kobler put it. He started at \$50 a week, if I remember correctly, but is now one of the highest paid men in the advertising business. We commenced to publish the stuff and Kobler commenced to get advertising from specialty shops we had never had in The Globe.

That fall we got out the first of our famous fashion numbers which surpassed anything previously attempted by a daily newspaper for beauty of make-up, for fashion news merit, and gathered a mass of advertising which were read with as much interest as the reading matter.

Unlike nearly all previous special numbers, The Globe's spring and fall fashion numbers were limited to the representation of advertising from regular advertisers and as part of definite well conceived and carried out selling campaigns, and produced handsome results for every one concerned.

Each succeeding number since then up to the war period was more successful than the one ahead of it and practically every advertiser who has started in one of the numbers repeated as often as we got them out with swelling volume of copy in the regular daily issues of The Globe.

Through the fashion numbers, daily fashion service, fashion shows, and other fashion stunts, The Globe interested its women readers in its fashion service and thus fertilized its constituency in a way no other newspaper had as successfully done, which made advertising in its columns universally productive of results.

Going parallel with this reader stimulation we, by systematic work secured the substantial interest of a large part of the 14,000 or 15,000 dressmakers of New York, and specialty shops and retail stores all over the country. This produced an ideal market place for the man with a fabric or women's wear article he desired to put out.

The big retail shops in New York recognized the importance and hold The Globe had secured on so large a part of the buying public in New York by constantly increasing the volume of the advertising in its columns, until The Globe carried more of the business than any other newspaper until print paper shortage compelled us to limit its volume.

Growing out of this development, or rather incidental to it, we have put over some campaigns worthy of note and which should be of interest to any one wishing to break into New York. Let us consider just a few high spots.

# EDITOR & PUBLISHER

## SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 3

### NEW YORK CITY

#### Location

New York City is located in the extreme southeastern corner of New York State, being situated around the mouth of the Hudson River.

New York City consists of the extreme southeastern corner of the mainland of New York State, together with two islands in New York Harbor and a portion of the extreme end of Long Island.

New York is the terminus of nine great railroad systems: New York Central R. R., New York, New Haven & Hartford R. R., Pennsylvania R. R., Baltimore & Ohio R. R., Central R. R. of New Jersey, Erie R. R., Lackawanna R. R., Lehigh Valley R. R., Long Island R. R., New York, Ontario & Western R. R., and West Shore R. R. These lines extend to and connect with lines extending to all parts of the United States.

Within the Metropolitan District, the Pennsylvania R. R. has twelve freight terminals, the Lehigh Valley twelve, New York Central eighteen, Lackawanna eight, Baltimore & Ohio six, Erie fourteen, Central R. R. of New Jersey seven, West Shore and New York, Ontario and Western fourteen each. The New York, New Haven & Hartford has eight freight terminals, the Staten Island Rapid Transit Railway twelve, and Long Island R. R. nine.

Together with the above terminals there are thirteen terminal companies which accept freight for every railroad entering New York. These companies are known as auxiliary or contract terminals.

Three terminals of the State Barge Canal are located in the Borough of Queens. These terminals place all of the advantages of the \$150,000,000 deeper and wider State Barge Canal at the disposal of the shippers of New York City, and materially reduce the cost of transportation of raw materials and manufactured products.

There are fifteen electric surface railway companies serving New York City: two elevated companies, two subway companies, two motor bus companies and the Hudson Tubes connecting Newark, N. J., and intervening points with New York City. The lines of these companies extend far out into the suburbs and connect with many other railway systems that feed New York City territory. Within Metropolitan New York there are twenty-one railroad passenger terminals.

#### City Classed As

New York City is the largest and most important city, not only in the United States, or in the Western Hemisphere, but in the entire world. It is the greatest financial and industrial center in the United States. New York is the world's greatest port. It is the chief center of trade between the United States and Europe, and also one of the principal distributing points for domestic trade.

The manufacturing industries of the City are especially aided by the fact that New York is the largest single market in the country for manufactured products. The volume of products made and distributed in New York is in great part responsible for making it the financial center of the American continent.

In New York City there is a market for the highest grade of art products or art works which does not exist to a similar degree in any other city of the country. It is the foremost art, musical, dramatic and literary center of America, although this fact is too often overshadowed by its financial and commercial prominence.

#### Schools

PUBLIC SCHOOLS		STUDENTS
Manhattan	150	273,039
Bronx	58	109,811
Brooklyn	178	295,621
Queens	96	68,027
Richmond	34	17,156
HIGH SCHOOLS		
Manhattan	6	25,791
Bronx	3	9,601
Brooklyn	9	26,402
Queens	6	7,516
Richmond	1	1,287

#### Colleges

Brooklyn	Manhattan and Bronx
Adelphi	Barnard College
Brooklyn College	College City of New York
Brooklyn Law School	Columbia University
St. Francis College and Academy	Fordham University
St. Johns College	New York University
St. Josephs Day College	Manhattan College
	Hunter College
	Teachers College

According to the Superintendent of Catholic Schools, 178 elementary schools in the Archdiocese opened with a registration of more than 90,000 pupils in the fall of 1920. This includes 119 schools in the Boroughs of Manhattan, Bronx, Richmond and Yonkers. In Manhattan there are 72 schools, in the Bronx 11 and in Richmond 8. The total number of pupils registered in the three boroughs are more than 75,000.

In the Brooklyn Diocese, comprising the Boroughs of Brooklyn and Queens, 113 schools opened with an enrollment of more than 60,000 pupils. These, added to those in the New York Archdiocese, made a total of 291 schools in Greater New York with a total registration of more than 136,000 pupils.

In the City of New York there are 18 girls' preparatory schools of all sizes, the most widely known are Barnard School, Mount St. Vincent and Hunter.

Thirty boys' preparatory schools are located here. Among the best known are Clason Military Academy, Horace Mann School, Berkeley-Irving and Columbia Grammar School. There are 77 preparatory schools altogether, including boys, girls and co-educational.

## JASON ROGERS, Publisher of the New York Globe

Take the Gossard Corset as an example.

Here was a concern which in 1914 was doing a corset business \$4,000,000 a year, of which only \$100,000 was in New York—mere crumb of the business they were entitled to. They had a good corset, as every one in a position to know tells me.

They had tried for years to "Break into New York" without success. They had spent large sums of money trying to get some of the important stores to take on the line. They were willing to spend a lot of money to break into society, as it were, but would not decide upon a plan to put it over.

Along in the fall of 1914 our Mr. Kobler had the good fortune to meet Mr. Feldman, then the advertising manager of the Gossard Corset Company, and told him that he thought he could show him how to "Break into New York." He unfolded a plan which won the approval of Mr. Feldman and his house, and got busy with him preparing the copy.

With the copy in hand and introduced by Mr. Kobler, starting with pages and running down to half pages and quarters, the Gossard people called on the leading big shops which had learned that advertising in The Globe produced results, and got seven or eight of the leaders to put in a stock.

Through the proved power and influence of The Globe the Gossard concern secured orders from those whom they had not been able previously to get to. The advertising did the rest. The press sold the goods, the people liked them, the Gossard had broken into New York."

Here is a letter from Mr. Gossard, which proves better than my words of mine his complete satisfaction:

The H. W. Gossard Co.,  
Chicago. August 23, 1916.

The New York Globe, New York,  
Attention Mr. A. J. Kobler, Advertising Director.

Gentlemen: It is a pleasure to recognize demonstrated merit and give it due credit.

Since we began using The Globe last fall we have received

much valuable co-operation, and our present 50,000-line contract with you is the result. Indeed, within that period most of the best stores in New York City have arranged to supply our merchandise to the women of New York.

The tremendous increase in our eastern business has made it necessary for us to open a warehouse, with general offices, for the transaction of our New York City business and eastern trade.

With my best wishes for the continued success of your good newspaper, I am,  
Yours very truly,  
(Signed) H. W. GOSSARD.

A 50,000-line campaign from a corset house in a single newspaper is a whale of a contract. Thus for a comparatively small sum, I think it was about \$12,500, The Globe was able to give Mr. Gossard a market and distribution which he probably could not have secured for ten times the amount and perhaps months or years of waiting by the ordinary route.

If you want further details of verification I cordially invite you to write to Mr. Gossard or Mr. Feldman, whom I am pleased to count as loyal boosters of the sort of service The Globe renders and will render to any manufacturer with the courage and willingness to let us help him "Break into New York."

Having very briefly disposed of the Gossard experience let me show you how we helped another sort of advertiser firmly and solidly on to his feet. I refer to "Worth," a specialty shop on Thirty-fourth Street, just east of Sixth Avenue.

During the fall of 1914 our Mr. Kobler got wind that a Mr. Solomon was going to open a shop on Thirty-fourth Street. He immediately got in touch with him and told him that he thought he could help him "Break into New York." Kobler also got in touch with Sigmund Kahn, who was to be the advertising agent, and shaped up a campaign.

From the very start the campaign was a success, and Mr. Solomon's business grew to a volume that required more floor space to take care of the traffic. His advertising increased and the resulting new business continued to grow. He advertised in no other New York newspaper for over a year. His ads were all about the same size, 150 lines by two or three.



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



Survey in Twenty-seven Parts—Part 4

### NEW YORK CITY

#### Schools---(Continued)

Four well known law schools, including Columbia Law School, Fordham Law School, Brooklyn Law School of St. Lawrence University and New York University Law School are also located in New York.

There are 13 medical schools, all large and well known; the most prominent are the College of Pharmacy, Cornell University Medical College, New York Post Graduate Medical School, University and Bellevue Hospital Medical College, Long Island College Hospital.

There are 49 business colleges, including New York University School of Commerce, Pace Institute of Accountancy.

There are 33 music schools, including National Conservatory of Music, New York College of Music, Brooklyn Conservatory of Music.

Fifteen technical schools, including the Pratt Institute and Polytechnic Institute of Brooklyn.

The New York School of Journalism, Union Theological Seminary, Savage School for Physical Education, New York School of Fine and Applied Arts and New York Institute for the Instruction of the Deaf and Dumb are other prominent and well known special schools of education.

#### Churches

##### Brooklyn

Baptist .....	52	Methodist, Primitive .....	2
Christian .....	2	Methodist Protestant .....	2
Christian Science .....	5	Pentecostal .....	3
Congregational .....	32	Presbyterian .....	43
Disciples of Christ .....	4	Presbyterian United .....	4
Evangelical Association .....	6	Protestant Episcopal .....	59
Evangelical Synod of N. A. ....	1	Reformed Church of America ..	23
Friends .....	2	Reformed Church of United States..	4
Jewish .....	57	Reformed Episcopal .....	3
Lutheran .....	67	Seventh Day Adventist .....	4
Methodist Episcopal .....	47	Swedenborgian .....	5
Methodist Episcopal, African .....	3	Unitarian .....	2
Methodist Episcopal, W. Zion .....	4	Universalist .....	3
Methodist, Free .....	2	Miscellaneous .....	21
		Roman Catholic .....	120

#### Churches---(Continued)

##### Manhattan and Bronx

Baptist .....	36	Jewish .....	90
Calvinistic Methodist .....	1	Lutheran .....	52
Christian Science .....	13	Methodist Episcopal .....	54
Congregational .....	11	Methodist Episcopal, African .....	5
Catholic Apostolic .....	2	Methodist Episcopal, Zion .....	2
Disciples of Christ .....	3	Moravian .....	2
Evangelical Association .....	2	Presbyterian .....	62
Protestant Episcopal .....	91	Presbyterian, Reformed .....	2
Reformed Church of America .....	24	Presbyterian, United .....	3
Reformed Church in the U. S. ....	2	Seventh Day Adventist .....	5
Reformed Episcopal .....	1	Unitarian .....	3
German Evangelical Synod of N. A. ..	2	Universalist .....	1
Friends .....	2	Miscellaneous .....	22
		Roman Catholic .....	150

##### Queens

Baptist .....	10	Methodist Episcopal, African .....	4
Christian Science .....	5	Methodist Protestant .....	1
Congregationalist .....	8	Presbyterian .....	20
Disciples of Christ .....	2	Protestant Episcopal .....	31
Evangelical .....	4	Reformed .....	18
Lutheran .....	32	Reformed Episcopal .....	1
Methodist Episcopal .....	21	Miscellaneous .....	6
		Roman Catholic .....	44

##### Richmond

Baptist .....	6	Moravian .....	5
Christian Science .....	1	Presbyterian .....	2
Disciples of Christ .....	1	Protestant Episcopal .....	12
Evangelical Union .....	1	Reformed .....	4
Lutheran .....	5	Unitarian .....	1
Methodist Episcopal .....	11	Miscellaneous .....	1
Methodist Episcopal, African .....	2	Roman Catholic .....	19

# “BREAKING INTO NEW YORK J

I think he was particularly fortunate in the selection of the type used for the same—"Worth," and more particularly for his good sense in buying plenty of white space so as to make the advertisement stick up regardless of how it was placed on any page of the newspaper.

The "Worth" advertising is the best sort of a demonstration of an ad which cannot be buried. It shines like a bright diamond from any printed page no matter where placed and, of course, attracts attention, which is what advertising is primarily designed to do.

The "Worth" business has grown until today it occupies all the front on the street that he could get and as much of the second floor of the building as he can secure. In 1915 he took on other newspapers at our suggestion, and the business continues to grow, and my prediction is that in the course of a few years, the "Worth" concern will become one of our big retail specialty shops.

Here is a letter from Mr. Solomon, dated February 4, 1915, a short time after the advertising started, and another of October 10, 1916, one year and ten months from the start:

**WORTH**  
Importers and Designers  
45 West 34th Street

Mr. A. J. Kobler, New York, Feb. 4, 1915.  
New York Globe, New York City.

Dear Sir: I wish to thank you for the very nice way you are treating us. You are one of those rare chaps in the advertising game that do considerably more than you promise, and I am grateful to yourself and your paper. To you, for persuading me to enter an advertising campaign with you, and your paper for the excellent results achieved.

Should you require a service from me I shall be very happy to reciprocate.

Yours very truly,  
(Signed) LOUIS R. SOLOMON,  
President and Treasurer.

**WORTH**  
Importers and Designers  
45 West 34th Street

Mr. Jason Rogers, Publisher, New York Globe.  
New York, Oct. 31, 1916.

Dear Mr. Rogers: It is now some time since we began advertising.

We used the New York Globe almost exclusively for the first nine months and received such excellent results that it encouraged us to spread out in our advertising and also to greatly enlarge our place of business.

We made up our minds at the beginning of our advertising career not to quote comparative prices in women's apparel. Styles change so rapidly that values merely exist for the time being, and to quote earlier figures and compare them with later prices would unintentionally deceive the reader. When the style changes the value of a garment is materially decreased.

You will note that we use only simple language in describing the articles which we advertise. All the things I have mentioned, together with the excellent medium that your paper has proven to be, undoubtedly contributed greatly to the success of our advertising and I am glad of this opportunity to extend my thanks for your kind co-operation.

Yours very truly,  
"WORTH,"  
(Signed) Louis R. Solomon,  
President.

Results of this kind don't simply just grow, like Topsy. The Worth advertising was a kind that inspired confidence. Its display was neat and attractive. The store gave genuine service and real values, and success has been the result.

In the food line the feats performed by The Globe I think stand unique in the records of the newspaper business. Commencing in December, 1912, we started our Pure Food Campaign under the direction of Alfred W. McCann absolutely without regard to advertising and purely as a newspaper stunt, the same as would be a campaign against loan sharks or other malefactors.

In a few weeks McCann was inundated with invitations to speak before women's clubs, and we commenced to hear complaints from advertisers affected by his crusading, but balancing



# EDITOR & PUBLISHER

## SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 5

### NEW YORK CITY

#### Theatres

	Motion Pictures	Open Air	Motion Pictures and Vaudeville	Vaudeville	Burlesque	Production	Concerts
Manhattan	170	22	31	5	7	56	6
Brooklyn	244	83	18	10	4	6	..
Bronx	48	29	5	1	1	2	..
Queens	49	43	4	..	..	..	2
Richmond	13	2	1	..	..	..	1
<b>Total</b>	<b>524</b>	<b>179</b>	<b>59</b>	<b>16</b>	<b>12</b>	<b>64</b>	<b>9</b>

#### Suburban and Farm Residents

The Metropolitan District of New York City includes Nassau County, Westchester County, Rockland County in New York State and Bergen County, Essex County, Hudson County, Middlesex County, Passaic County, Union County and Monmouth County in New Jersey.

#### New York State Section of Metropolitan District

The principal cities and towns in the metropolitan district are:

	Population		
	1900	1910	1920
<b>NASSAU COUNTY</b>			
Town of Hempstead	44,297	44,297	..
Town of North Hempstead	17,831	..	..
Town of Oyster Bay	21,802	..	..
<b>WESTCHESTER COUNTY</b>			
Town of Eastchester	3,040	6,422	9,372
Town of Mamaroneck	3,849	5,602	7,801
Town of Pelham	1,571	2,998	5,195
City of Mount Vernon	21,228	30,919	42,726
City of New Rochelle	14,720	28,867	36,213
City of Yonkers	47,931	79,803	100,176
Peekskill	10,358	15,245	15,868
Ossining	7,939	11,480	10,739
Tarrytown	4,770	5,600	5,807
Port Chester	7,440	12,809	16,573
White Plains	7,499	15,949	21,031
<b>ROCKLAND COUNTY</b>			
Town of Haverstraw	9,874	9,335	9,027
Nyack	4,275	4,619	4,444
Spring Valley	..	2,353	4,428
Suffern	1,619	2,663	3,154

There are eight houses with theatre licenses now playing motion pictures.

The average seating capacity of all the motion picture theatres is 905. The average of vaudeville houses is 1,507, burlesque, 1,394; productions, 1,305. The average seating capacity of all classes of theatres is 705, and the total seating capacity of all classes of theatres is 670,499.

The largest motion picture theatre in the world is the Capitol, seating 5,300 people comfortably. It was two years under construction and cost \$5,000,000. The Hippodrome seats 3,200 people and has the honor of having the largest stage. The Strand, Rialto and Rivoli theatres, devoted to motion pictures exclusively, seat 3,500, 1,980 and 2,250 respectively.

At the present time there are four vaudeville houses under construction in New York City and they will seat about 3,500 apiece. There are also eight theatres now being built that are to be used for productions which will open during the next year.

The home of Grand Opera is the Metropolitan Opera House. More recently The Manhattan Opera House, the Lexington Avenue Theatre and the Century are also used for Grand Opera at times.

The most widely known carnival, exhibition, circus and sport arena is the famous Madison Square Garden.

The Metropolitan Museum of Art is the recognized leader of all museums devoted to Art, while the Museum of Natural History has no equal in any country. Carnegie Hall and Aeolian Hall are two of the most famous auditoriums devoted to classical concerts.

# By JASON ROGERS, Publisher of the New York Globe

one thing with the other we decided that it was better policy to please the women and the reader than to forego the benefits that would be derived from such a campaign by listening to the whining of the weak sisters among our advertisers.

Owing to the fact that if we had solicited advertising from food makers during the early months of the food campaign we might have been characterized as blackmailers and crooks, we did not solicit a single line of business until April, 1914, sixteen months after the campaign had started, when we launched our Pure Food Directory as a method of answering upwards of 50,000 letters previously received by McCann, asking what foods were good and where they could be bought.

The response to this advertising in the Food Directory was to me, who had been in the business for over thirty years, a complete revelation. Many products which were comparatively unknown immediately sprang into big sellers. It was like letting loose the water of a large lake through a mill-race. Our readers simply flooded the stores, asking for the articles which were admitted to the Directory after examination by Mr. McCann.

Take Wheatsworth Biscuit as an example. Here was a product selling in very small quantities owing to the difficulties of its manufacturer, with limited capital, getting any sort of co-operation from the jobbers and dealers.

F. H. Bennett who had several years' experience as traveling salesman and in other capacities for one of the largest concerns doing business with the grocery trade all over the country decided that there was not the sort of future he desired with the large corporation and that he would start in business for himself.

He raised a small amount of money to equip a modest little factory and started making and selling ordinary cheap crackers. He built up a fair business, but after nearly four years of it decided that, if he was ever going to establish such a business as he wanted, he must specialize and get up a line of meritorious goods for which he could create a demand.

In January, 1914, he brought out a real whole wheat biscuit which he named "Wheatsworth" and started to introduce it on

the market by the usual jobber, dealer, and consumer route. He first consulted the jobbers, who forced him to name a price far below the line of safety before they would deign to take on the goods or undertake to fill the orders of the trade.

The manufacturer stood the gaff, as most other manufacturers do, and started supplying a limited quantity of the goods to the jobber, who calmly placed them in stock until such time as the dealers demanded supplies. The jobber did nothing to stimulate the sale of the goods. One jobber sold fifty dozen in January, 150 dozen in February, 200 dozen in March, and seventy dozen in April, and the manufacturer very naturally was discouraged.

Carefully watching the food market, the manufacturer discovered that he was up against a system which would apparently force him to give up this wonderfully valuable article of food, and in desperation and as a final test decided to advertise it in The Globe's "Pure Food Directory" after Mr. McCann had examined the product and approved of it.

"Wheatsworth" Biscuit, being found strictly as represented, was admitted to the "Pure Food Directory" and was announced to Globe readers as a certified food on April 18th. In less than three months it developed into one of the successes of the present-day local food world. Globe readers, everywhere demanding it, produced a direct consumer demand which quickly compelled well over two thousand grocers to carry it in stock.

"Wheatsworth" Biscuit was given no other publicity than that of The Globe. It was not handled by jobbers in the ordinary way, but was sold direct to grocers. It allows a liberal margin of profit to the dealer, pays a fair profit to the manufacturer and permits him to pay fair wages and buy the best grade of raw material on the market.

From a standing start, "Wheatsworth" Biscuit has been developed to a volume of business which is compelling its manufacturers to plan a new and much larger factory. They are working their force to the limit and have dropped several ordinary cracker lines that the facilities of the plant may be devoted to meeting the demand for "Wheatsworth."



**EDITOR & PUBLISHER**  
— SPACE BUYERS CHART —



Survey in Twenty-seven Parts—Part 6

**NEW YORK CITY**

**Suburban and Farm Residents---(Continued)**

**Population—New Jersey Section of Metropolitan District**

BERGEN COUNTY		1900	1910	1920	ESSEX COUNTY		1900	1910	1920
Alpine Borough	.....	.....	377	350	Belleville	.....	5,907	9,891	15,660
Bergenfields	.....	729	1,991	3,667	Town of Bloomfield	.....	9,668	15,070	22,019
Bogota	.....	337	1,125	3,906	City of East Orange	.....	21,506	34,371	50,710
Carlstadt	.....	2,547	3,807	4,472	Glen Ridge Borough	.....	1,960	3,260	4,620
Cliffside Park	.....	968	3,394	5,709	Town of Irvington	.....	5,255	11,877	25,480
Closter	.....	.....	1,483	1,840	Town of Montclair	.....	13,962	21,550	28,810
Cresskill	.....	486	550	942	City of Newark	.....	246,070	347,469	414,216
Delford	.....	746	1,005	1,286	Town of Nutley	.....	.....	6,009	9,421
Demarest	.....	.....	560	654	City of Orange	.....	24,141	29,630	33,268
Dumont	.....	643	1,783	2,537	South Orange Village	.....	4,608	6,014	7,274
East Rutherford	.....	2,640	4,275	5,463	West Orange	.....	6,889	10,980	15,573
Edgewater	.....	1,006	2,655	3,530	Verona Borough	.....	.....	1,675	3,039
City of Englewood	.....	6,253	9,024	11,617	Caldwell Borough	.....	1,367	2,236	3,993
Englewood Cliffs Borough	.....	218	410	594	Milburn	.....	2,837	3,720	4,633
Fairview	.....	1,003	2,441	4,882	<b>HUDSON COUNTY</b>				
Fort Lee	.....	.....	4,472	5,761	City of Bayonne	.....	32,722	55,545	76,754
Town of Hackensack	.....	9,443	14,050	17,667	East Newark Borough	.....	2,500	3,163	3,057
Harrington Park Borough	.....	.....	337	627	Town of Guttenberg	.....	3,825	5,647	6,726
Hasbrouck Heights Borough	.....	1,255	2,155	2,895	Town of Harrison	.....	10,596	14,498	15,721
Haworth Borough	.....	.....	588	748	City of Hoboken	.....	59,364	70,324	68,166
Leonia	.....	804	1,486	2,979	Jersey City	.....	206,433	267,779	298,079
Little Ferry	.....	1,240	2,541	2,715	Town of Kearny	.....	10,896	18,659	26,724
Lodi Borough	.....	1,917	4,138	8,175	North Bergen Township	.....	9,213	15,662	23,344
Moonachie	.....	.....	638	1,194	Secaucus Borough	.....	1,626	4,740	5,423
North Arlington Borough	.....	290	437	1,767	Town of Union	.....	15,187	21,023	20,651
Norwood Borough	.....	.....	564	820	Weehawken Township	.....	.....	11,228	14,485
Old Tappan Borough	.....	269	305	404	Town of West Hoboken	.....	23,094	35,403	40,068
Overpeck Township	.....	1,987	4,512	8,570	Town of West New York	.....	5,267	13,560	29,926
Palisades Park Borough	.....	644	1,411	2,633	<b>MIDDLESEX COUNTY</b>				
Riverside Borough	.....	.....	561	1,077	City of Perth Amboy	.....	17,699	32,121	41,707
Rutherford Borough	.....	4,411	7,045	9,497	Roosevelt Borough	.....	.....	5,786	11,047
Teaneck	.....	768	2,082	4,192	Woodbridge Township	.....	7,631	8,948	13,423
Tenafly Borough	.....	1,746	2,756	5,650	South Amboy	.....	6,349	7,007	7,897
Wallington Borough	.....	1,812	3,448	5,715	New Brunswick	.....	20,006	23,388	32,779
Woodridge	.....	582	1,043	1,923	Dunellen	.....	1,239	1,990	3,394
Garfield (City)	.....	3,504	10,213	19,381	Metuchen	.....	1,786	2,138	3,334
Midland Park Borough	.....	1,348	2,001	2,243	Sayreville	.....	4,155	5,783	7,181
Oakland	.....	.....	568	497	Milbourn	.....	.....	1,584	2,573
Ramsey	.....	.....	1,667	2,090	South River	.....	2,792	4,772	6,596
Ridgewood Township	.....	2,685	5,416	7,580	Jamesburg	.....	1,063	2,075	2,671
Westwood	.....	828	1,870	2,597	Spotswood	.....	.....	623	704

**“BREAKING INTO NEW YORK**

This story of "Wheatsthworth" Biscuit is a simple statement of fact without any exaggeration or coloring, as F. H. Bennett will gladly prove to any one entitled to the information. To say that F. H. Bennett Biscuit Co. were more than satisfied with the results would be putting it very mildly. This experience is the same as that of other manufacturers of pure and honest foods which are of quality entitling them to listing in The Globe's "Pure Food Directory" and to certification by Mr. McCann.

Here is a letter from Wheatsthworth dated February 25, 1921, after nearly seven consecutive years' use of The Globe's Pure Food Directory and the general use of large copy elsewhere in the Globe:

Mr. Jason Rogers, Publisher, February 25, 1921.  
New York Globe,  
73 Dey Street,  
New York City.

Dear Mr. Rogers:

What do we think of The New York Globe as a medium for advertising food products?

Well, Mr. Rogers, to do justice to the question would take several pages.

We believe that through your "Pure Food Directory," and the work of Mr. Alfred McCann, you are giving the manufacturer of honest food products a more valuable and more resultful service than any other newspaper in the country.

Further than that, we believe that your program with regard to foods which you have followed during the past eight or ten years, is the only kind of a program that represents service of real and enduring value to the food advertiser.

I believe The Globe should be made the very basis and foundation of any plan for developing the New York market for any good food product.

Mr. F. H. Bennett, our Treasurer and General Manager, concurs heartily in this opinion, and suggests adding that our viewpoint is that of a manufacturer who has successfully sold his products in this market for over ten years, using The Globe and its service continuously and extensively for the past eight years.

Yours very truly,

F. H. BENNETT BISCUIT COMPANY,  
(Signed) FRANK A. HARTWELL,  
Sales and Advertising Manager.

FAH:MT.

Now let us skip to the "Normanna campaign," in which we achieved truly wonderful results for an unknown product.

The Tokstad-Burger Co., during April, 1914, started advertising their "Normanna Kippered Herring" in The Globe's Pure Food Directory, and without any additional advertising secured a very thorough distribution among the grocers in New York and vicinity.

Under date of June 1, Mr. I. Tokstad wrote The Globe as follows:

"When you started your Pure Food Directory we were glad to be admitted with our NORMANNA products because your idea struck us as the acme of constructive salesmanship. The result, however, surpassed our fondest anticipations.

"The NORMANNA boneless kippered herring, only conceived by us as an idea in January, this year, and packed in Norway under our supervision during February and March, consequently unknown, seemed to leap into the limelight as soon as appearing in your certified directory, and the inquiries came from all over the metropolitan territory by mail, by telephone, and even in the form of numerous personal calls."

Instead of appropriating anywhere from \$25,000 to \$100,000 for breaking into the New York market in the old way, these young Norwegians, appreciating the sincerity of Mr. McCann and The Globe, and recognizing the confidence the readers of the paper had in its recommendations, applied for a listing in the Pure Food Directory, and after due examination made their appeal to Globe readers.

Immediately the readers of The Globe commenced to ask their grocers to procure Normanna Kippered Herring for them and the product was established as a big seller. The immense consumer demand created by recommendation and endorsement of Mr. McCann and The Globe, was all that was required to do the trick.

Under date of February 24, 1921, Mr. Tokstad sent the following, which is self-explanatory:

# EDITOR & PUBLISHER

## SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 7

### NEW YORK CITY

#### Suburban and Farm Residents---(Continued)

Population New Jersey Section of Metropolitan District (Continued)

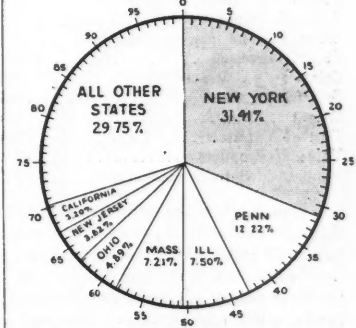
Passaic	1900	1910	1920
Little Falls Township .....	2,908	3,750	3,310
City of Passaic .....	27,777	54,773	63,824
City of Paterson .....	105,171	125,600	135,866
Haledon .....		2,560	3,435
Hawthorne .....	2,096	3,400	5,135
Pompton Lake .....	847	1,060	2,008
Union County	1900	1910	1920
Clark Township .....	374	469	794
Cranford .....	2,854	3,641	5,986
City of Elizabeth.....	52,130	73,409	95,682
Garwood Borough .....		1,118	1,959
Kenilworth Borough .....		779	1,312
Linden Township .....	619	1,988	6,602
Rahway .....	7,935	9,337	11,042
Roselle Borough .....	1,652	2,725	5,737
Roselle Park Borough .....		3,138	5,438
Union Township .....	4,315	3,419	3,962
Plainfield .....	15,369	20,550	27,700
Summit .....	5,302	7,500	10,174
Westfield .....		6,420	9,026

Monmouth County	1900	1910	1920
Asbury Park .....	4,148	10,150	12,400
Bradley Beach Borough ...	982	1,807	2,307
Eatontown .....	3,021	2,076	2,682
Freehold .....	2,934	3,233	4,768
Keyport .....	3,413	3,554	4,415
Long Branch .....	8,872	13,298	13,521
Manasquan .....	1,500	1,582	1,705
Matawan .....	1,511	1,646	1,910

Although farming and dairying districts are seldom thought of when visualizing New York City, it is well for national advertisers to bear in mind that within the New Jersey sections, Westchester and Rockland County districts and Long Island areas, there are many important farms and dairies. New York is a mighty market for garden products, eggs and fowl. One finds a ready market for any implement from farm tractor to garden hose in the Metropolitan area, in spite of the mental picture of skyscrapers and apartment houses so often accompanying the thought of marketing a product in New York through advertising in New York City newspapers.

#### CHART SHOWING PERCENTAGE OF

Personal Income Tax Paid by Each State



New York State paid the largest personal income tax, \$354,263,417 on a total net income of \$2,719,713,784 or 31.41 per cent of the whole, while Pennsylvania was next with a tax of \$137,781,370 representing 12.22 per cent. Illinois was third with a total tax of \$84,560,642 or 7.50 per cent, followed by Massachusetts, Ohio, New Jersey and California in order named.

## JASON ROGERS, Publisher of the New York Globe

Jason Rogers, Esq., Publisher,  
"The Globe,"  
New York City.

February 24, 1921.

Dear Sir: I recall with great pleasure the wonderful assistance given us by "The Globe" a few years ago in the introduction of our Normanna Sardines and Kipperred Herrings to the New York public.

Due to the confidence of the consumer and the trade in "The Globe's" recommendation of a quality product, we accomplished in short order what it would otherwise have taken us a long time to do.

You know how the war hit me and my importing business. Fortunately, I have gotten the ball rolling again, and "The Globe" has again rendered me valuable assistance.

What prompts me to write you is your statement in "The Globe" of February 12th that the Pure Food Directory will be developed to much larger and broader proportions. I hope to profit by it, along with other manufacturers of quality products. Anybody can advertise that his product is the finest in the world, but who believes it unless the statement is backed up by an authority of indisputable integrity?

With best wishes for you and your paper,

(Signed) I. Tokstad, President

THE TOKSTAD CO., Inc

Mr. Ingvar Tokstad, the president of the Tokstad-Burger Co., came to New York in 1909 with a capital of \$20. For a year and a half he and his brother, T. V. Tokstad, simply took orders for foreign packers on a commission basis. In 1910 E. Vierhaus joined the brothers, and they conceived and put into operation their plan to pack and market only the best grade goods under the "Normanna" brand.

Their goods are bought and packed in Norway under the personal supervision of another brother, Rangvald Tokstad. The goods and factories are under constant personal inspection. Their business is based strictly on the quality of the goods.

Other manufacturers of clean and wholesome food products, who for years have hesitated to incur the heavy expense necessary to introduce a new product on the New York market have done so and are doing so by the most economical method—through The Globe.

The Globe occupies a unique position as a medium through which food manufacturers can get into direct touch with a large part of the consumers in the greatest food market in the world. The Globe's Pure Food Directory was started to serve the urgent necessities of thousands of its readers who were asking which foods were right and proper to eat.

The Globe can serve honest, wholesome foods for listing in its directory for the information and use of its readers. The Globe's standard is higher than the law's and its readers know it.

These, of course, came from New York concerns, but let me record one or two cases from out of town, which I think may be more interesting apropos of the title, "Breaking Into New York."

Here is a letter from Messrs. Ammon & Person, Jersey City. This letter shows an intelligent appreciation of that discriminating attention which The Globe pays to articles of merit as they affect the consumer and dealer alike. Let the letter talk for itself:

The Globe,  
New York.

February 26, 1921.

Attention Food Department.

Gentlemen: There are times when writing letters gives you pleasure and we assure you this letter, which we hope will express our appreciation of the many services rendered by your Department during the past year, gives us keen delight.

Your merchandising service is somewhat different to that furnished us by several other papers but we can honestly say it is very effective. The dealer seems to have faith in The Globe and we found him most responsive to the appeal of our sales force, especially after you had covered your dealer mailing list with well written copy concerning our product.

It may be interesting to you to know that during the first year of our First Prize campaign, when we used The Globe exclusively, we were able to put our goods in 60% of the best grocery stores in greater New York.

With kindest regards, we remain,

Yours very truly,

AMMON & PERSON.  
(Signed) Wm. O'Connor.

WOC:OB.



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



Survey in Twenty-seven Parts—Part 8

### NEW YORK CITY

#### Principal Industries

	Metropolitan District	Municipal District
Number of Establishments .....	36,410	29,621
Persons Engaged .....	1,031,815	732,621
Proprietors and Firm Members.....	37,239	31,411
Salaried Employees .....	152,473	116,100
Wage Earners (average number).....	842,103	585,279
Capital Invested .....	\$2,619,380,720	\$1,626,104,314
Salaries and Wages (Total) .....	711,085,669	510,710,621
Salaries .....	206,194,596	153,213,001
Wages .....	504,891,073	357,497,611
Cost of Materials .....	1,984,842,079	1,229,154,605
Value of Products .....	3,428,223,150	2,292,831,693
Value Added by Manufacturer.....	1,143,381,071	1,063,676,988

New York is the greatest industrial city in the world. It is estimated that approximately 8 per cent of the total population of the country lives within 50 miles of the retail trading center of the city, that 12 per cent lives within 100 miles and 16 per cent within 150 miles. New York City produces nearly one-tenth of all manufactured goods made in the United States, while one-seventh of the total manufactured goods in the United States is produced in the New York Industrial district.

The output of New York's factories is equal to the combined production of Pittsburgh, Cleveland, Cincinnati, St. Louis, Detroit, Boston, Milwaukee and Buffalo. Its nearest rival, Chicago, produces only a little more than half of the total amount of goods manufactured in New York City. New York City manufactures considerably over half of all the clothing worn by the men and women of the United States.

New York turns out approximately one-fourth of all printed matter produced in the United States. It produces over 85 per cent of all the artificial flowers, feathers and plumes manufactured in the United States,

and two-thirds or more of the fur goods, millinery, lace goods, fountain pens and tobacco pipes; also about half of all the men's furnishings, hair goods and printing inks.

The jewelry plants of this city produce over one-fourth of the country's total production. In addition to the above important industries, the city ranks second in the production of hosiery, knit goods and silk goods; third in importance in automobile manufacturing, slaughtering and meat packing; fourth in the manufacture of hats; and fifth in the manufacture of boots and shoes.

According to the most recent census figures, the forty-two chief lines of industry in Metropolitan New York are as follows:

	Value of Products	Number of Establishments
1. Clothing .....	\$546,682,000	6,229
2. Printing and Publishing .....	230,961,000	3,647
3. Smelting and Refining Copper .....	207,752,000	5
4. Textiles .....	179,209,000	1,003
5. Slaughtering and Meat Packing .....	148,621,000	263
6. Foundry and Machine Shop Products.....	128,194,000	2,612
7. Petroleum Refining .....	113,770,000	10
8. Tobacco Manufactures .....	103,564,000	2,006
9. Bread and Other Bakery Products.....	97,632,000	3,391
10. Millinery and Lace Goods, not elsewhere specified	78,032,000	1,488
11. Electrical Machinery, apparatus and supplies..	54,166,000	226
12. Gas, illuminating and heating.....	54,166,000	35
13. Paint and Varnish .....	42,076,000	159
14. Chemicals .....	39,989,000	81
15. Copper, Tin and Sheet Iron Products.....	38,004,000	636
16. Patent Medicines, Compounds and Druggists' Preparations .....	37,820,000	597

# "BREAKING INTO NEW YORK"

Then we will take another—a product which, up to its advertising in The Globe had a very limited sale in New York. This letter from Mr. Henderson, of the Kellogg Toasted Corn Flake Co., is written by a man of vision and of wide and successful experience in the marketing of foods:

#### KELLOGG TOASTED CORN FLAKE CO.

100 Hudson Street,  
New York Globe, New York, February 28, 1921.  
New York, Food Department.

Dear Sirs: During the early part of 1914, the writer introduced the first cooked Bran that had been offered to the trade and consuming public of Greater New York. Our first advertising copy was run in The New York Globe, and for several weeks following, we confined our newspaper advertising to this paper. The results were most gratifying and in a most surprisingly short time, we not only had a 60% store distribution, but had demands coming from consumers in all parts of the Metropolitan District.

Our appropriation for this product was a limited one and I felt then, as I do today, that if it had not been for the wonderful pulling power of The New York Globe, my efforts in placing this product would have failed, and when my mind goes back covering the initial work done on cooked Bran, I never fail to recognize the help I received from this paper.

If any manufacturer has a new product he wishes to place on this Greater New York market, or even an old one that needs a helping hand, and if either article measures up to the McCann standard, I do not believe any New York newspaper will give him the same returns as The Globe.

Yours very truly,  
(Signed) E. D. HENDERSON.

I could go on and cite many more specific cases to show the wonderful selling power of a newspaper like The Globe which is available for any advertiser with courage to put his goods before the consumer in the greatest market on earth.

At a time when the most ordinary kinds of edible fish were selling for from 30 to 40 cents a pound, our Mr. McCann discovered that certain jobbers in fish were destroying 500,000 pounds a week by consigning them to the fertilizer plants.

McCann discovered that the jobbers in fish were paying those who caught the fish from 1/2 to 3/4 of a cent a pound.

He figured that he could pay the producers of the fish 2 1/2 cents a pound and sell the fish to the consumer for 5 cents.

We secured the services of a trawler and went into the export country. We brought in hundreds of thousands of pounds of fish and sold it through a chain of butcher and grocery stores at 5 cents a pound later 6 cents a pound.

Of course we encountered the desperate opposition of the fish trust, who sought to damage our boat and do everything else that could impede our work.

Incidental to campaign, we made fish a seven-day food for New Yorkers, instead of a Friday only food, and increased the maximum consumption from 1,600,000 pounds to nearly 6,000,000 pounds a week.

On other occasions we have disposed of 400,000 pounds of honey, millions of pounds of New Zealand lamb, thousands of barrels of apples, etc., etc., to a public which recognizes the sincerity of our purpose to serve it.

The Globe is an unusual newspaper. It has a very individual following which has absolute confidence in its good faith and which admires its progressiveness and liberality on all matters.

I may be pardoned at this point for digressing a bit from my subject just long enough to briefly show the constituency represented in the building up of the circulation of a newspaper like The Globe, and the kind of New Yorkers who may be reached through it.

First, we have over 30,000 readers who buy it every day to read its page of school news in the home edition. These are school teachers, principals and others interested in educational matters. The Globe is their semi-official newspaper.

Second, we have probably 50,000 readers who buy it every day to read Alfred W. McCann's food articles for the well-being of their families.

**EDITOR & PUBLISHER**  
**SPACE BUYERS CHART**

Survey in Twenty-seven Parts—Part 9

**NEW YORK CITY**

**Principal Industries---(Continued)**

	Value of Products	Number of Establishments
17. Coffee and Spice, roasting and grinding.....	\$32,742,000	107
18. Confectionery .....	32,110,000	244
19. Jewelry .....	31,800,000	685
20. Boots and Shoes, including cut stock and findings	31,559,000	227
21. Men's Furnishings Goods .....	31,376,000	319
22. Lumber and Timber Products .....	29,949,000	418
23. Fur Goods .....	29,251,000	838
24. Musical Instruments, Pianos, Organs and Materials .....	27,747,000	142
25. Furniture and Refrigerators .....	27,719,000	548
26. Leather, tanned, curried and finished.....	26,051,000	92
27. Food Preparations, not elsewhere specified ....	22,421,000	236
28. Leather Goods, not elsewhere specified .....	22,308,000	544
29. Boxes, fancy and paper .....	18,233,000	260
30. Artificial Flowers and Feathers and Plumes....	16,467,000	372
31. Shipbuilding, including boat building .....	16,237,000	106
32. Brass, Bronze and Copper Products .....	14,243,000	202
33. Paper Goods, not elsewhere specified .....	13,657,000	100
34. Automobiles, including bodies and parts.....	13,442,000	183
35. Hats, Fur Felt .....	13,016,000	70
36. Rubber Goods, not elsewhere specified .....	11,727,000	56
37. Gas, Electric Fixtures, Lamps and Reflectors..	11,682,000	176
38. Marble and Stone Work .....	11,803,000	346

	Value of Products	Number of Establishments
39. Hats and Caps, other than felt, straw and wool.	\$10,999,000	289
40. Belting and Hose, woven and rubber.....	10,907,000	10
41. Cars and general shop-construction and repairs by steam R. R. Co.'s.....	10,594,000	27
42. Fancy articles, not elsewhere specified.....	10,281,000	300
All other industries .....	729,997,000	

Regarding the five boroughs as cities industrially.

	Value of Mfg. Products	No. of Factories	Average Number of Employees
Manhattan .....	\$1,519,143,429	21,807	385,901
Brooklyn .....	515,302,755	6,096	140,831
Queens .....	164,789,000	975	31,630
Bronx .....	58,708,792	1,271	19,387
Richmond .....	34,887,000	192	7,479

Ranking the fifteen leading manufacturing cities according to the official U. S. Census (1914) and showing how the boroughs would rank if individual cities.

	Rank	Value of Mfg. Products	No. of Factories	Average Number of Employees
New York City ....1		\$2,292,831,693	29,621	585,279
Manhattan.....—		1,519,143,429	21,807	385,901
Chicago .....	2	1,483,498,411	10,115	313,710
Philadelphia .....	3	784,499,633	8,454	251,286

**JASON ROGERS, Publisher of the New York Globe**

Third, we have thousands of other daily readers who swear allegiance to Dr. Crane, Fontaine Fox, Walt Mason and other distinctly high-grade features exclusively controlled in New York by The Globe.

Fourth, The Globe is one of the very few newspapers in the country which can seriously claim that its editorial page is a material factor in circulation. It is read by thinking people of progressive and liberal inclination and throughout the war won recognition for intelligent interpretation and loyalty surpassing any other in the country.

We in The Globe office think we know New York. To us it is like a country village is to the man raised in one. We know its by-ways, its people, its merchants, and know what they want.

We don't make any foolish pretense that we will do things which we cannot, but we know what we can do in certain circumstances, and will not knowingly promise anything which we do not believe we can do.

Our experience in doing unusual and extraordinary things has given us definite and exact data to work upon. We have the following of a great army of consumers and of thousands of storekeepers.

Under proper direction we can produce large immediate consumer demand and help any one with goods to sell to get them on the shelves of sufficient outlets to make an advertising campaign effective.

Thousands of grocers and storekeepers co-operate with us and have confidence in our ability to move the goods from their shelves because they have seen us do it, not once, but many times during a series of years.

Enough is enough! We have taken absolutely unknown articles, unknown to our public, and, on the strength of very little advertising, given them a distribution which they could not duplicate short of an expenditure of from thirty to fifty thousand dollars in preliminary investigations and work among dealers in advance of advertising campaigns. Dr. Green of the Postum Cereal Com-

pany once told me that it was a shame we had no machinery to charge a food manufacturer for the service we really rendered him. He put it—we could do more good for a good manufacturer for a thousand dollars in advertising in The Globe than he could secure by spending from thirty to fifty thousand dollars in the ordinary way.

Another slant along the line which I think will be interesting to advertising men and I am through. I want to refer to our attempt to advertise through The Globe certified used automobiles. We selected an expert mechanic to examine each car before we accepted the advertising. We charged the dealer the regular automobile rate for the space used, and I want to frankly confess to you that the advertising of the certified used cars was so effective that it has been a dead loss to The Globe. In other words, we were never able to secure enough advertising from a dealer in connection with any car advertised to pay the cost of inspection, identification, etc.

We experimented on the basis of demanding a certain definite amount of space at a rate which in our experience would cover the cost of certification and of the advertising, but finally had to abandon the experiment because we were too effective in selling the cars.

Perhaps all of you know of the immense but highly irresponsible and crooked sales put over in connection with used cars by hundreds if not thousands of unscrupulous dealers. The Globe does not care for this advertising, and, so far as I know, never accepts or prints it. Our certified used car department was a device of my suggestion for the protection of the reader and for the better service of the man willing to submit to the rigid regulations we adopted.

I've had my say. I've honestly given experience which may or may not be valuable to the man seeking the New York market. I hope I have made my point clear—that any worth-while newspaper that has any substantial hold on the confidence of its readers can render more highly important and effective service to the man who wants to break into New York than he can get, without the expenditure of many times as many dollars, in other ways.

# EDITOR & PUBLISHER

## SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 10

### NEW YORK CITY

#### Principal Industries---(Continued)

	Rank	Value of Mfg. Products	No. of Factories	Average No. of Employees
<b>Brooklyn</b> .....		<b>\$515,302,755</b>	<b>6,096</b>	<b>140,831</b>
Detroit .....	4	400,347,912	2,036	99,603
St. Louis .....	5	360,479,868	2,787	85,058
Cleveland .....	6	352,418,052	2,345	103,317
Boston .....	7	284,802,479	3,138	78,894
Buffalo .....	8	247,516,476	2,225	54,416
Pittsburgh .....	9	246,694,018	1,741	69,620
Milwaukee .....	10	223,555,142	1,728	61,839
Baltimore .....	11	215,171,530	2,502	73,769
Cincinnati .....	12	210,860,386	2,135	59,861
Newark .....	13	210,601,047	2,275	63,084
Minneapolis .....	14	187,854,159	1,349	28,295
<b>Queens Borough</b> .....	—	<b>164,789,000</b>	<b>975</b>	<b>31,630</b>
Jersey City .....	15	164,528,608	770	31,021

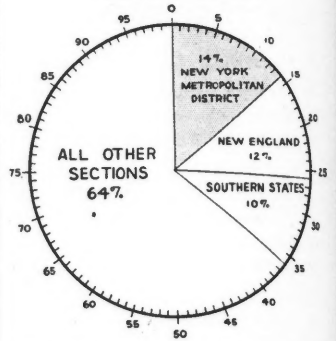
According to an enumeration by the State Industrial Commission as of June 30, 1919, there are in Manhattan 32,323 factories including bakeries and canneries. Brooklyn, 10,496. Bronx, 1,801. Queens, 1,962. Richmond, 305.

The following tables are a summary of statistics of manufacturing industries for each of the five boroughs of New York City:

#### MANHATTAN

Number of Establishments .....	21,087	Salaries and Wages, Total.....	\$351,790,062
Persons Engaged .....	496,453	Salaries .....	112,573,351
Proprietors and Firm Members .....	22,970	Wages .....	239,216,711
Salaried Employees .....	14,717	Cost of Materials .....	748,536,093
Wage Earners (Average Number) ...	385,902	Value of Products .....	1,519,143,429
Capital Invested .....	\$886,161,947	Value Added by Manufacture.....	758,515,914

CHART SHOWING  
The Vastness of the New York Industrial District



The value of the nations manufactured products during 1914 was \$24,246,433,000. Of this total, the New York Metropolitan District produced one-seventh, or \$3,428,223,150, surpassing the value of the products of the humming factory centers of New England by 2 per cent and those of the Southern States by 4 per cent.

#### Bronx

Number of Establishments .....	1,271
Persons Engaged .....	23,729
Proprietors and Firm Members .....	1,167
Salaried Employees .....	797
Wage Earners (Average Number) .....	19,387
Capital Invested .....	\$65,245,498

# “BREAKING INTO NEW YORK, J

## STATISTICAL COMPARISON

	NEW YORK STATE	NEW ENGLAND Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut.	EASTERN STATES New York, New Jersey, Pennsylvania, Maryland, Delaware, District of Columbia.	SOUTHERN STATES Virginia, W. Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Texas, Arkansas, Kentucky, Tennessee.
Bank Clearings (year Sept. 30, 1919) ....	\$174,524,000,000	\$14,781,000,000	\$202,480,000,000	\$8,247,000,000
*Individual Deposits (all banks) Nov., 1919	\$8,623,856,000	\$3,781,888,000	\$13,228,248,000	\$3,257,761,000
*No. Depositors in National Banks .....	1,495,220	1,100,212	5,040,210	4,087,377
Liberty and Victory Loan Subscriptions....	\$7,659,948,400	\$2,221,316,700	\$9,656,091,150	\$2,194,732,250
†Value Manufactured Products, 1914 .....	\$3,814,661,000	\$2,926,676,000	\$8,516,406,000	\$2,621,437,000
†Value Crop and Live Stock, 1919 .....	\$813,179,000	\$528,641,000	\$1,904,915,000	\$8,030,599,000
†Number of Farms, 1919 .....	215,000	189,000	527,000	3,054,000
†Farm Acreage, 1918 .....	7,998,800	4,632,000	19,854,000	99,335,400
No. Personal Income Tax Returns, 1917....	489,089	279,689	1,050,943	414,065
Net Income Shown on Returns, 1917 .....	\$2,439,736,148	\$1,010,575,000	\$4,313,278,222	\$1,155,246,360
Tax Paid, Income Tax, 1917 .....	\$249,579,422	\$68,860,803	\$378,131,268	\$45,206,823
Number of Families, 1910 .....	2,046,845	1,463,942	4,626,789	5,420,740
Number of Illiterates, 1910 .....	386,085	262,405	937,384	3,149,575
Number of Automobiles, 1919 .....	535,000	482,000	1,379,000	1,234,000
Expenditures for Better Roads, 1918.....	\$21,152,057	\$22,838,909	\$49,308,307	\$51,234,714
Expenditures Public Schools, 1915 .....	\$69,761,125	\$49,084,000	\$166,853,734	\$86,997,890
No. Morning Newspapers .....	44	32	104	111
No. Evening Newspapers .....	111	121	298	291
Average Circulation Daily Newspapers ....	4,677,393	2,945,059	8,646,981	2,964,583

\* Report Comptroller of the Currency.  
† Department of Agriculture.

# EDITOR & PUBLISHER

## SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 11

### NEW YORK CITY

#### Principal Industries---(Continued)

##### Bronx (Continued)

Salaries and Wages Total	\$16,893,872
Salaries	4,257,285
Wages	12,636,587
Cost of Materials	26,318,488
Value of Products	58,708,792
Value added by Manufacture	30,721,765

##### Richmond

No. of Establishments	192
Persons Engaged	8,666
Proprietors and Firm Members	161
Salaried Employees	211
Wage Earners (Average No.)	7,479
Capital Invested	\$37,949,958
Salaries and Wages Total	6,444,827
Salaries	1,760,124
Wages	4,684,703
Cost of Materials	22,754,855
Value of Products	34,887,236
Value added by Manufacture	11,374,480

##### Queens

No. of Establishments	975
Persons Engaged	37,201
Proprietors and Firm Members	845

##### Queens (Continued)

Salaried Employees	967
Wage Earners (Average No.)	31,630
Capital Invested	\$187,989,531
Salaries and Wages, Total	25,749,812
Salaries	6,700,257
Wages	19,049,555
Cost of Materials	112,433,754
Value of Products	164,789,481
Value added by Manufacture	46,030,792

##### Brooklyn

No. of Establishments	6,096
Persons Engaged	166,740
Proprietors and Firm Members	6,267
Salaried Employees	4,310
Wage Earners (Average No.)	140,881
Capital Invested	\$448,757,380
Salaries and Wages, Total	109,832,039
Salaries	27,921,984
Wages	81,910,055
Cost of Materials	287,610,620
Value of Products	515,302,755
Value added by Manufacture	217,034,037

JASON ROGERS, Publisher of the New York Globe

## OF THE UNITED STATES

	MIDDLE WEST STATES Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri.	WESTERN STATES North Dakota, South Dakota, Nebraska, Kansas, Montana, Wyoming, Colorado, New Mexico, Okla- homa.	PACIFIC STATES Washington, Oregon, California, Idaho, Utah, Nevada, Ari- zona.	TOTAL UNITED STATES
Bank Clearings (year Sept. 30, 1919)	\$56,172,000,000	\$3,835,000,000	\$9,720,000,000	\$321,461,000,000
Individual Deposits (all banks) Nov., 1919.	\$8,257,692,000	\$2,120,619,000	\$2,324,300,000	\$32,970,508,000
No. Depositors in National Banks	5,305,771	2,090,661	1,497,080	18,232,194
Liberty and Victory Loan Subscriptions	\$8,394,208,750	—	\$1,534,390,850	\$24,000,739,700
Value Manufactured Products, 1914	\$7,894,317,000	\$933,965,000	\$1,263,538,000	\$24,246,435,000
Value Crop and Live Stock, 1919	\$8,716,580,000	\$4,419,096,000	\$1,760,558,000	\$24,355,289,000
Number of Farms, 1919	1,868,000	881,000	298,000	6,717,000
Farm Acreage, 1918	114,242,000	97,781,000	15,976,320	354,821,770
No. Personal Income Tax Returns, 1917	1,063,494	343,442	321,562	3,465,195
Net Income Shown on Returns, 1917	\$2,926,988,762	\$851,689,934	\$805,443,777	\$11,063,222,160
Total Income Tax, 1917	\$127,384,455	\$24,812,822	\$29,984,482	\$674,380,653
Number of Families, 1910	5,894,599	1,526,501	1,192,798	20,255,555
Number of Illiterates, 1910	625,628	181,443	100,521	5,256,956
Number of Automobiles, 1919	2,672,000	998,000	837,000	7,602,000
Expenditures for Better Roads, 1918	\$89,911,848	\$27,712,542	\$44,516,150	\$286,098,113
Expenditures Public Schools, 1915	\$209,876,000	\$65,951,398	\$63,968,131	\$645,730,935
No. Morning Newspapers	108	61	84	503
No. Evening Newspapers	585	194	170	1,648
Average Circulation Daily Newspapers	9,435,095	1,232,680	2,152,403	27,975,127



## EDITOR & PUBLISHER

### SPACE BUYERS CHART



Survey in Twenty-seven Parts—Part 12

## NEW YORK CITY

### Port of New York

The Port of New York includes Upper and Lower New York Bay, larger than any other and its area is capable of development.

The shore front is capable of a development that would enable it with ease to accommodate the entire foreign commerce of the United States.

Industries located within the Port employ more people and produce a greater quantity of varied products, of a greater value than is true of any equal area to be found anywhere else in the world.

In wealth the Port of New York is unsurpassed.

Approximately one half of the foreign commerce of the United States is handled through this Port.

The Port of New York includes Upper and Lower New York Bay, the North and East Rivers, and all the waters embraced within, adjacent to, and opposite the shores of New York, which includes the New Jersey shore.

It has a direct waterfront, measured along the shore line, of 771 miles, of which 578 miles serve New York City (divided among the several boroughs as follows; Manhattan 43 miles, Bronx 80 miles, Brooklyn 201 miles, Queens 197 miles, Richmond 57 miles), and 193 miles serve New Jersey. It has a waterfront measured around piers and shore line of 986 miles, of which 746 miles serve New York City and 240 miles New Jersey. Improved waterfront measured along shore line is 290 miles, of which 227 miles serve New York City and 63 miles New Jersey.

Number of miles of waterfront in Port of New York publicly owned, measured along shore line, is 127 miles—measured around piers and shore line 159 miles.

The Port has 695 piers located within New York City divided as follows: United States Government, 22; State of New York, 8; City of New York, 255; private, 410.

Over 200 ocean steamship lines, agents and agencies at New York operate to foreign ports.

6 Coastwise lines operate to South Atlantic and Gulf Ports.

14 Coastwise lines operate to New England Ports.

2 Barge lines operate to Philadelphia and Baltimore.

8 Boat lines operate to Hudson River Points.

2 Canal lines operate to Buffalo, N. Y., via New York State Barge Canal.

Majority of these lines have through rates and working arrangements to all parts of the United States.

34 steamship lines operate to West Indies, Central America and Caribbean Sea.

47 steamship lines operate to South American points.

97 steamship lines operate to Northern and Western Europe.

68 steamship lines operate to points in the Mediterranean Sea.

16 steamship lines operate to the east and west coasts of Africa.

29 steamship lines operate to Asiatic and Australian ports.

The Port of New York is served by thirteen rail lines, and through the medium of these lines access to and from all parts of the United States is made possible. These railroads have 155 piers and stations, and 9 terminals jointly used by nearly all of the rail carriers for the receipt and delivery of freight. The majority of the traffic handled by the rail carriers serving the Port is landed on the New Jersey side. It is then lightered or floated to the New York side under the free lighterage system, limits of which extend along the North River from the Battery to 135th Street; East River and Harlem River; Battery to 125th Street; Harlem River (including Harlem River side of Ward's and Randall's Islands), Pot Cove, Astoria (to and including 69th Street), South Brooklyn, points in Newtown Creek, points in Dutch Kills Creek, and points in Wallabout Canal, Gowanus Canal, south of Hamilton Avenue Bridge. New York Bay—points on north and east shores of Staten Island between Bridge Creek (Arlington) and Clifton, both inclusive and including Shooter Island.



# THE WORLD PLAN

Advertising must be made to pay.

The problems of copy and media are well in hand. Concentration upon one over-powering selling argument in copy, concentration upon media covering chosen markets seem to constitute the present day "best practice."

- (1) But too large a percentage of the average appropriation sells competitors' products—the result of poor distribution.
- (2) Too large a proportion of the sales made (in theory) by advertising are never completed. Too much repetition is necessary to induce the public to demand an article. The freight rate becomes higher than the traffic will bear.

Accordingly we must (1) make it easier to get adequate distribution before advertising is released, and (2) we must overcome the inertia of readers of advertisements.

There is only one way to accomplish this. We must secure dealer co-operation; encourage the retailer to believe promises of advertising; induce him to display and say a friendly word for merchandise that is locally and adequately advertised.





**EDITOR & PUBLISHER**  
**SPACE BUYERS CHART**

Survey in Twenty-seven Parts—Part 13

**NEW YORK CITY**

**Port of New York---(Continued)**

In 1919 the total tonnage entering at and clearing from Custom Districts in foreign trade showed New York leading all other ports. The Cleveland district showed the next largest total tonnage (lake tonnage).

		Total Vessels	Total Tonnage
New York City	Entered	4,628	13,610,098
New York City	Cleared	4,558	14,030,827
Ohio (Cleveland)	Entered	3,504	3,104,446
Ohio (Cleveland)	Cleared	4,138	4,607,966
New Orleans	Entered	1,556	3,101,010
New Orleans	Cleared	1,636	3,414,419
Philadelphia	Entered	1,083	2,733,108
Philadelphia	Cleared	1,222	3,270,186
Washington	Entered	4,395	2,618,070
Washington	Cleared	4,358	2,766,023

The value of products exported through the Port of New York in 1919 amounted to almost the value of all products exported from the entire country during the year.

The table showing the value of domestic exports for 1919 by Custom Districts shows the value of New York domestic exports far ahead of those of any other port.

Custom District	Total Value of Domestic Exports
Georgia	\$ 258,682,003
Maine and New Hampshire	47,667,238
Maryland	352,774,932
Massachusetts	331,414,469
New York	3,339,957,993
North Carolina	32,284,668
Philadelphia	518,336,473
Porto Rico	10,887,823
Rhode Island	426,741
South Carolina	21,407,596
Virginia	174,649,593

Custom District	Total Value of Domestic Exports
<b>Gulf Coast</b>	
Florida	\$ 72,784,197
Galveston	464,739,145
Mobile	74,056,495
New Orleans	556,252,545
Sabine	57,438,472
<b>Mexican Border</b>	
Arizona	\$ 13,723,755
El Paso	7,750,239
San Antonio	35,779,544
<b>Pacific Coast</b>	
Alaska	\$ 1,527,021
Hawaii	4,229,082
Oregon	44,458,227
San Francisco	235,718,131
Southern California	15,680,530
Washington	290,373,134
<b>Northern Border</b>	
Buffalo	\$ 186,676,857
Chicago	6,523,832
Dakota	79,920,508
Duluth and Superior	16,520,189
Michigan	292,402,263
Montana and Idaho	7,187,708
Ohio	30,923,562
Rochester	7,935,920
St. Lawrence	92,317,772
Vermont	65,378,965
Wisconsin	999,934
Total	\$7,749,815,556



**The World's Method of Procedure Is**

- (1) To study the local market, both consumer and dealer.
- (2) To investigate market possibilities for the prospective advertiser.
- (3) To educate the dealer to better merchandising methods and to a belief in the profits in advertised merchandise. This is the object of our monthly trade paper, The World Retailer.
- (4) To encourage adequate merchandising by supplying sectional maps and route lists and an "Introduction to the Dealer" for the use of the salesmen of the manufacturer who will sign a non-cancellable and adequate advertising contract.
- (5) To discourage requests for service that is clearly not within the province of the newspaper, such as selling goods or other canvassing, or the payment of bills for printing and postage.

The sales forces of a dozen advertisers are using The World Plan simultaneously. We shall be glad to go into detail with any one interested, upon request.

*Try advertising in newspapers by the year.*

**The New York World's Merchandising Department**

Mallers Building, Chicago

Pulitzer Building, New York

Ford Building, Detroit



# EDITOR & PUBLISHER SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 14

## NEW YORK CITY

### Port of New York ---(Continued)

The value of such exports from the New York Customs District is in fact more than equal to those from the Ports of Philadelphia, New Orleans, Baltimore, Detroit, Seattle, San Francisco, and Boston. The value of domestic exports from the New York City District for 1918 was \$2,580,081,523; for 1919 \$3,339,957,993.

The value of the products imported through the Port of New York in 1919 amounted to almost half of the value of all products imported into the United States during 1919. The combined imports of the Seattle and San Francisco Customs Districts amounted to less than half of the imports of the New York Customs District.

The table shows the comparison between the Customs Districts as to imports.

#### ATLANTIC COAST

Customs Districts	Total Value of Imports
Connecticut	\$ 7,749,737
Georgia	15,397,170
Maine and New Hampshire	24,025,683
Maryland	38,900,438
Massachusetts	299,364,999
New York	2,064,654,016
North Carolina	7,500,980
Philadelphia	153,819,044
Porto Rico	5,261,052
Rhode Island	5,456,800
South Carolina	2,618,869
Virginia	4,865,288

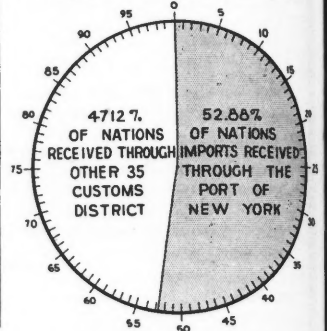
#### GULF COAST

Customs Districts	Total Value of Imports
Florida	\$ 15,275,615
Galveston	17,704,906
Mobile	5,347,275
New Orleans	177,286,076
Sabine	4,684,508

#### MEXICAN BORDER

Arizona	18,148,798
El Paso	2,699,307
San Antonio	14,346,501

CHART SHOWING  
Percentage of Nation's Imports  
Received Through New York



The Port of New York receiving 52.88% of the entire imports to the United States is indeed remarkable. This is one reason why New York is the greatest distributing center in the world.

# The Largest and Best Merchandise Offered to New York Evening Journal

**The Walter M. Lowney Company**  
Manufacturers of  
Chocolate Bonbons, Chocolate and Cocoa  
127 Commercial Street  
Boston 16, Massachusetts

Publisher, New York Evening Journal  
New York City.

Dear Sir:—This letter is written to tell you that we certainly appreciate the way your Merchandising Service Department worked with our New York people in making a success of our Lowney's Crest Chocolates Advertising Campaign in New York City territory.

The dealer message and reproduction of our newspaper advertisement in your Trade News, which you mailed to the druggists and confectioners in that territory, the many window displays which you secured for us, together with the numerous other helps given by your people, were big factors in putting this campaign over 100%.

Very truly yours,  
THE WALTER M. LOWNEY COMPANY  
*Henry C. Prager*  
H. C. Prager  
Advertising Department

**A. STEIN & COMPANY**  
104 FIFTH AVENUE - NEW YORK, N. Y. JANUARY 7, 1921

New York Evening Journal,  
2 Columbus Circle,  
New York, N. Y.

The excellent co-operation rendered us through your merchandising service department during the past year and especially during the last year has been very much appreciated.

We are glad to say that you have been instrumental in helping us put through some very important advertising ideas in New York City territory. The thorough and intelligent manner, which has marked your efforts, is deserving of special mention. There is nothing that we can say regarding our idea of your helpfulness to us that could better illustrate our planning to use the New York Journal more extensively than ever and perhaps exclusively in New York City on our three products - FARRIS garters, HICKORY garters and HICKORY waists.

A. STEIN & COMPANY.  
*Joseph Steinhilber*  
Advertising Manager.

Read Their...  
They are from... the rep...  
manufacturers who used...  
Evening Journal...  
They tell the whole...  
What we did for... we can...  
progressive firm...  
richest market...  
NEW YORK...  
10 Million...  
45 Thousand...  
Write us for full...  
Journal Merchandising Service

NEW YORK...  
2 Columbus...  
Western Advertising Office

The largest daily circulation in America

# EDITOR & PUBLISHER SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 15

## NEW YORK CITY

### Port of New York---(Continued)

PACIFIC COAST		Total Value of Imports
Customs Districts		
Alaska		\$ 1,449,362
Hawaii		8,980,704
Oregon		3,151,964
San Francisco		238,027,061
Southern California		15,609,610
Washington		195,918,779
NORTHERN BORDER		Total Value of Imports
Buffalo		96,738,440
Chicago		45,803,716
Dakota		58,324,721
Duluth and Superior		17,082,846
Michigan		74,895,600
Montana and Idaho		5,001,491
Ohio		19,860,229
Rochester		4,582,080
St. Lawrence		151,616,685
Vermont		51,223,122
Wisconsin		4,367,381
INTERIOR		Total Value of Imports
Colorado		320,601
Indiana		1,163,129
Iowa		100,676
Kentucky		487,555
Minnesota		6,172,194
Omaha		2,277,164
Pittsburgh		3,245,325

Customs Districts	Total Value of Imports
St. Louis	\$ 12,349,123
Tennessee	172,010
Utah and Nevada	336,302
Total	\$3,904,364,932

THE imports and exports of domestic and foreign merchandise of the Port of New York showing the first seven months of 1919 compared with the first seven months of 1920.

	Imports	Exports
1919	\$ 982,192,334	\$2,158,919,020
1920	1,966,346,187	2,049,926,095

During the calendar year ending December 21, 1919, the Port of New York received 52.88 per cent of the nation's imports, and shipped out 43.64 per cent of its exports, both combined constituting 48.26 per cent of the country's total imports and exports of merchandise. The total value of the imports and exports of the Port of New York in the calendar year that ended December 31, 1919, was \$11,654,180,488.

It would be hard to over estimate the influence upon the growth of New York City of the great stream of immigrants constantly flowing here. In 1914, the year preceding the war, and therefore the last normal year, there were admitted through the Port of New York 878,052 immigrants and into the United States 1,218,480. More than two-thirds of the total number of immigrants that reached the United States in that year entered at the Port of New York. Other years show similar percentages.

Brooklyn Navy Yard is located within the Port itself and is adjacent to many other large shipbuilding and repair yards within the Port.

# Merchandising Service in the World Serving Journal Advertisers

## Dear Letters

...the representative  
...used New York  
...Merchandising Service.

...we can do for any  
...firming to win the  
...market in America—

## NEW YORK

Millions of consumers  
...Retailers  
...full of what New York  
...Merchandising Service is.

## NEW YORK EVENING JOURNAL

...New York City.  
...Building, Chicago, Ill.

# JOURNAL

...America—and at 3 cents a copy

**The Allen A Company**  
Kenosha, Wisconsin, U.S.A.

See New York Evening Journal,  
Merchandising Service Dept.,  
New York.

Jan. 15, 1921.

Attention Mr. E. S. BROWN

Dear Sir:

We have just completed checking up the results of our newspaper advertising appearing during the last four months in most of the offices in the U.S. extended by various papers.

In this check-up we have devoted special attention to an analysis of the various kinds of "service" placed out of our list of seventy odd papers. I am pleased to say that the New York Evening Journal heads the list from a standpoint of actual assistance rendered, and I want to add to this point by the statement that we think we have secured four or five times as much value for each dollar paid for your space-as-service, as we have for other dollars spent on other papers and our service.

Your assistance was invaluable in supplying basic data upon which to build our sales organization and plan our distribution.

Your calls upon hundreds of mercantile, retailing and advertising agencies of our business, were very effective.

Your assistance in securing window displays and illuminating, and a remarkably complete example of the kind.

Your detailed analysis of the national market was for 1921 so plan to use your paper again.

Yours very truly,  
The Allen A Company  
E. S. Brown

**Gillette Safety Razor Co.**

10 January 1921

Mr. James Dayton, Publisher,  
New York Evening Journal,  
2 Columbus Circle,  
New York City.

Dear Mr. Dayton,

**OUR COOPERATION.**

The work done by your Merchandising Service department during our recent campaign in New York has proved to be as valuable as any we are able to secure with dealers. very little time in which to prepare for this cooperation, but the results did not seem to suffer.

As you know, we gave Mr. Lynch and Mr. Hobson several sections of the city in which to display Gillette Razors in their windows and in their show cases, or had placed displays on their show windows, to tie up with Gillette advertising.

I am very glad to acknowledge the splendid work accomplished by your Merchandising Department, and thank you for the assistance which was rendered during this campaign.

Yours very truly,  
Gillette Safety Razor Company,  
Advertising Manager.

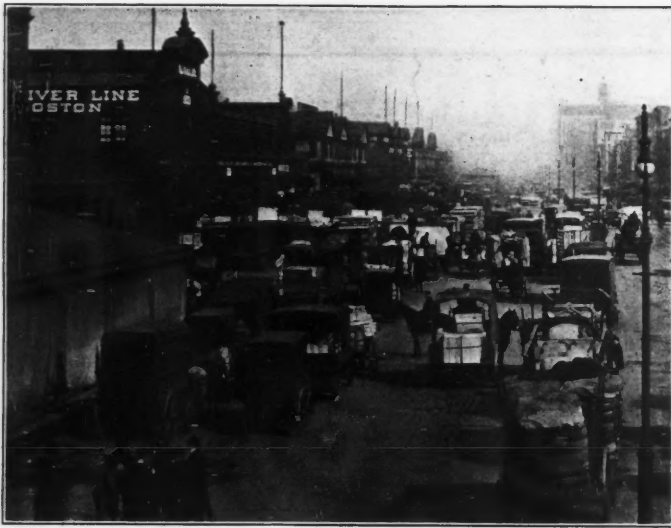


Photo by Paul Thompson

Where the currents of the world trade cross—the waterfront of New York City. Here are handled a majority of the shipments from overseas intended for inland America; the markets of the whole world draw on this market to meet their needs.

**New York the Metropolis of Mankind**

(Continued from page IV)

port approaches the Port of New York in its facilities for assembling and distributing water-borne commerce.

The Port of New York is served by thirteen lines of railroad, the mileage of the railroad systems with terminals on New York harbor exceeding 39,700 miles.

The total of the city budget for New York for 1919 was \$248,025,434.88, of which 20.43 per cent went to pay interest on the city debt. The city has upwards of 60,000 employees on its payroll. The assessed value of its real property in 1919 was \$8,339,638,851, and the assessed value of its personal property in the same year was \$251,414,875.

The city has 10,884 men in its Police Department, which costs \$20,146,892 a year, 5,970 men in its Fire Department, which costs \$9,119,285 a year, and six other departments are upon a similar scale.

New York is among the healthiest municipalities in the world. Its death rate compares favorably with the death rates of other large cities in this or other countries.

The register in the public schools of New York City contains 908,467 names, the register in the high and training schools contains 68,378 names, and there are 21,853 teachers and principals. The school system is under the direction of a Board of Education of seven members appointed by the Mayor, and a Superintendent of Schools appointed by the Board. The appropriation made by the budget of 1919 for the general school fund was \$37,875,922.27, and for the special school fund \$45,121,163.26. The educational system includes day and night schools, vocational schools, special schools and training schools, in addition to the regular kindergarten, elementary grammar and high school branches.

Columbia University is the largest college within the city limits. It includes Barnard College for women and the usual Law School, Medical School, College of Teachers, and similar branches.

New York University, supported by the city, is organized in a similar manner.

In addition, the city contains the following higher institutions of learning:

- The College of the City of New York.
- Fordham University.
- The College of Mt. St. Vincent.
- Hunter College.
- Manhattan College.
- Adelphi College.

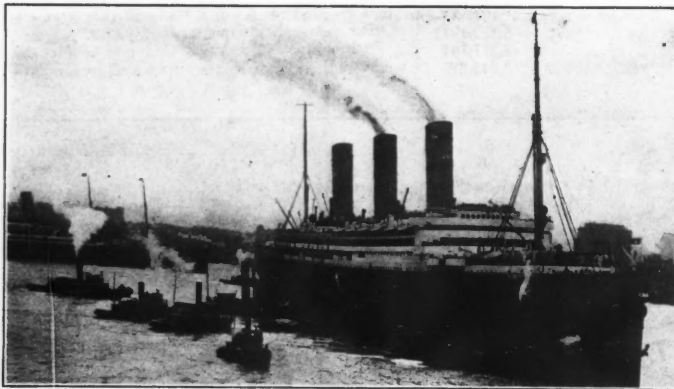


Photo by Paul Thompson

The Emperor reaches port; eleven tugs lead her up the harbor, which is always alive with ships coming and going and keeping alive the commerce of the entire world. That is why it is possible to talk to the world by talking to New York.

- Brooklyn College.
- St. Francis College.
- St. John's College.
- St. Joseph's College.

The city contains a large number of technical schools, business schools, medical schools, and art schools, headed by the Famous Art Student League, music schools, and other educational institutions. There are many private and parochial schools in the city. The enrollment in the parochial schools is approximately 150,000. About 175,000 pupils attend the private schools.

New York City has 45 state banks and 59 savings banks. There are 48 national banks in the city. The transactions of the New York Stock Exchange during the fiscal year of 1918-1919 amounted to approximately \$191,000,000,000, and the number of shares sold was 3,352,116,939.

New York also has a second stock exchange known as the Consolidated, and a "curb market" where transactions in unlisted securities are conducted in the open air along the curb in Broad Street. It has a Produce Exchange, a Cotton Exchange, a Coffee and Sugar Exchange, a Fruit Exchange, and other similar exchanges. It has eleven life insurance companies, of which four have outstanding policies running into the hundred millions, and two dozen or more

fire and marine insurance companies. The financial importance of New York City was reflected by the subscriptions for the various war loans, in which chiefly New York City purchased \$1,186,788,600 of the First Liberty Loan, \$1,550,453,450 of the Second Loan, \$1,114,933,500 of the Third Loan, \$2,044,778,600 of the Fourth Loan, and \$1,762,684,900 of the Fifth Loan, in each case largely exceeding its quota.

Practically all of the great corporations in the country maintain offices in New York City.

New York has always given much attention to the protection of the health of its citizens. This work is in charge of the Health Department, headed by a Health Commissioner. Among his duties he supervises a bacteriological laboratory and antitoxin laboratory, the protection of milk and food supplies of the city through inspection, the care of tuberculosis patients and the enforcement of a system of child hygiene. There are ninety-three hospitals in the city. A large number of them are conducted by private associations, but they are open to the public, and if a patient is too poor to pay for treatment the cost is defrayed by the city.

There are approximately 8,000 physicians in the city and there are ten medical schools, two of which are for post-graduate instruction only.

To conventions and tourists New

hostelry of 250 or 300 rooms, up to giant hotels such as the Pennsylvania and Commodore which have respectively 2,200 and 2,000 rooms. The wealthy stranger who seeks luxury may have his wishes gratified, while the wayfarer who has little to spend may be made comfortable without too great inroads upon his pocketbook.

New York is the headquarters and the producing center of the theatrical business in the United States. Some sixty theatres present high class attractions during the winter season. A dozen or more remain open throughout the summer. Unique among them are the Hippodrome, the largest of the country's playhouses, in which an audience of 5,600 is entertained twice daily, and the Little Theatre, a bijou place of amusement which seats but 299 persons.

Hundreds of "movie theatres" are scattered all over the city. They range from the neighborhood places which seat but a few hundred, the dignified and ornate Capital, Strand, Rialto and Rivoli, in each of which nearly 4,000 persons may watch the portrayal on the silver screen.

Two major league baseball teams, eleven race tracks, and dozens of athletic fields provide a wealth of outdoor sports.

The tunnels beneath the streets and under the rivers, the huge bridges which span the East River, and the stupendous water supply system which brings millions of gallons each day from the Croton watershed and from the Catskills, ninety miles away, are marvels of engineering art.

Central Park, in the heart of the Borough of Manhattan, is two miles and a half long and contains 843 acres. It is beautifully improved, with automobile roads, bridle paths and foot paths. It contains two good sized lakes, with boats. Prospect Park, in Brooklyn, is similar in character. It contains 526 acres and is assessed at \$30,766,000.

The Metropolitan Museum of Art has one of the world's great collections of paintings, statuary, furniture, glass, textiles, musical instruments and antiques. The Brooklyn Institute of Arts and Sciences has a similar, though smaller collection, and there are some fine Spanish paintings in the building of the Hispanic Society in upper Manhattan.

The American Museum of Natural History contains wonderful collections of animals, birds, reptiles, insects, fossil remains, and similar natural history specimens. Like the other museums of (Continued on page XXX)

York offers attractions in endless variety. More than 1,500 hotels house daily an average of 250,000 transient visitors. They range in size from the ordinary



Western Newspaper Union Photo

The Avenue—the great show place of America. Fifth Avenue is credited with setting the styles of each passing season. On this important street great merchants from every part of the world place their wares for review.

# EDITOR & PUBLISHER

## SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 16

### NEW YORK CITY

#### Banks

Savings Banks	59	Resources—	3 Bronx	\$ 39,869,081.40
			22 Brooklyn	502,781,461.55
			28 Manhattan	1,274,336,969.43
			4 Queens	36,570,969.72
			2 Richmond	12,651,553.21
		Total		\$1,876,210,035.31
State Banks	45	Resources		\$1,129,146,100.00
Trust Companies	28	Resources—	Brooklyn	172,435,294.00
			Manhattan	2,802,608,930.00
		Total		\$2,975,044,224.00
National	48	Resources		\$4,719,455,600.00
Saving & Loan Associations:				
Brooklyn	4	Resources		728,422.00
Brooklyn	27	Resources		7,031,825.00
Manhattan	32	Resources		12,935,740.00
Richmond	14	Resources		6,891,701.00
Queens	8	Resources		1,115,036.00
	85			\$28,702,724.00
Private Bankers	69	Total Resources		\$ 23,782,213.00
Safe Deposit Companies	38	Total Resources		9,487,248.49
Investment Companies	18	Total Resources		91,905,425.19

Association which make their exchanges through banks that are members in accord with constitutional provisions.

New York has a very high valuation per capita, being exceeded, however, by San Francisco, Los Angeles and Boston. New York City values are indicated as four times those of Chicago, five times those of Philadelphia and seven times those of Boston.

An equally interesting figure with the total wealth and property value, in judging business strength, is that of incomes.

Incomes indicate more directly than wealth the strength for immediate business activity and purchasing power. In the report for income taxation in the United States for 1918 New York State is shown to pay 31% of the total personal income tax of the United States.

New York City contains more than one-half of the total population of the State and as the wealth is concentrated in the city one can readily perceive the enormous purchasing power within New York City. The next highest State paid only 12% of the whole and by the best estimation New York City alone exceeds any other State in the Union.

These figures show the State as a whole, as detail statistics are not available. The number of people claiming New York State as a residence and making returns of personal incomes were 559,753. Their net incomes aggregate \$2,719,713,784. The normal taxes in the incomes reported from New York State amounted to \$107,625,964, and the surtaxes to \$246,637,453.

The total assessed real property valuation for New York is \$8,428,322,753.00 divided as follows:

Manhattan	\$5,115,811,621	Bronx	\$726,129,198
Brooklyn	1,865,123,952	Queens	604,827,476
Richmond	100,495,455		

The total assessed personal property valuation (1919) is \$362,412,780 divided as follows:

Manhattan	\$291,286,700	Bronx	\$12,674,400
Brooklyn	44,907,205	Queens	10,934,300
Richmond	2,610,175		

The total assessed real property valuation (1920) for New York is \$8,626,122,557 divided as follows:

Manhattan	\$5,186,771,887	Bronx	\$753,308,264
Brooklyn	1,937,811,205	Queens	636,409,159
Richmond	111,821,192		

The total assessed personal property valuation (1920) is \$296,506,185, divided as follows:

Manhattan	\$227,063,350	Bronx	\$17,211,200
Brooklyn	41,192,900	Queens	8,792,100
Richmond	2,246,635		

There are two other banking institutions in New York, namely, Land Banks (1) resources \$667,662.57 and Credit Unions (35) with resources of \$548,140.89

Exchanges	\$214,703,444,468.43	Exchanges	\$252,338,249,466.28
Balances	20,950,477,482.92	Balances	25,216,212,383.55
Total transactions	\$235,653,921,951.35		\$277,554,461,851.83

The Clearing House Association is now composed of 25 National Banks, 13 State Banks, 14 Trust Companies, Federal Reserve Bank of New York; the Assistant Treasurer of U. S. at New York and the Clearing House Collection Department also make exchanges at the Clearing House, making 55 Clearing Institutions.

There are 12 Banks and Trust Companies in the city and vicinity not members of the

# NEW YORK COMMERCIAL

The National Daily A. B. C. Business Newspaper

#### Features

Acceptances	Groceries
Automobiles	Grain
Banks	Hemp, etc.
Banking	Hides
Bonds	Hay
Building Materials	Importers
Chemicals	Inward Manifests
Cotton	Iron
Coal	Lumber
Coffee	Leather
Drugs	Live Stock
Dye Stuffs	Marine Insurance
Editorial	Millfeed
Exporters	Motor Trucks
Foreign Trade	Metals
Foreign Exchange	Naval Stores
Financial	Oils
Fruits	Pharmaceuticals

**B**USINESS executives today are keenly interested in the vital facts of industry, finance and commerce. They scrutinize closely Market Reports, Financial News, Proposed Legislation, Labor Conditions—in fact, all sources of information—for reliable data upon which to build sound business policies.

For more than 125 years the NEW YORK COMMERCIAL has served many of the leaders of industry in this important requirement. It has gained, and holds, its enviable title of *The National Business Newspaper* by interpreting the business news of the country along sane and constructive lines.

The NEW YORK COMMERCIAL covers completely and accurately eighteen markets every business morning. More than 17,000 quotations, together with comprehensive market reports, make it a most inclusive and reliable source of business information.

Intimate daily contact with business facts and figures has given us a thorough realization of the importance of circulation facts and figures. Consequently the circulation of the COMMERCIAL is A. B. C.

ESTABLISHED 1795 ··· 126TH YEAR

#### Features

Flour	Produce
Provisions	Textiles
Packers	Textile Machinery
Paints	Tea
Railroads	Transportation
Shipping	Tractors
Steel	Theatres
Stocks	Unlisted Securities
Silk	Wool
Straw	

If you contemplate coming into the New York markets, do not forget that the Commercial will prove a vital factor in a publicity campaign in any of these lines.

Russell R. Whitman, President, 38 Park Row, New York City

# EDITOR & PUBLISHER SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 17

## NEW YORK CITY

### Residential Features and Building Facts

A majority of the residents of New York City live in apartment houses. There are many sections of the city where large expensive apartments predominate. There are also poorer sections where there are only cheap apartment houses and tenements.

However, contrary to common opinion, there are many one- and two-family houses in New York City. An investigation showed that there are 167,359 one-family dwellings compared with 107,178 apartment buildings; also that there are 85,467 two-family houses within the five boroughs.

The following table will show the number of dwellings and the classification of same in New York City:

Classification	A	B	C	D	E	F
Manhattan	23,592	2,602	40,423	2,299	796	84,694
Bronx	13,412	8,669	10,924	75	79	39,700
Brooklyn	67,948	53,879	48,750	285	174	193,400
Queens	44,869	17,853	6,527	209	107	83,065
Richmond	17,538	2,464	354	65	32	23,945

- (A) One-family dwellings.
- (B) Two-family dwellings.
- (C) Apartment buildings without elevators.
- (D) Hotels and elevator apartment houses.
- (E) Office buildings.
- (F) Total number of all sorts of buildings.

In Manhattan the largest number of tenements are located between Fourteenth Street and Fortieth Street. The largest number of better class of apartments are between Fortieth Street and One Hundred Fifty-fifth Street. The largest and most expensive elevator apartment buildings are located on Riverside Drive, West End Avenue, Central Park West, and Broadway between Sixty-sixth Street and One Hundred Twentieth Street. There are also many scattered on streets adjoining those already mentioned.

Fifth Avenue is famous for the many large and luxurious residences owned by millionaires.

Brooklyn has the largest number of buildings in New York City, in fact more than twice as many as any other borough. It is New York's chief residential district having more new law apartment houses than all the rest of New York put together, and of course, far more single residences, two- and three-family detached houses. Brooklyn has 37 parks comprising 1,037 acres, 6 children's playgrounds and 20 locations where are grouped tennis courts, wading pools, baseball diamonds, etc.

### Chart Showing Prospective Buyers in New York City compared with three other large localities

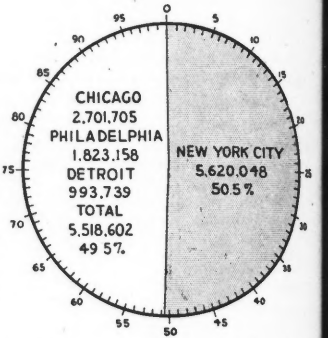
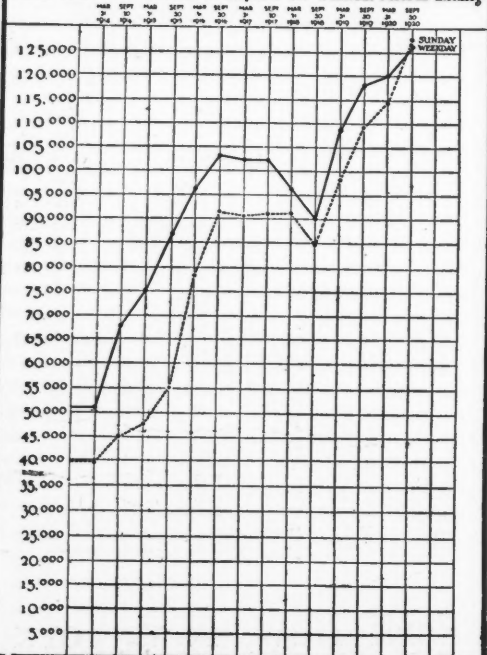


Chart of population of New York City showing the number of prospective purchasers as compared with the next three largest cities in the United States. It is interesting to note that New York contains more people than Chicago, Philadelphia and Detroit combined.

# A City of More Than 26

Circulation Trend of New York Tribune.  
Weekday 75,000 Gain in Last 7 Years -  
Sunday 85,000 Gain in Last 7 Years -

Audit Bureau of Circulation Reports for 6 month Periods Ending-



WITHIN the City of New York there is another City, a City populated by the readers of The Tribune—

A paper with a clean, vigorous, healthy-minded method of handling the news naturally attracts clean, vigorous, healthy-minded people.

It is a matter of natural selection. Prosperous, wholesome-minded people of taste and culture find in The Tribune the information they want presented in the way they like it.

### Known Quality of Circulation

Those who live in the circulation zone of New York Newspapers know from their own observation, in the better residential sections, at Clubs and Hotels, that The Tribune is always among the most read newspapers.

Besides the Law of Natural Selection and Personal Observation the circulation of a newspaper can be determined by direct test.

Every test, every canvass, every investigation made of The Tribune Circulation has demonstrated that "the Better Neighborhood the Bigger The Tribune Circulation."

# New York

**EDITOR & PUBLISHER**  
 ~ SPACE BUYERS CHART ~

Survey in Twenty-seven Parts—Part 18

**NEW YORK CITY**

**Residential Features and Building Facts---(Continued)**

The majority of the apartment buildings in the Bronx are located in the section opposite the northeastern part of Manhattan Island. The one-family dwellings in this borough also exceed the apartments by about 3,000 buildings, or in other words, the one-family houses are thirty-three and one-third per cent. of the total of all classification of buildings.

Queens Borough consists of many small residential communities. Ward two consisting of Forest Hills, Winfield, Corona, and other small communities contains most of the apartment buildings. In the Woodside, Elmhurst and Corona sections, hundreds of houses of the two-family type, tenements and small cottages, suitable for the thrifty, industrial workers are under construction. Ward four, known as the township of Jamaica and including the communities of Hillside, Jamaica, Rosedale, Richmond Hill, Woodhaven, Kew Gardens, Laurelton, Bellaire and others, have over 19,000 one-family dwellings or nearly three times as many as any other section of Queens. Practically all of Queens is rapidly being built up with attractive detached homes at a moderate cost.

The Borough of Richmond is almost wholly comprised of one- and two-family detached houses. Only two and a half per cent. of all dwellings in Richmond are apartments, or 619 of 20,261 dwellings.

**Special Information**

More than one-half of the population of the State is now contained in New York City.

New York City is the commercial and manufacturing capital of the United States.

The exports of New York City have a value greater than the combined exports of Asia, Africa and Australia, and our imports exceed in value those of South America, Africa and Australia together. One out of every seven persons in New York is employed in manufacture.

The factories have an annual output of nearly two and one-half billions of dollars.

Interesting statistics of the City and Port of New York:

Area .....326.9 square miles.  
 Total mileage of paved streets.....2,226

**THIS CHART SHOWS**

The Five Boroughs of New York City In Relation to Land Area



Queens, the largest borough in area, contains only 8% of the population of New York City, while Manhattan, the smallest borough, contains 41%. This shows that New York still has plenty of room to grow. The Borough of Queens could be populated by all New York City and still have room, if the density of population were the same as Manhattan.

**26,000 Homes—Without Slums**

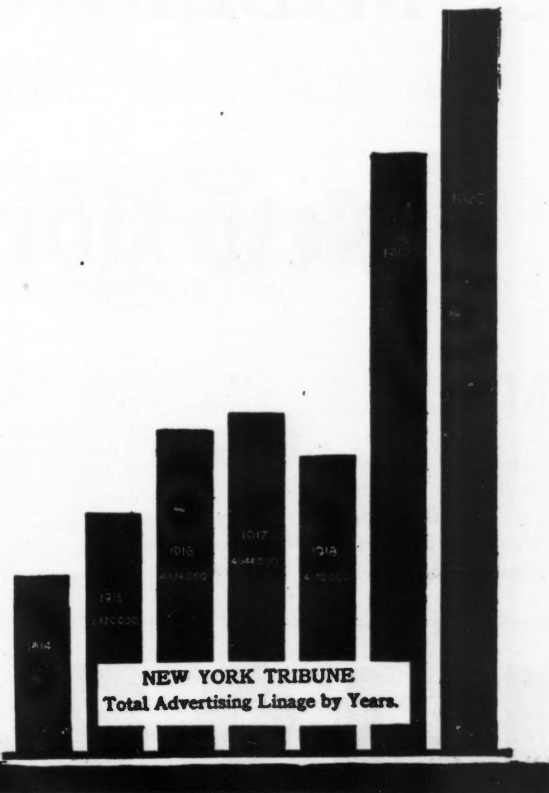
*Proven Responsiveness*

Tribune Readers are quick to respond to advertising in The Tribune.

Time after time this responsiveness has been demonstrated. For instance:

- 12,024 men and women in the year 1920 asked the advice of our Investment Department on investing their surplus funds ranging from \$100 to \$150,000.
- last Spring more than 7,000 Tribune Readers sent in Planks for a Political Platform.
- over 4,600 Tribune Readers contributed a total of over \$70,000 to send more than 9,000 boys and girls to the country for a two-weeks' vacation. This is an average contribution of over \$15.00 each.

You can reach some Tribune Readers through other Newspapers, but you can only reach *all* Tribune Readers through the New York Tribune.



**Tribune**



**NEW YORK TRIBUNE**  
 Total Advertising Linage by Years.



**EDITOR & PUBLISHER**  
 ~ SPACE BUYERS CHART ~



Survey in Twenty-seven Parts—Part 19

**NEW YORK CITY**

**Special Information---(Continued)**

Assessed valuation by boroughs:

Queens .....	\$ 636,409,159
Bronx .....	753,308,264
Brooklyn .....	1,937,811,205
Richmond .....	111,821,192
Manhattan .....	5,186,771,887
Shipping arrivals .....	4,628
Total tonnage of the Port (tons entered) .....	13,610,098
Total tonnage of the Port (tons cleared) .....	14,030,827
Number of telephones in use .....	731,794
Area of city parks (acres) .....	7,819

The total number of Pennsylvania Railroad passengers arriving and leaving New York City during 1919 was 40,800,000, which was made up as follows:

- 10,200,000 to and from Pennsylvania Station.
- 22,440,000 to and from Newark, Harrison and Manhattan Transfer.
- 4,420,000 to and from steam trains and Jersey City.
- 2,040,000 to and from Cortland Street Ferry.
- 1,700,000 Desbrosses Street Ferry.

In 1914 the New York City metropolitan district had 36,410 manufacturing establishments, which gave employment to an average of 1,031,815 persons during the year, 842,103 being wage-earners, and paid out \$711,085,669 in salaries and wages. The manufacturing establishments of New York City constitute over four-fifths of all in the district and give employment to nearly seven-tenths of the wage-earners.

The per cent of increase in average number of wage-earners in period 1904-1914 was 25.9.

New York State has a total of 571,662 motor vehicles, or a car to every 16 persons. Of the total registration for last year 177,441 of the cars came from New York City. Of the total 126,750 were pleasure, 91,631 were registered omnibuses, 41,057 commercial, 678 trailers, while dealers in New York City numbered 820.

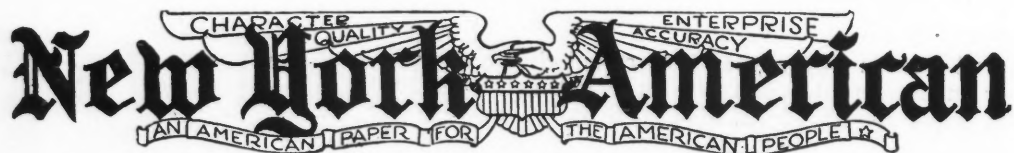
The total amount paid by New York City motorists, chauffeurs and motor cyclists last year to Mr. Hugo's office was \$2,481,345.25.

The following comparative figures tell the story of last year's registration at a glance.

	Passenger	Commercial	Total
Brooklyn .....	43,126	13,570	56,696
Queens .....	16,030	4,621	20,651
Manhattan .....	54,070	28,590	82,660
Bronx .....	9,418	3,624	13,042

The Bush Terminal, located in Brooklyn, which is regarded as one of the leading institutions of its kind in the commercial world, offers facilities for modern manufacturing sites, export and import steamship piers, and rail and coastwise terminals. It covers an area of 200 acres, by a chain of immense loft buildings of modern reinforced concrete construction. The Bush Terminal houses approximately 300 manufacturing concerns with 30,000 employees. Its facilities include seven of the largest piers in the world. There are 200 brick warehouses for the receipt and storage of ocean-borne freight. The tracks of every trunk line reaching New York run into the Bush Terminal, and all are connected with a private railroad.

The Only Paper in America With  
**A MILLION CIRCULATION**  
 The Sunday



**M**ORE families read the Sunday New York American than there are in all Boston, Philadelphia, Baltimore, Washington and Pittsburgh combined.

**T**HEIR annual expenditures (Government figures) exceed one billion seven hundred million dollars, more than 32 million dollars every week in the year.

**I**N addition to great size the circulation of the New York American is distinguished by insistence on the best—regardless of cost.

More than a million readers (half a million more than buy any other New York Sunday newspaper) pre-

fer the Sunday New York American to all other Sunday newspapers selling in the local territory at 5 cents a copy.

On weekdays more than 300,000 people pay 50% more for the Morning New York American than the selling price of any other New York morning newspaper.

**1,108,111**

**Net Paid Circulation Last Sunday at 10 Cents a Copy**



**EDITOR & PUBLISHER**  
**SPACE BUYERS CHART**

Survey in Twenty-seven Parts—Part 20

**NEW YORK CITY**

**Facts and Figures on New York City Food Consumption**

The magnitude of New York City as a food consuming center, not to mention its vastness as a supply depot has often been guessed at.

The Health Department of New York City gives the following schedule as an estimate based on a dietary of 44 ounces of food per day per individual, as over four and one-half billion pounds:

Character	Amount pounds
Meat (Beef, Pork, Veal, etc.)	684,315,000
Fish	57,031,250
Poultry	114,062,500
Butter	114,062,500
Vegetables	684,315,000
Milk	1,368,630,000
Bread	456,250,600
Coffee	57,031,250
Tea	28,515,625
Fruit (Nuts)	228,125,000
Sugar (including candy)	142,578,125
Pastry	114,062,500
Salt	57,031,250
Eggs	142,578,125
Cheese	57,031,250
Fats	57,031,250
Canned Goods	171,093,750
<b>Total</b>	<b>4,533,744,375</b>

From another source it has been estimated that it cost \$645,000,000 a year to feed the inhabitants of New York City. The amount probably exceeds this by several millions on account of the mounting cost of living.

A study of food conditions in 1917 by the Department of Health showed a valuable tabulation of food products coming into New York each week:

Dairy Products (Other than Milk)	760 carloads
Milk	2,000 "
Meat	660 "
Live Stock	518 "
Poultry	215 "
Grain and Flour	2,160 "
Fruits	750 "
Vegetables	1,636 "
Groceries	324 "
Canned Goods	206 "
Sea Food	32 "

9,261 weekly  
 or 1,323 daily

The average of 1,323 cars of food products is received at 127 terminals in Metropolitan New York. These products are redistributed over an area having a radius of 30 to 40 miles which embraces a population of over 10 million.

The stupendous task of distributing the vast amount of food engages 60,000 distributors, who employ 400,000 persons. Within this area live over 10,000,000 people composed of 28 nationalities to whom nearly 10,000 cars of products a week must be distributed. Of these 28 nationalities, eight numbering over 100,000 each and 15 over 25,000 each, populate this district.

These people have various habits, customs and modes of living. Quite often one nationality will not eat what another will, which is not customary to such an extent in any other center in the world. It has been aptly said that New York is not an American city, but a city in America composed of 28 little nations.

Other figures obtained from various sources showed that New York City consumes 40,000,000 eggs a week, or over 2,080,000,000 a year; also 2,400,000 pounds of butter a week.

A Million Circulation With a

**MERCHANDISING SERVICE**

to Make Certain of 100 Per Cent Return



**A. C. Gilbert Co.**

WE have been big users of newspaper space for a great many years, in New York and other cities, but never before has any newspaper extended to us the support in a merchandising way that you have. The broadside that you sent out carried our message to the Greater New York dealers more effectively than any piece of literature we previously sent out. The displays in the three New York American windows were watched very carefully by us, and attracted the attention of dealers, as well as the general public. We are very enthusiastic about the New York American for its Merchandising Service Department.

Yours very truly,  
**J. E. McCRADY,**  
 General Sales Manager.

**Bunte Brothers**

YOU will be interested in knowing the success achieved through your remarkable broadside which accomplished real things in the sales of Bunte's Cough Drops in the New York territory. The average sales of our men tripled immediately after the broadside was sent out.

I am informed by our Window Trim Department that 100% of the dealers who signed and returned post cards requesting window displays immediately permitted us to trim their windows.

Let me again thank you for your three master Merchandising Windows, which are in the busiest sections of New York.

Yours very truly,  
**W. H. GODFREY,**  
 New York Sales Manager.

**The Pompeian**

WE want to thank you for the results you have obtained from your telephone campaign. Every indication is that you have more than done your part and that the results will be forthcoming if we can put ours over properly.

The manner in which you handled this work shows real evidence that you desired to give nothing but accurate returns and the final results obtained are certainly extremely satisfactory. It is a pleasure indeed to be able to thank you for such efficient handling of such a tedious and difficult proposition.

Appreciatively yours,  
**JESS H. WILSON,**  
 Sales Manager.

**1,108,111**

Net Paid Circulation Last Sunday at 10 Cents a Copy



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



Survey in Twenty-seven Parts—Part 21

### NEW YORK CITY

#### Facts About Brooklyn

POPULATION	
1900 Census	1,166,582
1910 Census	1,634,351
1920 Census	2,018,356

Native white	73%	English reading	94%
Negroes	1%	Industrial worker	15%
Foreign born	26%	Families	404,072
Students	3,724		

Brooklyn population, 1910, showing persons over 15 years of age, by age, sex and birth.

	Male	Female
Total	559,306	575,314
15 to 24 years	152,885	170,608
25 to 44 years	270,330	261,119
45 years and over	135,893	143,355
Age unknown	198	232
Native white, native parents	111,312	120,288
Native white, foreign or mixed parents	169,200	188,460
Foreign born, white	269,965	256,520
Negro	7,869	9,950

#### CITY CLASSED AS

Brooklyn classed as a city would be residential. It is known as a city of homes.

#### BANKS

Savings	22	Resources	\$502,781,461.55
Savings and Loan	27	Resources	7,031,825.00
Trust Companies	—	Resources	172,435,294.00

There are 669,666 depositors in the savings institutions of Brooklyn. The average amount of each account is \$393.80.

For other banking figures see page 21.

There are 85,000 people in Brooklyn and Long Island with incomes of \$10,000 and over. This is a greater number than any other district in the United States; and there are more people in this district who pay income taxes than there are in any other district.

There are 1,624 residents of Brooklyn who pay taxes on incomes of \$20,000 a year and over.

Over \$20,000	505 taxpayers	Over \$200,000	21 taxpayers
" 25,000	254 "	" 250,000	9 "
" 30,000	336 "	" 300,000	10 "
" 40,000	151 "	" 400,000	5 "
" 75,000	99 "	" 500,000	23 "
" 100,000	95 "	Total	1,624
" 150,000	40 "		

These figures include only Brooklyn residents who file their returns in Brooklyn. Many file them in Manhattan, where their business is located. Furthermore, many millionaires reside in towns on Long Island and they also pay their taxes in New York City (Manhattan).

#### SCHOOLS

Public Grade	178	Pupils	295,621
High	9		26,402
Parochial	113		60,900
Colleges	6		3,724

#### THEATRES

	Motion Pictures	Open Air	Motion Pictures and Vaudeville	Burlesque	Production
Brooklyn	244	83	18	10	4

#### CHURCHES

Baptist	52	Methodist, Protestant	2
Christian	2	Pentecostal	3
Christian Science	5	Presbyterian	43
Congregational	32	Presbyterian, United	4
Disciples of Christ	4	Protestant Episcopal	59
Evangelical Association	7	Reformed Church of America	23
Evangelical Synod of N. A.	1	Reformed Church of U. S.	4
Friends	2	Reformed Episcopal	3
Jewish	57	Seventh Day Adventist	11
Lutheran	67	Swedenborgian	2
Methodist Episcopal	47	Unitarian	5
Methodist Episcopal, African	3	Universalist	3
Methodist Episcopal, W. Zion	4	Miscellaneous	21
Methodist, Free	2	Roman Catholic	120
Methodist, Primitive	2		

#### Trading Area

Brooklyn trading population is hard to figure. There are now nearly three million people living in Brooklyn and Queens alone and when you consider that Brooklyn's trading area takes in all of Long Island and that people from Staten Island, Manhattan and parts of New Jersey come to Brooklyn to trade one can readily see the vast possibilities of Brooklyn as a market.

You don't have to "break into" Brooklyn. Here the gates are ever open, youthful enthusiasm welcomes the stranger and opportunity cries out for some one to embrace her.

### THE BROOKLYN DAILY EAGLE

O'Mara & Ormsbee  
Special Representatives  
New York, Chicago, San Francisco

# EDITOR & PUBLISHER

## SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 22

### NEW YORK CITY

**Principal Industries**

No. of Est. ....	6,096	Salaries and Wages, Total..	\$109,832,039
Persons engaged .....	166,740	Salaries .....	27,921,984
Proprietor and Firm Mem- bers .....	6,267	Wages .....	81,910,055
Salaried Employees .....	4,310	Cost of Materials .....	287,610,620
Wage Earners .....	140,881	Value of Products .....	315,302,755
Capital Invested .....	\$448,757,380	Value added by Manufacture	217,034,037

Brooklyn, regarded as a city, is fourth in the United States industrially. The first three being New York, Chicago, and Philadelphia.

The Chamber of Commerce in 1918 made an industrial survey and the tabulation showed there were 8,281 factories employing a total of 185,625 persons. Of this total, 2,725 employ 10 or more employees, 278 employ more than 100 employees and 39 employ more than 500 each.

The first 50 manufacturing plants in Brooklyn employ 51,260 persons.

Total number of factories and employees—Classified by Industrial Groups 1918-19.

Grouped by Products Manufactured	Factories with Over 10 Employees		Factories with Under 10 Employees		Grand Total	
	No. Fac- tories	No. Em- ployees	No. Fac- tories	No. Em- ployees	No. Fac- tories	No. Em- ployees
Machinery, Hardware and Metal Products .....	556	49,962	790	3,006	1,346	52,968
Clothing .....	949	36,669	1,414	4,314	2,363	40,983
Boots and Shoes, Furs and Rubber Products...	231	14,798	346	1,077	577	15,875
Foods, Tobacco, etc.....	208	17,348	1,437	3,975	1,645	21,323
Paper, Paper Goods, Pub- lishing .....	132	13,638	218	643	350	14,281
Wood Products .....	186	9,871	414	1,472	600	11,343
Paints, Oils and Chemicals	133	9,916	166	678	299	10,594
Textiles .....	179	9,676	268	1,080	447	10,756
Glass and Clay Products..	63	2,157	127	432	190	2,589
<b>Total .....</b>	<b>2,637</b>	<b>164,035</b>	<b>5,180</b>	<b>16,677</b>	<b>7,817</b>	<b>180,712</b>

The chief commodities manufactured in Brooklyn are machinery and metal products, clothing, boots and shoes, printing and publishing, paper goods, wood products, glass, stone and clay products, paints, oils, chemicals, textiles, fur and rubber goods.

Brooklyn has over 2,000 different industries and turns out over a billion dollars worth of goods each year.

Brooklyn ranks second to Manhattan in the United States in the production of manufactured clothing. In 1918 there were 2,363 clothing factories employing 40,983 persons.

Brooklyn has 2,500 clothing factories employing 41,000 workmen. Brooklyn, next to Manhattan, produces more clothing than any other American city.

Brooklyn has increased the number of shoe factories in the borough in two years from 240, employing 9,400 skilled workers, to 300 plants, employing 12,000 persons. Of these 300 plants, five of them employ each more than 500 people. Brooklyn is first in the country in the production of women's and children's shoes.

In the volume of manufactured goods and industrial production of the latest reliable figures obtainable are those of 1914 issued by the Bureau of Census. These show Brooklyn as the fourth ranking city in industrial production among the cities of the United States.

City	No. of Factories	No. of Employees	Value of Products
Manhattan .....	21,087	385,902	\$1,519,143,429
Chicago .....	10,115	387,319	1,483,498,411
Philadelphia .....	8,454	294,643	784,449,633
<b>Brooklyn .....</b>	<b>6,096</b>	<b>140,881</b>	<b>515,302,755</b>
Boston .....	3,138	96,913	284,802,479
Baltimore .....	2,502	87,453	215,171,530

**Retail District**

The main shopping center in Brooklyn extends for one mile from Borough Hall on two parallel streets, Fulton and Livingston Streets, also a large section known as Broadway, and extending about two miles and has many stores of the cheaper grade than those on Fulton and Livingston Streets.

In Flatbush, which is a large residential section, a very thriving business center exists on Flatbush Avenue, where many small but prosperous stores of every description are located.

In South Brooklyn the retail section extends about a mile on Fifth Avenue and cross streets.

The Bedford district has a busy section on Nostrand Avenue and extends one mile with stores of every description.

In Williamsburgh, a district and busy retail section is located on Broadway and cross streets and extends about four miles.

Greenpoint, another and separate section in Brooklyn, has a retail section extending a mile on Manhattan Avenue.

**Residential Features**

Brooklyn covers an area of over 80 square miles—greater by 25 square miles than the combined areas of Manhattan and Bronx Boroughs.

Brooklyn has the largest number of buildings in Greater New York, in fact more than twice as many as any other borough. Namely: 67,590 one-family houses, 52,938 two-family houses, 48,980 apartment buildings.

The total valuation of new buildings and alteration plans filed in Brooklyn Tax Bureau in 1919 was \$99,813,663.00. Plans were filed in 1919 for a total of 5,010 buildings to house 8,264 families at a cost of \$33,818,950.00. Over 5,700 plans filed with the Brooklyn Builders' Bureau since January, 1919, cost \$32,146,305.

**Special Information**

Brooklyn has 300 oil, paint and chemical factories, employing over 10,000 workmen. Brooklyn has over 1,350 factories which build everything in the metal line, from heavy machinery to delicate nautical and scientific instruments, making employment for over 53,000 citizens.

Brooklyn has 350 plants employing 11,000 workmen in the paper box, publishing and allied industries; 1,600 factories engaged in the food and tobacco industries, employing 21,000.

Read the facts about Brooklyn and get a thrill.

THE BROOKLYN DAILY EAGLE

O'Mara & Ormsbee  
Special Representatives  
New York, Chicago, San Francisco

# EDITOR & PUBLISHER SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 23

## NEW YORK CITY

### Brooklyn "Special Information" (Continued)

Every Saturday night the factory pay envelope handed out to Brooklynites contains over \$4,000,000.

Over \$212,000,000 yearly makes the cash register in nearly 13,000 stores ring long and merrily.

Brooklyn has 286 miles of piers. Ships sail to every port in the world. Brooklyn builds every possible kind of boat and ship.

It is estimated that more than one-half of the foreign commerce of the Port of New York is carried on from Brooklyn docks. These steamship lines, with a fleet of 700 steamships sailing to all parts of the globe, have their home port in Brooklyn.

### Features of the Bronx

#### Population

1900 Census .....	200,507
1910 Census .....	430,980
1920 Census .....	732,016

Native White .....	68%	English Reading .....	84.3%
Negroes .....	less than 1%	Industrial Workers .....	14%
Foreign Born .....	about 31.4%	Families .....	146,479
Students .....	13,670		

Bronx population, 1910, showing persons over 15 years of age, sex, and birth:

	Male	Female
Total .....	150,922	149,655
15 to 24 years .....	40,918	44,813
25 to 44 years .....	74,429	70,115
45 years and over .....	35,354	34,587
Age unknown .....	221	140
Native white, native parents .....	25,949	26,194
Native white, Foreign or mixed parents .....	49,715	54,772
Foreign born, white .....	73,628	66,981
Negro .....	1,436	1,700

#### City Classed as

The Bronx, if classed as a city, would rank sixth in the United States. It is essentially a residential section.

#### Location

Bronx is located north of the Harlem River, being the only part of the city of New York attached to the mainland. As to railroad freight facilities every trunk line entering New York has a terminal in the Bronx.

#### Schools

Public Schools .....	58	Students	109,811
High Schools .....	3		9,601
Parochial Schools .....	11		8,610
Colleges .....	2		13,670
Fordham University			
New York University			

#### Banks

There are 15 banks or branches of other banks in the Bronx. A comparison of their annual statements reflects the growth of the Bronx. See Page 21 for banking figures.

#### Theatres

The Bronx has 48 theaters devoted to motion pictures exclusively, 5 to vaudeville and motion pictures, 1 to high-class vaudeville (Keiths), 1 burlesque and 2 to productions.

#### Churches

Baptist .....	13	Presbyterian .....	18
Christian Science .....	2	Protestant Episcopal .....	23
Congregational .....	6	Reformed .....	9
Evangelical Lutheran .....	22	Roman Catholic .....	40
Jewish .....	29	Moravian .....	1
Methodist .....	22	Seventh Day Adventist .....	3

# THE HOME NEWS PLAN

## FOR TESTING THE BIG METROPOLITAN MARKET

The Metropolitan District means the five city boroughs of Greater New York, plus the rich, populous and wide-spread adjacent territory situated in the State outside the city line and in New Jersey and Connecticut. This nearby territory, with a population equal to that of the city must be included in any advertising campaign designed to cover the city proper and must receive its share of attention from the sales department as well as the advertising department unless the advertiser is to waste that considerable percentage of the circulation of the New York daily newspapers going into the Metropolitan District outside the city limits.

The Metropolitan District contains a greater aggregation of money-getting and money-spending people than is to be found in any area of equal extent on this continent. It has a population estimated at twelve millions, or nearly one-eighth of the entire population of this country.

It is head and shoulders above all others. It comes first, not merely on account of its pre-eminent merchandise-consuming capacity, but also because of its strategic importance. It is the American manufacturers' best starting place because the long arms of the great metropolis extend everywhere throughout this country. That is why we have the axiom: New York publicity is national publicity.

An advertising campaign adequately covering the Metropolitan District needs many worth-while newspapers published in and out of the city proper. It involves an expenditure of \$100,000 to \$150,000 for the first year's campaign, including the cost of placing goods in the hands of dealers.

This means a big outlay of money. Prudence whispers, "Why not

MAKE SURE by a campaign in some representative and important section before taking on the Metropolitan District as a whole?"

### THE BOROUGH OF THE BRONX IS THE IDEAL TESTING GROUND

—but don't take opinions; consider FACTS.

**Fact 1:** The Bronx is the fastest growing section of the great city and of the entire Metropolitan District. The census of 1920 gave it a population of 732,016. The recent census gives it 732,016, a mendous gain of 265%. All the other boroughs have to take off their hats to the Bronx. A prosperous community is the right place for advertising.

**Fact 2:** The Bronx is more than anything else a residential section. The best proof of this statement is found in the fact that the borough contains over 200 churches or other places of worship, not even an hotel. It is popular as a place of residence because of the lowest death rate of all the five city boroughs and because of its equalled transportation facilities throughout the borough and between it and Manhattan.

**Fact 3:** The most important of them all.—The Bronx is thoroughly covered by one newspaper—The Bronx Home News. It is the only one of the five boroughs of the city of which this may be said. THIS MEANS ECONOMY OF TIME, EFFORT AND MONEY.

**EDITOR & PUBLISHER**  
 ~ SPACE BUYERS CHART ~

Survey in Twenty-seven Parts—Part 24

**NEW YORK CITY**

**Features of the Bronx---(Continued)**

**Principal Industries**

No. of establishments	1,271
Persons engaged	23,729
Proprietors and firm members	1,167
Salariated employees	797
Wage earners (average number)	19,387
Capital invested	\$65,245,498
Salaries and wages total	16,893,872
Salaries	4,257,285
Wages	12,636,587
Cost of materials	26,318,488
Value of products	58,708,792
Value added by manufacture	30,721,765

The chief commodities that are manufactured in the Bronx are clothing, sheet iron work, foundry and machine shop products, lumber products, marble and stone work, lace goods, pianos and organs, structural ironwork.

From a survey taken by the Chamber of Commerce in 1916 the following table gives the most important Bronx Industries and gives some idea of the vast industrial resources of the Bronx.

Industries	No. of Factories	Employees
Pianos, organs, musical instruments	63	5,048
Castings, forgings, etc.	62	4,238
Printing, paper goods	54	2,210
Stone, clay, glass, etc.	60	1,725
Textiles, embroideries	581	5,345
Food products	520	4,822

In 1918 there were 2,250 factories employing 74,000, and payrolls total \$81,000,000.

**Retail Sections**

The Bronx has four distinct retail shopping centers. The most important is at 149th street and Third avenue and the immediate vicinity extending only a few blocks on same side streets and from 139th street to 163d street on Third avenue. This is often referred to as the "Hub of the Bronx," because all surface cars either converge at this point or transfer to this section. The subway system, with its dual routes, also meet and diverge from this point. There are many specialty stores, several department stores, theatres, hanks, etc., in this retail section.

Tremont avenue from Prospect avenue to Boston Post road is another general shopping section from the northern end of the Bronx.

Westchester avenue from 150th street and Third avenue to Southern Boulevard is a center of specialty shops of lingerie, millinery, shoes, furnishings, etc.

Fordham road from University avenue to Webster avenue is similar to the Westchester avenue section, only on a larger scale with department stores, etc.

**Residential Features**

The Bronx has 13,412 one-family houses, 8,669 two-family houses, 10,924 apartment buildings, 39,700 of all sorts of buildings.

It has within its borders nearly a dozen high class department stores, while its business districts contain modern establishments with complete lines of standard articles, so that there is no need of any resident of the Bronx to leave the borough in order to make purchases of any kind.

The building quotation from 1901 to 1918 amounted to \$400,000,000.

Assessment Rolls	1919	1918
Total Real Estate	\$681,649,011	\$644,420,521
Real Estate	51,283,250	49,610,750
Special Franchises	28,876,711	32,097,927
	\$731,808,972	\$726,129,198

**Special Information**

The Bronx is bordered on three sides by navigable waterways, which, with their estuaries and feeders, give over 80 miles of waterfront.

Manufacturers and shippers in the Bronx have facilities unequalled by those of any other part of the Greater City for the reception and shipment of raw materials and finished products by boat or rail. Every trunk line railroad entering the City of New York has a freight terminal in the Bronx.

The Bronx is a community of homes having an area of 41 square miles, with 445 miles of street, upwards of 200 churches and other places of worship, 200 places of amusement, 31 railroad stations and 61 subway and "L" stations.

The Bronx contains 4,172 acres of parks and parkways, which exceed those of the four other Boroughs of the city combined by 500 acres. The largest park in the City of New York, Pelham Bay Parkway, is located in the Bronx.

The density of population in 1917 was 28 per acre; in 1919 it had increased to 32 per acre.

More light is thrown on the Bronx situation by the following additional facts: The Bronx has more than 5,000 retail stores, among which are:

- |                          |                           |
|--------------------------|---------------------------|
| 1,023 Groceries,         | 144 Exclusive Cigar and   |
| 279 Drug Stores,         | Tobacco Stores,           |
| 422 Dry Goods & Dept.    | 136 Furniture Stores,     |
| Stores,                  | 55 Sporting Goods Stores, |
| 743 Meat Markets,        | 190 Garages,              |
| 319 Delicatessen Stores, | 144 Hardware Stores,      |
| 352 Clothing Stores,     | 86 Paint and Oil Stores,  |
| 362 Shoe Stores,         | 77 Phonograph and Music   |
| 57 Hat Stores,           | Stores,                   |
| 120 Millinery Stores,    | 162 Candy and Ice Cream   |
| 677 Cigar, Tobacco and   | Stores.                   |
| Stationery Stores,       |                           |

The Bronx is the most northerly of the five Boroughs of the city of New York. It is the only Borough forming a part of the mainland. It is separated from Manhattan by the Harlem River and the Harlem Ship Canal. This isolation is accentuated by the fact that the Borough has its own distinct and separate County government, as well as a distinct and separate Borough government. The result is that the Bronx may be described as a city in itself with its own special political, social and commercial interests.

**THE BRONX HOME NEWS**

Circulation 100,000, Invites the Test

It covers the Borough like a blanket and goes nowhere else. The Home News is to the people of the Bronx what all the other city newspapers combined are to the city as a whole. It is delivered by our carrier system direct to the homes of our readers, with the exception of a considerable sale on the newsstands. It is never hawked in the streets.

It is more than anything else a FAMILY newspaper with all that that means to the experienced advertiser. Its WOMAN'S PAGE is one of the best to be found anywhere. Advertising in THE HOME NEWS reaches its readers in association with locality news, the most interesting of all news. It is surrounded by the home atmosphere.

THE HOME NEWS has no political, sectarian or financial entanglements. It is free at all times to serve the interests of its public. That it has done so acceptably is proved by a more intensive circulation than that of any other newspaper published on this continent.

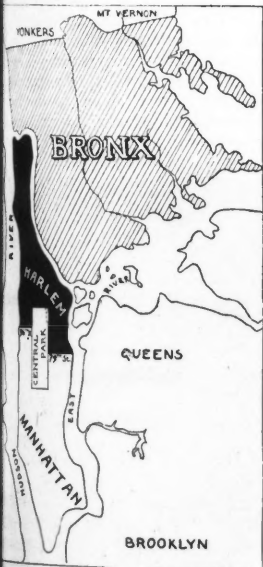
All the Bronx merchants know THE HOME NEWS. All the larger merchants and a great many of the smaller ones, advertise in it. They know that goods properly advertised in THE HOME NEWS sell themselves. A trade-mark owner who approaches them with a meritorious article backed by HOME NEWS advertising travels fast along the line of least resistance. His way to 100,000 Bronx homes, or half a million persons, is made quick and easy.

For advertising rates and other needed information address:

**BRONX HOME NEWS**

Published three times a week:  
 Sunday, Tuesday and Thursday  
 371-377 E. 148th St., N. Y.

The same interests also publish the Harlem Home News, circulation 100,000, twice a week, Wednesdays and Sundays. This paper circulates in the north section of Manhattan, immediately adjoining the territory covered by the Bronx Home News.



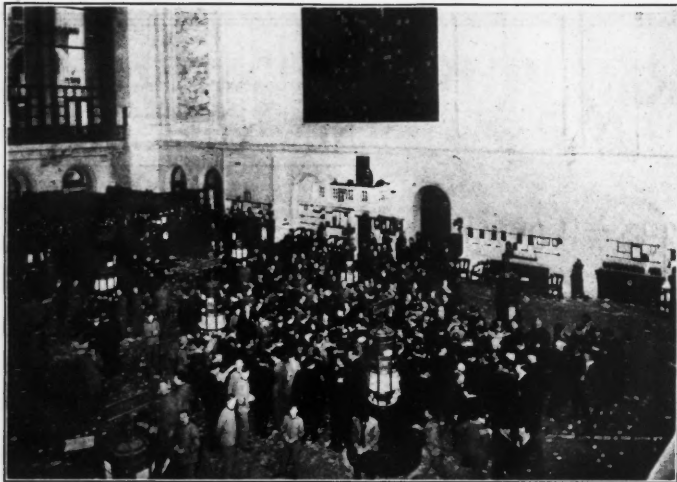


Photo by Paul Thompson  
**The New York Stock Exchange. Here beats the financial pulse of the Nation. Its actions and reactions are felt around the world.**

**New York the Metropolis of Mankind**  
 (Continued from page XX)

the city, it is a private foundation, to the support of which the city contributes a share. Under its auspices the Peary expedition was sent to the North Pole, and similar expeditions for exploration are constantly being sent out to all parts of the world.

The New York Public Library, which was established by combining the Astor, Lenox and Tilden Libraries, founded respectively by John Jacob Astor, James Lenox and Samuel J. Tilden, is housed in a beautiful library building in Bryant Park at Fifth Avenue and Forty-second Street. This is the center of the system of "Carnegie" branch libraries, the cost of which was met by a gift of \$5,200,000, which Andrew Carnegie made for the purpose. There are fifty of these branch library buildings in the five boroughs of the city. The Brooklyn Public Library is a separate foundation, maintaining branches in the Borough of Brooklyn. The Queens Borough Public Library is a similar, though smaller institution.



Copyrighted by Fairchild Aerial Corp.  
**You have heard of Bronx—here is a section of it from the air. The shaded avenues and broad parkways may surprise you but they are not unusual. They are common in every part of the Greater City.**

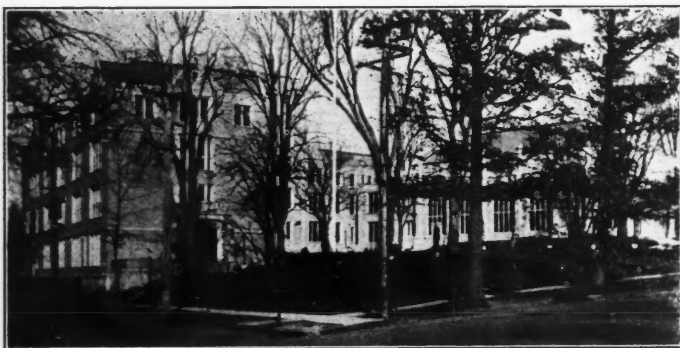


Photo by Paul Thompson  
**New York is not all brick, marble and stone. There are numerous green plots, beautiful shade trees and school buildings, flooded with sunlight from four sides, that are unequalled in any other part of the world. Here we have one of the city's modern high schools.**

All these libraries maintain special departments which are supplemented by dozens of special libraries maintained by organizations and associations such as The American Geographical Society, The American Museum of Natural History, The American Numismatic Society, The American Society of Mechanical Engineers, The Bar Association, Columbia University, Cooper Union, The Hispanic Society, The Academy of Medicine, The Historical Society, The Genealogical Society,

The Biographical Society and the like. Due to the location of New York for a transportation standpoint, the city is a national wholesale center. It is by far the most important wholesale market for the entire northeastern section of the country, and its immediate subsidiary territory includes the wealthiest, most highly developed, and most congested sections of the country. It has been well said that it reaches out into every part of the world. As a retail market, it is the buying

center for the population of the so-called New York Metropolitan District, which included not only the five boroughs of Greater New York, but adjacent cities in New York State and northern New Jersey, with a population of more than seven and a half million. This city is not only the Mecca of shoppers for the entire northeastern section of the country, but it is the chief buying center for large purchases by the higher classes of people within a radius of 150 to 200 miles. The importance of this retail center can be seen from the fact that approximately 8 per cent of the total population of the country resides within fifty miles of New York, 12 per cent within 100 miles, 16 per cent within 150 miles, and 22 per cent within 200 miles.

New York City is the greatest industrial center of the country and produces, according to the latest census, about 10 per cent of the country's total output, judging from the value of product. However, the New York industrial district comprises adjacent cities not included geographically in New York.

This territory is known as the New York Metropolitan Industrial District. The census of 1914 showed that, in this district, there were 36,422 establishments, employing over one million people, and producing a product valued at \$3,435,582,000. Judging from the value of production this district produces about 15 per cent of all articles manufactured in the entire country.

Of the twenty-eight important lines of industry which show a tendency to concentrate in a limited number of cities New York City is the greatest center for twelve, second in importance for three, third city for two, and fourth and sixth in importance for two others.

Due to the fact that New York is located in one of the oldest settled sections of the country and is developed further than any other section of the country, there are remaining few undeveloped natural resources. In the city itself, outside of the Boroughs of Richmond and Queens, there is little land which is not covered by buildings of some type, or that will not be developed in the near future. Most of this land is now either meadow land held for industrial expansion or land intensively cultivated by market gardeners.

The opportunity for capital lies not in the development of natural resources, but in investment in businesses which are attracted to this district by the fact that it is the leading industrial center of the country, the leading financial center of the country and possibly of the world, the greatest port of the world, and the greatest wholesale and retail center of the country and a metropolis of mankind.

There are many large and small commercial organizations in New York City. The largest is the Merchants' Association of New York, 233 Broadway, which has a membership of nearly 6,000 individuals, firms and corporations.

The Chamber of Commerce of the State of New York was chartered before the Revolutionary War and is the oldest commercial organization in the country. It occupies its own building at 65 Liberty Street. Each of the boroughs outside of Manhattan maintain one or more commercial organizations.



Photo by Paul Thompson  
**There are numerous exchanges in New York where stock and commodities are dealt in, but none are so picturesque as the Curb Market. Many believe it to be merely an aggregation, but it is not, and every business day, rain, snow or hail, this crowd gathers in Broad Street and talks with fingers to men in nearby windows in a language that comprehends fortunes.**

# EDITOR & PUBLISHER

## SPACE BUYERS CHART

Survey in Twenty-seven Parts—Part 25

### NEW YORK CITY

#### Trading Area

In order to secure accurate information in regard to the trading areas of New York City, representatives of EDITOR & PUBLISHER, called on the advertising managers of three of the largest department stores in the city. After several days of study of reports received from sales, delivery and mailing departments a daily and weekly trading area zone was drawn. A very careful check was placed on all reports. This formed the basis of map shown on pages 2 and 3 of this supplement.

From the Parcel Post departments of these stores we found that one-third of all parcels mailed were delivered within fifty miles of New York City and over two-thirds within one hundred and fifty miles. To be exact, over a period of six months, seventy and one-half per cent of all parcels were within the first and second parcel post zones. The two areas shown on the map represent the daily trading zone and the weekly trading zone. The daily zone is the territory from which retail establishments receive their daily support. The weekly zone is the territory where buyers are accustomed to travel to the city, for business and pleasure, at least once a week and often on the same day each week.

The daily zone boundary line extends on the east on Long Island to Long Beach, from which point it swings north through Rockville Center, Garden City, Westbury, Roslyn and Glen Cove. Northeast the furthestmost point is Stamford in Connecticut, including Greenwich. To the north the general description would be the whole of Westchester County, which includes Ossining, Scarborough and Tarrytown on the east bank of the Hudson River; Mount Kisco, Briarcliffe, Mount Pleasant, Armonk and Pleasantville inland; on the west bank of the Hudson, Nyack and Piermont. To the northwest the daily zone includes Paterson, Passaic, Hackensack, Arcola, Ridgewood, Park Ridge, and Pompton Lake, all in New Jersey.

To the west it reaches its furthestmost point at Morristown. Some of the large towns in this district are Newark, Orange, Rutherford, Montclair, Chatham and Bloomfield.

On the south, Perth Amboy and South Amboy in New Jersey and Tottenville on Staten Island, New York, are the southern points within the daily trading area.

Within this daily zone nearly all the large retail stores in New York City have a daily free delivery system.

The weekly zone area extends to the east as far as West Hampton on the south side of Long Island, then swings north across the Island and includes Manorville and Wading River. In Connecticut it extends to about half-way between Milford and New Haven, within this zone is Bridgeport, Milford, South Norwalk, and Norwalk. This zone swings northwest, including Danbury, Brookfield, and Newtown. The furthestmost point north is Chelsea, on the Hudson River, which is about midway between Beacon and Poughkeepsie.

Many of the largest stores in New York City draw weekly trade from points as far north as Albany and Troy, but this can hardly be applied to the smaller stores or specialty shops.

From this point on the east bank of the Hudson the weekly zone carries west. Included in this district is Newburgh, Cornwall, Highland Falls, West Point, Gardner Town, Walden and Middletown, which is in the general direction northwest from New York City.

The zone now swings southwest to Port Jervis and is the furthest point in the weekly zone northwest of New York City. On the west the territory extends to a point beyond Hackettstown, this district includes Stillwater, Stanhope, Lehanon and Clinton, all in New Jersey.

On the southwest the weekly zone extends as far as Trenton and, swinging in a half circle south and then east, we come to the Atlantic Coast, with the furthest point just south of Point Pleasant. This includes Sea Girt, Lake Como, Ocean Grove, Asbury Park and Long Beach.

#### Wholesalers

Grocers	1,131	Jewelers	329
Meats	439	Men's Furnishings	102
Fruits	497	Millinery	444
Dry Goods	996	Stationery	210
Druggists	115	Hats and Caps	426
Confectionery	324	Bakers	185
Clothing	1,120	Fish	216
Tobacco	66	Boots and Shoes	249
Hardware	229	Cloaks and Suits	361

#### Note

The facts and figures tabulated in all parts of EDITOR & PUBLISHER'S Space Buyers Chart of New York was secured from the following sources: Industrial Bureau, The Merchants Association of New York; Grant E. Scott, Brooklyn Chamber of Commerce; Queensborough Chamber of Commerce; Office of the State Board of Education; Office of the State Bank Commissioner; Bureau of Foreign and Domestic Commerce; New York Clearing House; Department of Health, New York City; Bureau of Licenses, New York City; Department of Taxes and Assessments; Department of Commerce, Bureau of the Census. Alexander R. Smith, Authority on Port of New York; Treasury Department, Office of Commissioner of Internal Revenue; Department of Commerce, Census of Manufacturers, 1914.

# First

In the great New York Metropolitan center, with a population exceeding 7,600,000, The New York Times is read by the largest group of intelligent, prosperous and discriminating persons ever assembled by any newspaper.

The purchasing power of this group is unrivalled and advertisers in The Times have found that their announcements usually exceed in profitable results those from any other newspaper in the same territory.

In 1920 The New York Times published 23,447,395 agate lines of advertising—more than any other New York newspaper. The value of its space was indicated by the demand on its advertising columns, which in 1920 was so great that although 32 pages were issued nearly every day, many columns of advertising were omitted daily.

The New York Times is accorded preference over every other New York morning newspaper in advertising under these classifications:

Dry Goods  
Publishers  
Foodstuffs  
Men's Furnishings  
Automobiles

Department Stores  
Schools and Colleges  
Hotels and Restaurants  
Women's Specialty Shops  
Railroads and Steamships  
Building Material

Furniture  
Real Estate  
Financial  
Jewelry  
Boots and Shoes

showing its supremacy in the home, the library, in educational circles, the counting house and among persons who have the means and leisure for travel and recreation, as well as among the ambitious who crowd the work-a-day world. It is preferred by the largest and most successful advertisers in New York City.

The Times exercises careful censorship over its advertising columns with a view to excluding all that is questionable or misleading.

# The New York Times



# EDITOR & PUBLISHER

## SPACE BUYERS CHART



Survey in Twenty-seven Parts—Part 26

### NEW YORK CITY

#### Retail Sections

We briefly outline the location of principal shopping centers, but a more careful analysis of New York City through the aid of the newspaper merchandising departments, will reveal to any manufacturer or distributor of nationally advertised products that the retail possibilities are in no way confined to these eighty centers.

The following are the principal retail shopping districts of Manhattan:

Broadway, at Cortlandt St. and Vicinity	Broadway, at 116th St. and Vicinity
Broadway, " 6th St. " "	Broadway, " 125th St. " "
Broadway, " 14th St. " "	Broadway, " 145th St. " "
Seventh Ave. " 14th St. " "	Broadway, " 181st St. " "
Seventh Ave. " 23rd St. " "	207th St., from 10 Ave. to Broadway
Broadway, " 23rd St. " "	Eighth Ave. at 125th St. and Vicinity
Third Ave. " 23rd St. " "	Lenox Ave. " 145th St. " "
Broadway, " 34th St. " "	Lenox Ave. " 135th St. " "
Third Ave. " 34th St. " "	Lenox Ave. " 123th St. " "
Broadway, " 42nd St. " "	Lenox Ave. " 116th St. " "
Third Ave. " 42nd St. " "	Third Ave. " 125th St. " "
Broadway, " 59th St. " "	Third Ave. " 116th St. " "
Third Ave. " 59th St. " "	Third Ave. " 110th St. " "
Broadway, " 66th St. " "	Third Ave. " 96th St. " "
Broadway, " 72nd St. " "	Third Ave. " 86th St. " "
Broadway, " 79th St. " "	Third Ave. " 77th St. " "
Broadway, " 86th St. " "	Third Ave. " 68th St. " "
Broadway, " 103rd St. " "	Fifth Ave. from 23rd St. to 59th St.
Broadway, " 110th St. " "	E. Broadway and Division St.

Retail Districts of Bronx (see page 29)  
 Retail Districts of Brooklyn (see page 27)  
 Retail Districts of Staten Island (see page 33)

#### Queens Borough Retail Section

Woodhaven, at Jamaica Avenue. Richmond Hill, at Jamaica Avenue. Richmond Hill, at 101st Avenue; from 95th Street to 108th Street. Jamaica, at Jamaica Avenue, from 118th Street to 125th Street. *Note: Jamaica Avenue is almost a continuous shopping street from Elder's Lane in Woodhaven, through Woodhaven, Richmond Hill, Jamaica and beyond to Harvard Avenue.*  
 Whitestone, at 150th Street from 16th Road to 11th Avenue, and 14th Avenue from 148th Street to 152nd Street.  
 College Point, at 122nd Street from 15th Avenue to 26th Avenue and 15th Avenue from 118th Street to 125th Street.  
 Flushing, at Main Street and Sanford Avenue, 36th Avenue from Collins Avenue to Leavitt Street.  
 Corona, at Jackson Avenue from 26th Street to 52nd Street and 36th Avenue.  
 Astoria, at Fulton Avenue, beginning at East River, continued as Main Street to Astoria Avenue, from Mills Street to 16th Avenue.  
 Long Island City, at Vernon Avenue from Borden Avenue to Mott Avenue, and Jackson Avenue from Borden Avenue to Barn Street.  
 Ridgewood, at Metropolitan Avenue from Newtown Creek to Collins Avenue, Grand Street from Newtown Creek to Broad Street.  
 Far Rockaway, at Rockaway Boulevard from 25th Street to Mott Avenue, and Mott Avenue from Regina Boulevard to 20th Street.

#### Retail Outlets for Nationally Advertised Products

	Manhattan	Bronx	Brooklyn and Queens		Manhattan	Bronx	Brooklyn and Queens		
			Queens	Richmond			Manhattan	Richmond	
<b>Automobile Makes</b>									
of Passenger Cars . . . . .	121				1056	324	432	3	
Makes of Trucks . . . . .	116				2266	753	1846	31	
Makes of Tires . . . . .	187				6424	1328	6357	388	
<b>Bakers</b> . . . . .	1737	468	1728	25	353	144	369	28	
<b>Cigar Stores</b> . . . . .	1596	677	1008	72	446	57	150	14	
<b>Cloaks and Suits</b> . . . . .	1365	352	585	15	1386	368	693	14	
<b>Clothiers</b> . . . . .	1164	285	582	14	Ladies' Tailor . . . . .	936	468	684	10
<b>Confectioner</b> . . . . .	2285	1087	2082	147	Meat Markets . . . . .	3261	799	2998	83
<b>Delicatessen</b> . . . . .	1128	458	1183	25	Men's Furnishings . . . . .	994	494	684	14
<b>Dressmakers</b> . . . . .	2148	709	2385	20	Merchant Tailors . . . . .	1520	345	936	20
<b>Druggists</b> . . . . .	1073	300	987	60	Millinery . . . . .	830	120	459	12
<b>Dry Goods</b> . . . . .	2926	422	1254	95	Opticians . . . . .	624	240	321	11
<b>Dept. Stores</b> . . . . .	102	14	35	7	Photographers . . . . .	852	295	426	8
<b>Electrical Supplies</b> . . . . .	1167	322	504	26	Pianos . . . . .	294	87	126	6
<b>Florists</b> . . . . .	713	317	375	10	Restaurants . . . . .	4696	750	1353	308
<b>Furniture</b> . . . . .	1356	136	678	19	Shoe Dealers . . . . .	1574	362	1151	101
					Stationers . . . . .	588	186	252	24

# 79,219 HOMES

GET

**The Day**

THE WARHEIT



EVERY DAY

## The Only Medium to Reach the Jewish Better Class

*As an Influential Factor*

THE DAY leads all Jewish Publications. It enjoys real reader confidence. And the readers of THE DAY set the example which is followed by the rest of the Jewish public.

*As an Advertising Medium*

THE DAY is strongest in its field. It is especially desirable for introducing products in Jewish homes never known there before. Our Merchandising Department co-operates with the advertiser and sells his goods.

Is there anything you want to know about the Jewish Market? Call on

# THE DAY

183 EAST BROADWAY

MEMBER A. B. C.

NEW YORK CITY





# EDITOR & PUBLISHER

## SPACE BUYERS CHART



Survey in Twenty-seven Parts—Part 27

### NEW YORK CITY

#### Features of Staten Island

##### Population

1920 Census	115,960
Chamber of Commerce, City	115,960
Chamber of Commerce, City and Suburban	115,960
Native Whites	64%
Negroes	4%
Foreign Born	32%
English Reading	90%
Families	21,690
Summer Residents	10,000
Industrial Workers	20%

##### City

**Classed as**  
Residential and Industrial Suburb of New York City.

##### Location

Staten Island occupies the center of New York Bay with miles of waterfront available for sea-going vessels and directly connected with trunk line railroads. Steam cars and trolley lines skirt the northern and eastern shore, while inland sections are conveniently reached by trolley and the southern end by a direct steam road from St. George to Tottenville.

##### Suburban and Farm Residents

Staten Island is composed of a series of towns and villages, they are St. George, New Brighton, Sailors Snug Harbor, Concord, Livingston, West New Brighton, Port Richmond, Mariners Harbor, Grantville, New Dorp, Richmond, Tottenville, Tompkinsville, Stapleton, Fort Wadsworth, Castleton Corners, Prince's Bay and several other centers. There are many large produce farms scattered in the outlying section. All use up-to-date equipment and are prosperous. The produce is sold in the Manhattan markets.

##### Banks

Savings	2	Resources	\$12,651,553.21
National	5	Resources	7,473,400.00
Savings and Loan	14	Resources	6,891,701.00

##### Schools

Public Grade	34	Pupils	17,156
High	1	Pupils	1,287
Parochial	8	Pupils	3,600

There are several high-grade private schools located on Staten Island.

##### Theatres

There are eight first class moving picture houses, one large stock company, one large vaudeville house; average attendance daily is 10,000.

##### Churches

Baptist 4, Lutheran 5, Moravian 5, Methodist Episcopal 11, Protestant Episcopal 12, Reformed 4, Roman Catholic 19, and seven other denominations.

##### Principal Industries

Shipbuilding is the largest, 10 big yards and 4 smaller yards. Largest plaster mills in the world, largest dental supply factory and some of the largest plants in the country for the manufacture of linoleum, soaps, linsseed oil, varnish, paints, white lead, colors, bricks, lumber, marine hardware, fabricated rubber, paper, flour, handkerchiefs, pajamas, knit underwear, etc.

##### Wholesale Houses

Retail trade supplied by wholesalers from New York City.

##### Retail Section

Very scattered. The principal shopping streets in the principal towns are Castleton Ave. (West Brighton), Richmond Ave. (Port Richmond), Bay and Broad Sts. (Stapleton), Main St. (Tottenville), Beach St. (New Dorp).

##### Special Information

There are 170 industrial plants, employing 35,000 persons, covering every branch of manufacture located on Staten Island. It has a vast waterfront of 57 miles, bordering for much of its distance on existing channels deep enough to accommodate ocean-going steamers.

In 1919 the State Island Division of Municipal Ferries carried 19,579,271 passengers, an average of 53,943 per day. In addition there were carried 566,962 vehicles.

##### Residential Features

Many show places, but majority are detached houses with garages (4,000 to 15,000), scattered over large area.

##### Retail Outlets for Nationally Advertised Products

Auto. (Passenger)	20	Delicatessen	30	Furriers	3	Merchant Tailors	20
Auto. (Truck)	12	Dressmakers	20	Garages	22	Milliners	12
Auto. (Tires)	26	Druggists	60	Grocers	388	Opticians	11
Auto. (Parts)	24	Dry Goods	95	Hardware	31	Photographers	8
Bakers	25	Department Stores	7	Hats and Caps	14	Pianos	6
Cigar Stores	72	Electrical	26	Jewelry	14	Restaurants	308
Cloaks and Suits	15	Florists	10	Ladies' Tailors	10	Shoe Dealers	101
Clothiers	14	Fruits	19	Meat Markets	83	Sporting Goods	5
Confectioners	110	Furniture	15	Men's Furnishings	14	Stationers	24

##### Trading Area

The trading area is the Island itself with its numerous neighborhood stores. Five-minute ferries connect Bayonne, Elizabethport and Perth Amboy, N. J. Manhattan and Brooklyn department stores have extensive delivery services on Staten Island.

**NOTE.**—Sources from which facts and figures were secured: Louis W. Kaufman, Assistant Secretary Chamber of Commerce, bank reports, schools, stores and other reliable sources.

**Newspapers** The Daily Advance (Eve.)

*It costs "less" to reach the markets of Greater New York thru the advertising columns of*

## The Daily Advance

THE HOME NEWSPAPER OF STATEN ISLAND

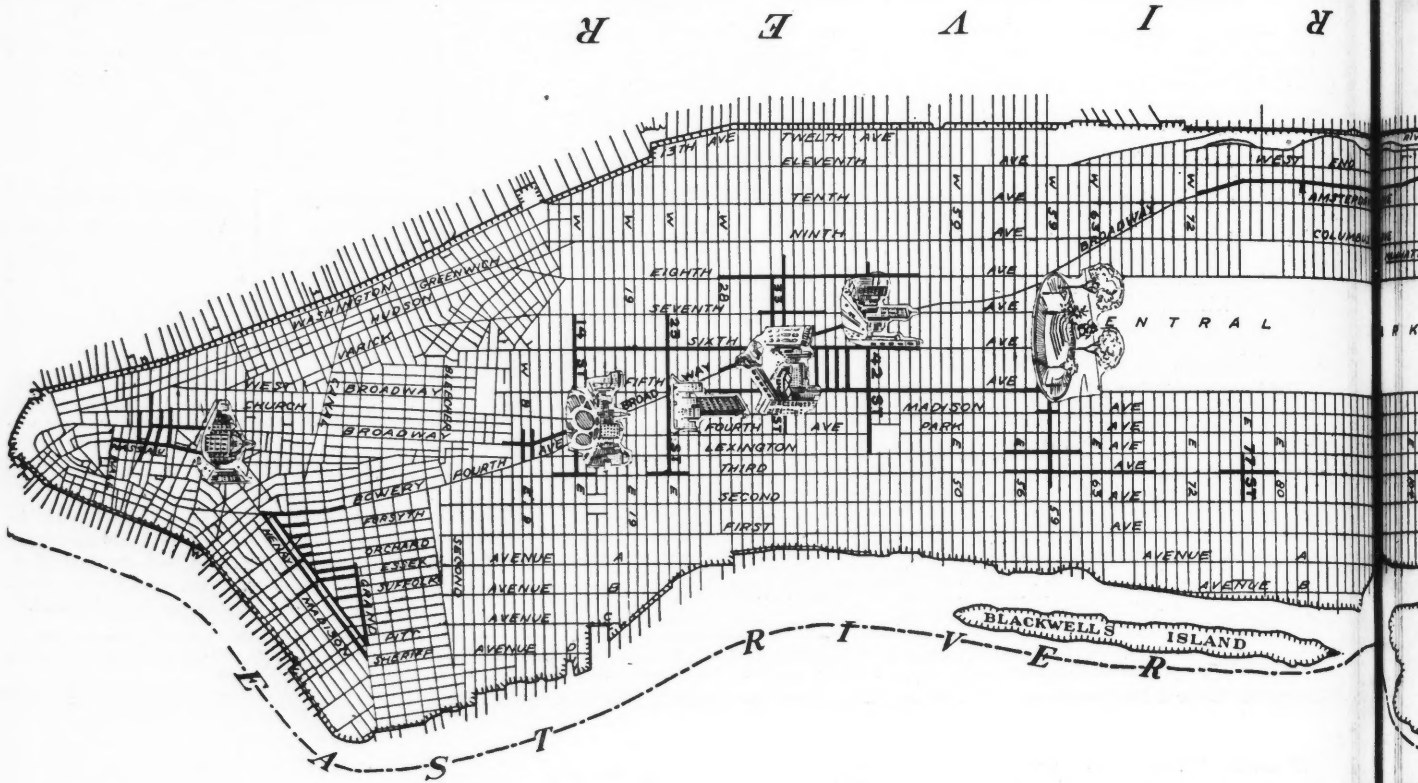
Manufacturers are finding the columns of THE DAILY ADVANCE the most economical, expeditious and effective method of introducing their products in a metropolitan market.

THE DAILY ADVANCE, through its intimate appeal, assures dealer distribution, dealer co-operation, and consumer demand at a minimum cost. Every copy goes into a home and its readers represent a substantial buying-power in the metropolitan markets.

An intensive campaign in THE DAILY ADVANCE requires a comparatively small appropriation, to establish your product in Greater New York. Let us help you solve your merchandising problem! Write for particulars.

**The Daily Advance**  
STATEN ISLAND, N. Y. C.  
(MEMBER OF A. B. C.)

# Visualizing America's Greatest Retail Distributing Center



WHILE it is a generally accepted fact that New York City presents one of the most gigantic merchandising problems for the National Advertiser, it is quite as evident that distributing or marketing opportunities are equally as great.

The possibilities of sales promotion in New York City are unrivaled. The manufacturer has represented in this single market every advantage for sales creation and every facility for the distribution of his product. The manufacturer need not go beyond the city limits to experiment with or encounter every known difficulty in the promotion of his goods.

Many manufacturers visualize New York City's retail possibilities as centering principally upon Manhattan Island. This shortsightedness, due to lack of investigation on the part of the manufacturer has led many advertising campaigns in the metropolitan district direct to a premature death. There are marketing possibilities in each section and the importance of newspaper circulation in each corner of New York City warrants no small amount of investigation.

The merchandising and promotion departments of leading newspapers can furnish in detail many facts and features of each borough which cannot be outlined to their full extent in this limited space. However, the accompanying maps of the Boroughs of Manhattan and Bronx on these two pages and the Boroughs of Queens and Brooklyn on the last page of this supplement will serve to convey some idea of the widespread retail sales areas of New York City.

The following brief reference to eighty shopping centers or neighborhoods will serve as a rough word-sketch of the possibilities of retailing in this giant market.

### In the Borough of Manhattan

Broadway, Manhattan, which is undoubtedly one of the longest avenues of trade in the world, is nothing more or less than a series of shopping centers joined by an almost continuous line of small retail establishments of every known character.

The extreme southern end of this avenue is devoted principally to office buildings familiarly known as "New York's skyscrapers," but even in this center of finance and international trade, there is an unbroken chain of retail establishments. From this point north, Broadway is a combination of retail and wholesale establishments of various sizes. In mentioning the principal

retail shopping districts, as briefly outlined here, we merely refer to the "heart" of a district. The national advertiser will find avenues of trade leading into each of these centers from all sides, varying in length according to the location and character of the residents in each neighborhood.

If the national advertiser and space buyer will bear this thought in mind when referring to the following list and the accompanying maps, they will readily appreciate the necessity of a more minute study of retail trade conditions through the aid of the merchandising departments of the leading New York City dailies.

It is only possible in a survey of this nature to refer to the "high spots" and deal with the subject in general. Each line of merchandise calls for careful analysis of the retail trade conditions, but the accompanying reference to the retail centers combined with a study of the Editor & Publisher's Space Buyers' Chart will assist any national advertiser to visualize this wonderful market.

The following are the principal retail sales centers in the Borough of Manhattan: Broadway at Cortlandt St.; Broadway at Canal St.; Broadway at 6th to 10th Sts.; Broadway at 14th St.; Seventh Avenue at 14th St.; Seventh Avenue at 23rd St.; Broadway at 23rd St.; Third Avenue at 23rd St.; Broadway at 34th St.; Third Avenue at 34th St.; Broadway at 42nd St.; Third Avenue at 42nd St.; Broadway at 59th St.; Third Avenue at 59th St.; Broadway at 66th St.; Broadway at 72nd St.; Broadway at 79th St.; Broadway at 86th St.; Broadway at 103rd St.; Broadway at 110th St.; Broadway at 116th St.; Broadway at 125th St.; Broadway at 135th St.; Broadway at 145th St.; Broadway at 157th St.; Broadway at 168th St.; Broadway at 181st St.; Broadway at 193rd St.; Broadway at 199th St.; Broadway at 207th St.; from Tenth Avenue to Broadway; Eighth Avenue and 125th St.; Lenox Avenue at 145th St.; Lenox Avenue at 135th St.; Lenox Avenue at 125th St.; Lenox Avenue at 116th St.; Third Avenue at 125th St.; Third Avenue at 116th St.; Third Avenue at 96th St.; Third Avenue at 86th St.; Third Avenue at 77th St.; Third Avenue at 68th St.

Of course the most widely known retail section is the famous Fifth Avenue shopping district which extends from 23rd St. to 59th St.

A brief outline of New York City's retail sections would not be complete without reference to the great East Side,

where congestion causes retail conditions quite different from anything found elsewhere. The heart of this trading district is on East Broadway, Division St., the Bowery and neighboring streets such as Orchard, Essex, Grand, Henry, Madison and others. It is here that retail trade has reached beyond the limits of housing facilities, and the famous East Side "pushcart merchant" has become a close rival to the shopkeeper.

### Shopping Center of Bronx

In the Borough of the Bronx, there are many neighboring sections which afford wide distribution for nationally advertised products; especially in the food line.

The principal shopping centers of this borough are six in number, each of which presents exceptional marketing possibilities. In several instances the shopping centers are even larger than many retail sections of the average American city. These six shopping districts are located at Third Avenue and 139th St.; Third Avenue at 149th St.; Prospect Avenue at 160th St.; Southern Boulevard at 163rd St.; Tremont Avenue at Prospect Avenue to Boston Post Road, and Jerome Avenue to Third Avenue on Fordham Avenue.

### Six Centers of Brooklyn

In South Brooklyn the principal shopping district is on Fifth Avenue for many blocks. In Brooklyn proper, the "Borough Hall Section" represents the heart of the retail district, the principal avenues of trade are Fulton St., Flatbush Avenue and adjoining streets. In the Williamsburg section, Broadway is the main avenue of retail trade. Stores and shops of every description from complete department stores to the smallest specialty shops are found along this highway of trade extending from the Williamsburg Bridge plaza east for a distance of more than thirty blocks. Two particularly busy centers along this highway are at Broadway and Flatbush Avenue, and Broadway and Lexington Avenue. In the Greenpoint Section, Manhattan Avenue is the main channel of retail trade.

### Shopping Districts of Queens

As this borough has grown from the gradual uniting of popular neighborhood sections, it is natural that each of these districts should have a trading center such as Woodhaven, Richmond Hill, Jamaica,

Whitestone, College Point, Flushing, Corona, Astoria, Long Island City and Ridgewood.

Jamaica Avenue is almost a continuous shopping street from Elderts Lane in Woodhaven—through Woodhaven, Richmond Hill, Jamaica and beyond to Harvard Avenue.

In Whitestone there are two sections—150th St. from Sixteenth Road to Eleventh Avenue—Fourteenth Avenue from 148th St. to 152nd St.

In College Point the retail districts are at 122nd St. from Fifteenth Avenue to Twenty-Sixth Avenue; and Fifteenth Avenue from 118th St. to 125th St.

In Corona the shopping district is at Jackson Avenue from 26th St. to 32nd St.

In Astoria, the main channel of retail trade is along Fulton Avenue, Main Street and Astoria Avenue.

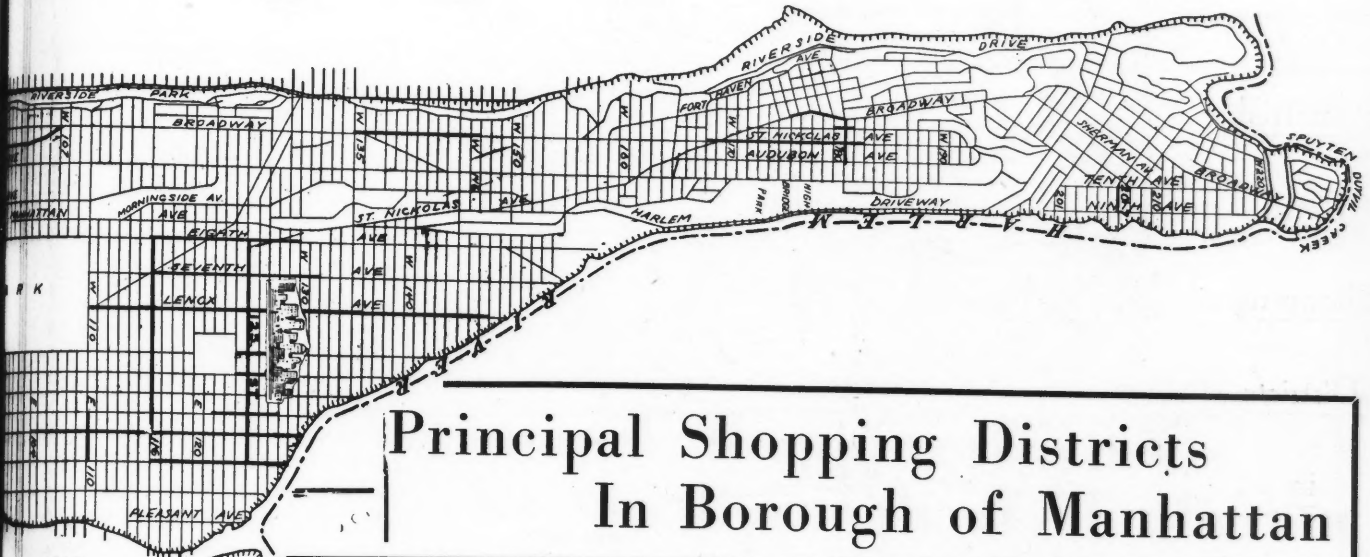
### Richmond Borough

In Richmond Borough (Staten Island) there are at least eight retail centers, which are increasing in sales possibilities as rapidly as other boroughs of New York City. These centers are Port Richmond, West New Brighton, New Brighton, Tompkinsville, Stapleton, Rosebank, New Dorp and Tottenville. Each of these is a city or town in itself. In fact the buying characteristics and sales possibilities of each community warrants individual study on the part of the distributor of merchandise.

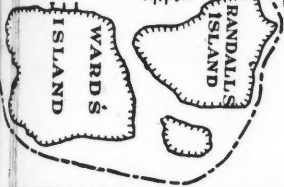
The above mentioned shopping centers of New York City must not be considered the limits of distribution when planning a sales campaign in this great market. On the accompanying maps we have endeavored to indicate with heavier lines the principal retail sections for the purpose of conveying a general idea of the market's magnitude. In addition to these centers of retail trade, the advertiser must take into consideration the hundreds of scattered or neighborhood districts. Nothing to rival these can be found in any other trading community of America. Careful analysis of the market on the part of national advertisers warrants close study of Editor & Publisher's Space Buyers' Chart, together with the accumulation of data from New York City newspapers which are in a position to furnish valuable information through their merchandising departments.

# Center For Nationally Advertised Products

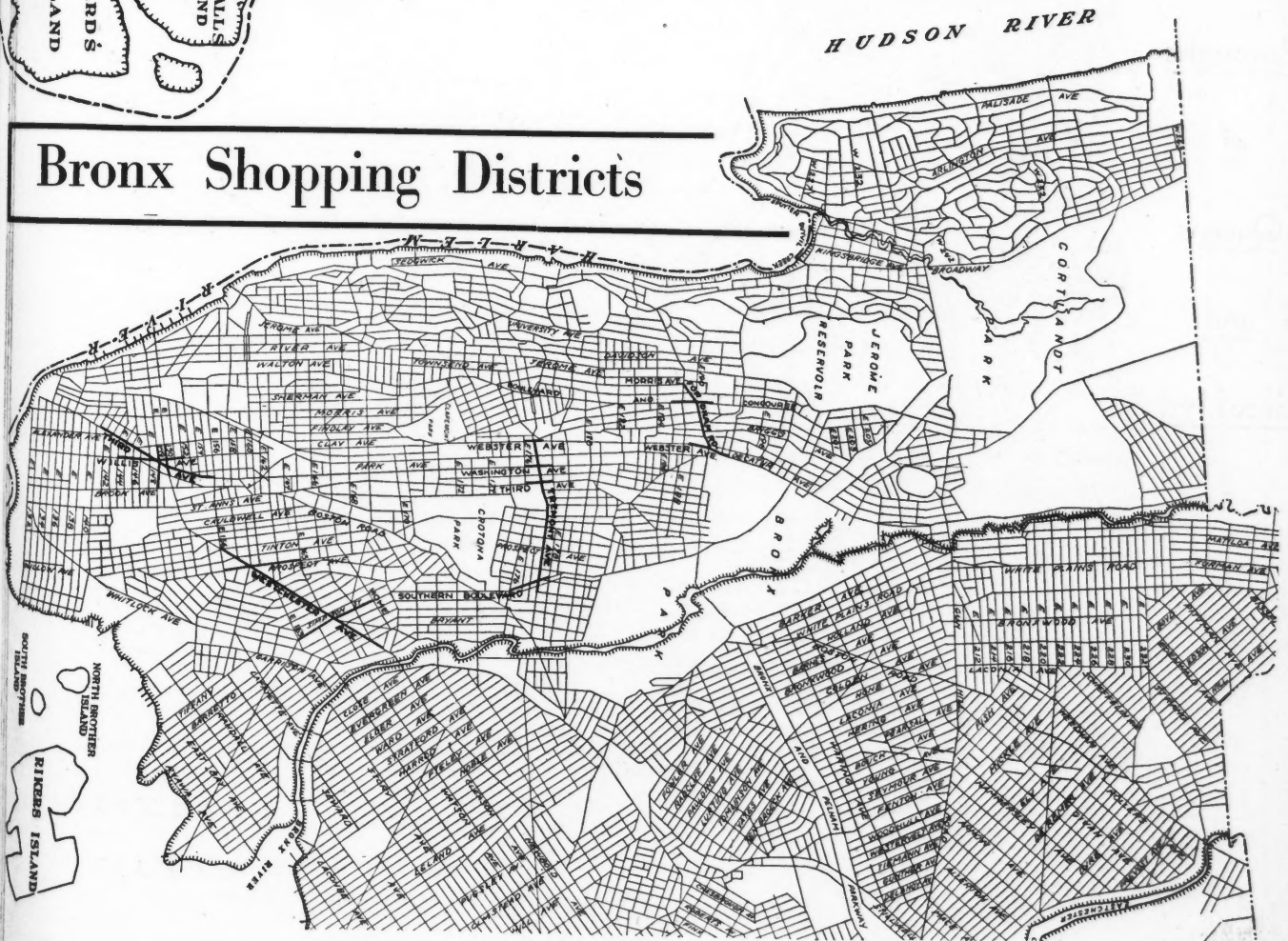
N O S D U H



## Principal Shopping Districts In Borough of Manhattan



## Bronx Shopping Districts



ing, Co  
d Ridge  
ntinson  
y Wood  
ichmond  
rd Ave  
ctions—  
Cleveland  
n 148th  
icts are  
eue to  
th Ave  
t is at  
2nd St.  
of retail  
Street  
Island)  
which  
ies, as  
y York  
hmond,  
Tompey  
Dory  
a city  
g char-  
of each  
udy on  
manduc.  
ters of  
red the  
a sales  
On the  
avored  
rincipa  
veying  
mitate  
trade  
eration  
orations  
can be  
city of  
market  
s was  
smen's  
the se-  
ic City  
to fur-  
their

Principal  
Retail  
Shopping  
Districts  
in  
the  
Boroughs  
of  
Queens  
and  
Brooklyn

