





# BECKWITH COVERS UNITED STATES



- Indicates cities with a population of 30,000 or more.
- ★ Indicates Beckwith offices.

THE above drawing, adapted from a map recently issued by the United States Department of Commerce, emphasizes the widespread influence of The S. C. Beckwith Special Agency and the strategic position of their eight complete offices.

Each point not only commands and concentrates upon a definite restricted territory as an individual unit, but likewise dovetails and assists the other offices as a smooth running cog in the complete organization.

The great bulk of the population of the United States is between the Mississippi and the Atlantic Ocean, and where people live, there business is.

Five Beckwith offices completely surround and serve this great territory. Twelve sales-

men concentrate in the New York territory alone. Kansas City covers west to the Rockies, and San Francisco and Los Angeles the Pacific Coast.

No point of importance in advertising is more than a night's ride from some Beckwith office, making possible a personal solicitation within a few hours after a "tip" is received or a call requested.

The S. C. Beckwith Special Agency maintains twenty-six active advertising salesmen besides fifty other department heads and employees.

A total of seventy-six people.

It is the oldest, largest, most powerful and best known special agency in America.

**The S. C. Beckwith Special Agency—World Building, New York**

COMPLETE BRANCH OFFICES AT

CHICAGO    DETROIT    ST. LOUIS    KANSAS CITY  
ATLANTA    LOS ANGELES    SAN FRANCISCO

# Service!

The N.E.A. Art Factory and Home of The Fun Family  
Where News Pictures, Sketches, Comics and Cartoons  
Are Prepared for More Than 450 Client Newspapers



Write or Wire  
**Newspaper Enterprise Association**  
A Service - Not a Syndicate  
Cleveland Ohio

City  
Population  
1,823,779



Seal of Philadelphia

Separate  
Dwellings  
390,000

If you were to ask most any intelligent Philadelphian how to make your advertising do you the most good in Philadelphia, the reply undoubtedly would be "Put it in The Bulletin."

## Dominate Philadelphia

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

# The Bulletin

**"In  
Philadelphia  
nearly everybody  
reads the  
Bulletin"**

*Net paid daily average circulation for March:*

**516,405** copies  
a day

Breaking all its previous circulation records

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

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



# EDITOR & PUBLISHER

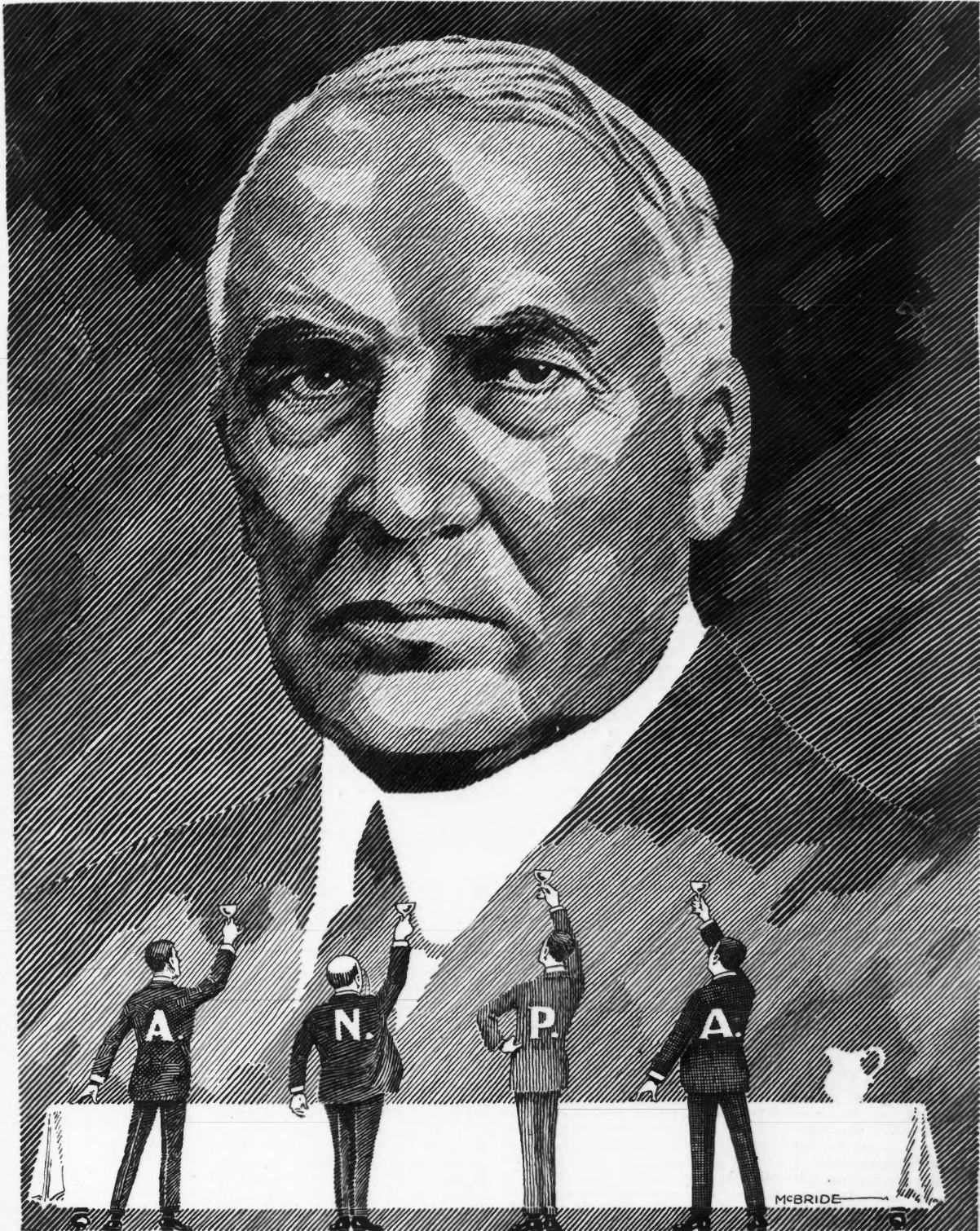


Issued every Saturday—forms closing at ten P. M. on the Thursday preceding the date of publication—by the Editor and Publisher Co., Suite 1117, New York World Building, 63 Park Row, New York City. Private Branch Telephone Exchange, Beekman 4330  
Charter Member Audit Bureau of Circulations.

Vol. 53

NEW YORK, SATURDAY, APRIL 30, 1921

No. 48



*"This association expresses to President Harding on behalf of the American publishers our assurance of support in the difficult problems that confront him."*

# WITH THE MARCHERS IN THE ANNUAL PEACOCK ALLEY PARADE

Editors and Publishers from Every Part of the Country Express Interesting Views on Labor, Advertising Rates, Newsprint and other Problems in Exclusive Interviews with EDITOR & PUBLISHER

**COL. ROBERT EWING**, of the New Orleans States, who missed last year conventions because of illness, was on hand this year looking as blooming in health and as prosperous as ever. We have been hit less by the business depression than many other cities in spite of the fact that sugar, rice and cotton have declined in price amazingly. How do I account for it? I think that it is due largely to the fact that so many new buildings are going up. We are erecting 14 and 16-story buildings on foundations laid on concrete piles sixty feet or more in depth. With so much building going on money has been more plentiful. Of course we are not as prosperous as we were in boom time during the war, but at the same time we have no reason to complain."

"I don't believe," said C. D. Morris, editor and publisher of St. Joseph (Mo.) Gazette, "that local merchants should be allowed to carry national advertising on a local contract. In a broad sense it is destructive to the business and beneficial to neither publisher nor advertiser. We have the same rate for both local and national advertising, so the question is not giving us any trouble just now."

**THE** 44-hour-a-week demand of the printers is worrying some of the newspapers that have job departments. A few have already yielded and therefore view with equanimity the approach of May 1. Others are going to fight the unions to a finish. Dietrich Lamadi, president and general manager of the Williamsport (Pa.) Grit, told the writer that the employing printers of that city will not grant the 44-hour week. "We consider the demand unwarranted and shall resist it to the end," he said. "When the strike comes on May 1, we will be prepared to meet it. I am afraid that in some cases the employers are not planning ahead and hence will be placed at a disadvantage when the strike does come. In offices where nothing has been done to meet the situation the printers will have a much better chance of winning out than in other offices. In these days of business depression the Typographical Union shows poor judgment in forcing a shorter week upon their employers who are still paying our printers wartime wages."

"**WHY** would it not be a good plan for EDITOR & PUBLISHER to start a movement in favor of changing the publishers' meetings to some other time, in future?" This was a suggestion made by William A. Hendrick, publisher of the New Haven Times-Leader. "Under the present arrangement," Mr. Hendrick pointed out, "they always come during the latter part of April, and, in a considerable number of cities, the typographical scales expire at exactly that time, with their attendant troubles. I understand that scales are expiring this year in more than 100 cities. It would seem as though the meetings could be held at some other time, without any great difficulty. I believe it is a mistake to hold them at the worst possible time in the year for publishers who have labor unions to deal with."

**MISS BEATRICE COBB**, editor and publisher of the Morganton (N. C.) News-Herald, has the distinction of winning her spurs in a State which is noted for conservative thought. The Old North State never "surrendered" on the question of giving the vote to women and the majority of the people down there are and were opposed to such a new-fangled idea. But their conservatism never feazed Miss Cobb who in five years has climbed to a secure position as a progressive newspaper editor.

Miss Cobb fell heir to a weekly paper, which was owned and published by her father and since the day she took hold, it has been one of the liveliest weekly papers in the State. She is the only

comes pretty near running the town of Morganton, which is one of the oldest in the State. She publishes the only paper in Burke county, and when she says a bond issue is all right, the voters are sure to back up her judgment. She is the town's adviser and mentor and also the county's.

"**EAST** Liverpool is not as badly off as some other towns in Ohio," said Louis H. Brush, president and publisher of the Review, in speaking of the business situation. Ours is a pottery town and the plants are working 75 per cent of capacity. Hence the local situation is not at all depressing. If Congress adopts some tariff legislation this fall

reasons would prefer to have such attention to the case of Kansas City, Kansas," said Marco Morrow, general manager of the Capper publication.

"When we started the Kansas City Kansan three months ago, the merchants were complaining about poor business. They believed in their city and in the possibilities, but the town lacked a newspaper to wake up people and tell them what they had to sell.

"The Kansan has been established three months. At the end of the second month it showed a profit and has been going ahead at a fine rate ever since. You never saw such a change come over a city in your life as has taken place in Kansas City. Business in the stores has increased 50 per cent. The merchants are having a hard time to get goods fast enough to keep up with the demand. There's a snap and a go about the town that it did not have before.

"The business men now feel that they should have a paper that is a credit to the city. They advertise more liberally than the contracts provide, which is a good sign. They like the way we run the paper. We do not accept a line of advertising from the department or other stores in Kansas City, Missouri, which is far across the river. The circulation, now 19,000, goes into the homes of the people. The merchants want to reach every body reads the Kansan religiously and wants to help it succeed. When some of the women learned that we wanted to secure a membership in the Associated Press they voluntarily circulated a petition to the Board of Directors on our behalf, for which they obtained several thousand signatures. When you have such a spirit as that behind you there any doubt as to the future of the newspaper in that city?"

**THOSE** of us who have visited San Francisco and Oakland, California, the summer can testify to the delightful coolness of the weather in the best months. Perhaps some of us do not realize the advantages of this kind of weather during the hottest months of the year, from a production standpoint. J. R. Knowland, president and managing editor of the Oakland Tribune, who for twelve years represented California in Congress tells me that men work harder and more effectively in the two cities than they do in Los Angeles or other interior places. "This is especially natural," he said, "when the weather hot people do not feel like exerting themselves any more than they have to. When the weather is cool they feel like hustling.

"I am afraid the 44-hour-a-week proposition is going to be adopted by the job offices on the Pacific Coast. We in Oakland wanted to oppose the movement, but the San Francisco employers were forced or voluntarily favored the plan. If it goes into effect the time will not be remote when the newspaper contributors will also demand a like reduction in hours. Should this happen it will work a hardship to all newspaper publishers."

(Continued on page 90)

## CONTENTS OF THIS ISSUE

	PAGES
<b>AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION CONVENTION</b> .....	9
Annual Peacock Alley Parade .....	6
Toast to President of The United States .....	5
Paper Conservation Committee Report.....	96
Annual Luncheon .....	14
Turning Out Trained Machine Operators in 13 Weeks at A. N. P. A. Printers' School .....	68
Report of Advertising Bureau .....	13
Advertising Bureau Luncheon .....	17
Special Standing Committee on Labor Report .....	100
Hearst Staff Entertains .....	105
<b>ASSOCIATED PRESS CONVENTION</b> .....	7
Victor Lawson Polls Record Vote in Election .....	7
President Harding Asks for Aid of Press in Nation's Manifold Problems at Annual A. P. Luncheon .....	19
<b>NEWSPRINT</b>	
Paper Mills Wage Parleys Fail, but No Shortage Danger Seen by Manufacturers .....	92
British Object to Paper Import Duty .....	50
French Paper Makers Need No Tariff .....	40
<b>LABOR SITUATION</b> .....	16
A. N. P. A. Standing Committee Report .....	100
Audit Bureau of Circulation Seeks Postmaster-General Hays' Help .....	106
Accuracy and Fairness Only Win Confidence of Readers .....	44
Advances in Journalism Teaching .....	72
Advertising Created Grapefruit Market .....	66
Book on "Essentials in Advertising" .....	70
Circulation Statements, New York and Brooklyn Daily Newspapers, 1914-1921 .....	13
Establishing Link Between Science and Public .....	58
Fears Radio to United States Is in British Hands .....	77
Future of Motion Picture Industry Lies with Newspapers .....	36
Hays Says Censorship of Press Is Not Duty of Post Office .....	14
Hunches .....	103
It Is An Ill Wind that Does Not Bring Newspapers Some Good .....	64
Junior Publications Build Morale .....	86
Kansas City Journal Purchased by W. S. Dickey .....	93
Lifting Copyrighted News Unlawful .....	105
Missionary Instinct Developed Press to Lead Public Opinion .....	42
Newspaper Advertising Completes the Sale .....	78
Newspapers Should Not Involve Themselves in Sales Counsel .....	88
Peanut Value Increase \$1,580 Per Ton by Advertising .....	32
Public Ledger Can Receive Radio Day or Night, Rain or Shine .....	76
Rotogravure Special Section .....	11, 12, 29, 30, 79, 80, 97
Selling a Sunday Article Yourself .....	74
Tire Dealers Ready for Good Business .....	34
Turning a Losing Daily Newspaper into a Paying Property .....	22
Want Ads Guarantee Independence .....	26
When Old Herald Building Was Center of New York News Activities .....	52
John P. Young, Dean of Managing Editors, Dies at 71 .....	21

woman member of the North Carolina Press Association and no program for a meeting of that body is considered complete unless she is down for an address. She served as secretary for some time, and, like she always does, made good in a large way.

Miss Cobb is the "whole works" on her paper and runs it without anybody's help or assistance. She has an up-to-date job printing establishment—in fact everything about it is up-to-date, the editor being most up-to-date of all. In order to keep up-to-date she attends all sorts of meetings of her brother editors and that accounts for her being in New York this week. She is up to learn what the other fellow is doing—and will.

Besides running her paper, Miss Cobb

the situation will be much better. German pottery is not coming into the market and hence our American manufacturers have an opportunity to sell a lot of pottery. Local advertising has held up wonderfully well.

"**OUR** foreign advertising has fallen off 30 per cent," said Lyman F. Black, of the Elgin (Ill.) Daily News, "during the present business depression. In my opinion this condition will not continue for many months longer. The difference between our local and foreign rate is not very great and our intention is to make them the same by raising the local rate. We have accepted some national advertising through our merchants at the local rate, but for many

# LAWSON POLLS RECORD VOTE IN A. P. ELECTIONS

## Melville E. Stone Retires as General Manager and Will Be Counselor and Secretary—Martin in Full Charge—Kansas City and St. Louis in Warm Service Fights

"NOTHING would give me more assurance at this time than to know that the new Administration would be able to deserve and retain the lavish measure of good will and confidence that has been accorded to it thus far," declared President Warren G. Harding in a letter to the Associated Press which was read to the 700 members in attendance at the annual luncheon on Tuesday at the Waldorf-Astoria. "Mutual tolerance and moderation, will I am sure, be amply repaid in accomplishment for the good of the country we all wish to prosper," concluded the President.

Mr. Harding's plea for the aid of the press was seconded by John W. Davis, former Ambassador to the Court of St. James and now general counsel of the A. P., who, in the course of his address at the luncheon said:

"Certainly those on whose shoulders the burden rests are entitled to every opportunity to formulate their policy without premature criticism or unsolicited advice."

Mr. Davis also took occasion to refer to the present state of the Versailles treaty, stating that he saw no reason why one Senator opposed to a treaty should be given as much consideration as any two Senators, no matter how eminent, in favor of it. "Is there any reason today," he asked "why the same senatorial majority which can adopt a declaration of war and pass the most far-reaching and important statutes, cannot be equally trusted to advise and consent where treaties are concerned."

Officers were elected by the new board of directors, which met at the Waldorf-Astoria, Wednesday morning, as follows:

PRESIDENT, Frank B. Noyes, Washington Star.

FIRST VICE-PRESIDENT, Herbert F. Gunnison, Brooklyn (N. Y.) Daily Eagle.

SECOND VICE-PRESIDENT, Stuart H. Perry, Adrian (Mich.) Telegram & Times.

COUNSELOR AND SECRETARY, Melville E. Stone, New York.

GENERAL MANAGER AND ASSISTANT SECRETARY, Frederick Roy Martin, New York.

TREASURER, James R. Youatt, New York.

EXECUTIVE COMMITTEE, Victor F. Lawson, Chicago Daily News; Charles H. Clark, Hartford, Conn., Courant; C. A. Rook, Pittsburgh Dispatch; W. L. McLean, Philadelphia Bulletin; Frank B. Noyes, Washington Star; Adolph S. Ochs, New York Times; John R. Rathorn, Providence Journal.

The holdover directors are:  
Term Expires 1922

Clark Howell, Atlanta Constitution.

V. S. McClatchy, Sacramento Bee.

Charles Hopkins Clark, Hartford Courant.

Charles A. Rook, Pittsburgh Dispatch.

Elbert H. Baker, Cleveland Plain Dealer.

Term Expires 1923

W. L. McLean, Philadelphia Bulletin.

Frank B. Noyes, Washington Star.

Adolph S. Ochs, New York Times.

John R. Rathorn, Providence Journal.

H. V. Jones, Minneapolis Journal.

The terms of the newly elected directors expire in 1924.

The meeting was notable in several respects. It was the largest attendance ever drawn by an A. P. meeting.

Some of those elected to the board of directors received the heaviest vote ever recorded in such a contest.

No new members were elected.

Membership as an English language daily was denied to the Westliche Post of St. Louis, raising possibilities of legal action by G. A. Buder, its publisher.

A strenuous campaign for election to membership by the Kansas City Kansan was withdrawn when it became evident that the membership was heavily against the proposition.

The members also upheld the protest of Louis Golding of the St. Joseph (Mo.) News-Press against the admis-

Several members opposed this motion, declaring that it involved a surrender of their rights under their membership contracts with the association, and it was defeated by a heavy vote. In support of the resolution it was urged that such limitation of the protest right would make possible the representation of the Associated Press where it is not now directly covered and that the enactment of the rule would affect directly only four A. P. newspapers, which have no competition with Associated Press membership within the radius named in the resolution.

Three of the 10 nominees for directorships withdrew their names on the floor. They were John Stewart Bryan of the Richmond News-Leader, Henry M. Pindell of the Peoria Journal-Transcript and E. Lansing Ray of the St. Louis Globe-Democrat. The vote on the seven candidates for five places

the Associated Press those high ideals which have always characterized his Chicago papers.

"I very heartily and sincerely second the nomination of Mr. Lawson. I think six years is long enough for any one person, save Mr. Lawson, to serve. I urge you to elect Mr. Lawson and keep him on the directorate always."

Mr. Lawson was re-elected for three years receiving over 3,700 votes out of a total of approximately 4,000, the largest vote ever given to an A. P. director. D. D. Moore, of the New Orleans Times-Picayune also surpassed the previous record of approximately 3,200 votes, his total being over 3,500. Frank P. MacLennan, of the Topeka State Journal, D. E. Town, of the Louisville Herald and W. H. Cowles, of the Spokane Spokesman-Review also were elected by a heavy vote, Mr. Cowles, receiving about 3,100 ballots.

E. P. Adler of the Davenport (Ia.) Times received approximately 2,200 votes and Stuart H. Perry of the Adrian (Mich.) Telegram, one of the younger members of the Association, received well over 1,000.

H. V. Jones of the Minneapolis Journal was the successful contestant with J. H. McKeever of the Aberdeen (S. D.) American-News for the place on the board vacated by the resignation of A. C. Weiss, Mr. Jones getting about 3,400 favorable ballots.

Organization, checking of proxies, and casting of ballots for the directors consumed the greater part of the morning session, which started an hour late due to confusion of standard and daylight saving time, which became effective in New York Sunday. Adjournment was taken for luncheon and business was resumed in mid-afternoon with the election of advisory boards and committees, leaving on the schedule the applications for membership of newspapers which had been referred to the convention under the Association's rule on protests.

Interest ran high in two of these cases—the application of the Kansas City Kansan, Senator Arthur Capper's new daily, for membership, which had been protested by the Kansas City (Mo.) members, the Star and the Journal. And that of the St. Louis Westliche Post for the right to print in English instead of German, which is compulsory under its present membership.

The Kansan withdrew without discussion, Marco Morrow of the Capper Publications drawing a few laughs and applause by his good-humored address in withdrawing the application. A strong preliminary campaign had been made by this paper, a circular having been distributed among the members carrying an argument by Senator Capper and letters to the Associated Press from Kansas City (Kan.) civic business and educational leaders petitioning the grant of a membership, largely on the ground that the city was no longer merely the "Kansas Side" and, with its population of 100,000 was entitled to treatment as a locality distinct geographically, governmentally and socially from the city in Missouri the newspapers of which were attempting to block its progress.

The St. Louis Westliche Post took

### PRESIDENT HARDING'S MESSAGE TO THE ASSOCIATED PRESS

"I WOULD be very grateful if on the occasion of the annual luncheon of the Associated Press you would express to the gathering my great regret that public engagements make it impossible for me to accept the invitation to be present. The opportunity to meet so pleasantly a company of fellow newspaper men such as will there be gathered, presents a real temptation to play truant and join you; but it seems quite impossible.

"As a newspaper publisher I am disposed to arrogate to myself a bit of special qualification to judge the service that the journalistic press has rendered to our country in the difficult period through which we have passed, and which is not yet ended. I know how earnestly and effectively the press tried to hold up the hands of all who were carrying forward our nation's activities during the war.

"On the other hand, my service in public life gave me some special insight into the relations between the government and the instrumentalities of publicity. No more unqualified, intelligent and patriotic service was rendered to the nation and the great cause, than that so freely given by the newspapers. Looking back upon it as one of the chief assets on the side of national morals, I cannot but bespeak a continuance of the lofty motives that inspired it, and of the generous, considerate, helpful attitude.

"The world and our own nation have yet manifold onerous problems to solve and burdens to bear. I know that among those entrusted with national administration there is the ardent wish to serve with whatever of ability we may possess, and without any reservations in behalf of partisanship or personal interest. Nothing would give me more assurance at this time than to know that the new administration would be able to deserve and retain the lavish measure of good-will and confidence that has been accorded to it thus far.

"Mutual tolerance and moderation will, I am sure, be amply repaid in accomplishment for the good of the country we all love and wish to prosper.

"Most sincerely yours,

"WARREN G. HARDING."

sion to the A. P. ranks of the Maryville (Mo.) Democrat - Forum, although Maryville is 42 miles from St. Joseph and does not compete in the latter city. The News-Press contended that Maryville was included in its rural circulation territory and that the admission of it and other newspapers in that territory to Associated Press membership would constitute an invasion of the News-Press contractual right to protection.

Other members from the same state spoke in favor of admission of the Maryville newspaper, and President Noyes during the discussion introduced a resolution drafted by the board of directors to the effect that it was the sense of the Associated Press membership that the right of protest by a member should be limited to a radius of 12 miles from the point of publication.

on the board was the heaviest in the history of the Association, over 4,000 votes being cast.

Mr. Pindell, in withdrawing his name, addressed the meeting as follows:

"I don't want anyone to get the impression from what I am going to say that I would not want to be a director of the Associated Press, as I regard it as one of the highest honors that could be bestowed on anyone. I am not flattering myself that if I wanted to I could beat Victor F. Lawson for director, and I would say with all candor, that if I could beat Mr. Lawson I would not want to do it. Mr. Lawson, perhaps in conjunction with Melville E. Stone, was an organizer of the Associated Press. Mr. Lawson has dreamed and loved the Associated Press ever since it was organized, and he has exemplified in his service for

its case to the floor for the third successive year and was again denied the right to print in English after a warm discussion. G. A. Buder of the Westliche Post and E. Lansing Fay of the Globe-Democrat were the opposing leaders. Mr. Buder left the convention and the city immediately after the vote, and could not be reached for a statement, but it was reported around the Waldorf corridors that he intended to take his fight to the courts.

The Washington Herald, which was refused A. P. membership last year was again voted down by the convention.

No newspapers were elected to membership, it was stated, all recent applications on which there were no protests having been previously acted upon by the board of directors and announced in **EDITOR & PUBLISHER** at the time of their election.

The following boards and committees were elected at the Annual Meeting of the Associated Press:

#### ADVISORY BOARDS

##### Eastern Division

A. P. Moore, Pittsburg, Pa., Leader, Chairman.

Edward H. Butler, Buffalo, N. Y., News, Secretary.

Richard Hooker, Springfield, Mass., Republican.

E. L. Haynes, Wilmington, Del., Morning News.

W. H. Dow, Portland, Me., Express & Advertiser.

##### Central Division

M. M. Murdock, Wichita, Kans., Eagle, Chairman.

Mrs. Zell Hart Deming, Warren, O., Tribune, Secretary.

F. F. Rowe, Kalamazoo, Mich., Gazette.

H. G. Spaulding, Shawnee, Okla., News.

Leo P. Loomis, Muscatine, Ia., Journal.

##### Southern Division

H. C. Adlor, Chattanooga, Tenn., Times, Chairman.

J. N. Heiskell, Little Rock, Ark., Gazette, Secretary.

J. L. Horne, Jr., Rocky Mount, N. C., Telegram.

John S. Cohen, Atlanta, Ga., Journal.

L. J. Wortham, Fort Worth, Texas, Star & Telegram.

##### Western Division

A. N. McKay, Salt Lake, Utah, Tribune, Chairman.

C. B. Blethen, Seattle, Wash., Times, Secretary.

Dwight B. Heard, Phoenix, Ariz., Republican.

J. R. Knowland, Oakland, Calif., Tribune.

C. A. Morden, Portland, Ore., Oregonian.

#### NOMINATING COMMITTEE

##### Eastern Division

Arthur G. Staples, Lewiston, Me., Journal.

A. R. Kimball, Waterbury, Conn., American.

##### Central Division

R. F. Wolfe, Columbus, O., State Journal.

Henry W. Marshall, Lafayette, Ind., Journal.

##### Southern Division

E. B. Stahlman, Nashville, Tenn., Banner.

F. G. Bell, Savannah, Ga., News.

##### Western Division

Frank S. Baker, Tacoma, Wash., Ledger.

Arthur L. Fish, Salt Lake, Utah, Telegram.

#### AUDITING COMMITTEE

##### Eastern Division

W. J. Pattison, Scranton, Pa., Republican.

##### Central Division

C. C. Marquis, Bloomington, Ill., Pantagraph.

##### Southern Division

Frederick I. Thompson, Mobile, Ala., Register.

##### Western Division

Frank H. Hitchcock, Tucson, Ariz., Citizen.

Steady growth and development of its news-gathering and distributing facilities are noted in the report of the directors, submitted on Tuesday. It is stated that the A. P. is now operating over 70 leased wire circuits and more than 50 bureaus, that the mileage of leased wire circuits was increased 4,600 miles, making the total 69,432, the number of operators increased to 785 and the number of automatic printing machines to nearly 200. The service was strengthened in Europe and Latin America and, the directors relate, at many of the important international conferences in Europe, the A. P. staffs were larger than those of the European agencies. By their conduct abroad, it is added, they are welcome everywhere—except only in Russia.

Revenues amounted to \$5,372,090 and expenses to \$5,191,143, leaving an excess of approximately \$181,000 for the year. The emergency reserve fund amounted December 31 to \$340,000. The employees' benefit reserve fund is credited with \$110,625, the board having restored to it the \$34,686 expended during the year for pensions, death and disability benefits. Thirteen employees are on the pension roll, death benefits were paid to the beneficiaries of six deceased employees and disability benefits amounting to \$20,352, were paid to 256 employees.

#### MEMBERSHIP 1,258

Membership on December 31 included 1,258 newspapers, of which 738 received leased wire service. In six years, the directors point out, the membership has grown from 908 to 1,258, but the members receiving leased wire reports has fluctuated only between 58 per cent and 60 per cent.

The report in full follows:

*To the Members of the Associated Press:*

"The passing of another busy year serves to intensify the conviction that the founders of this association laid the cornerstone of one of the most impressive structures of co-operative effort of our time. Whatever its defects of plan, whatever its mistakes of policy, whatever its errors of omission or commission, the Associated Press, after twenty-one years of eventful existence, remains the most successful and comprehensive press association in existence, and nobody, friendly or unfriendly, has yet devised a more satisfactory machine for collecting and distributing the news of the world.

"We have passed through another Presidential campaign, serving to papers representing all shades of political belief reports of political events, often most bitterly controversial. Complaints have been negligible, and those who depend upon American newspapers for facts believe that the Associated Press is a trustworthy chronicler of current happenings. With over seventy different leased wire circuits and more than fifty bureaus, with a frequently chang-

ing personnel, with the inevitable errors of haste to overcome, the organization continues to grow in the confidence of its members, and thrives upon the daily criticism that it cordially welcomes.

"During the year we were able not only to strengthen parts of our operating machinery that had been temporarily weakened by the inroads which military service made upon our staff, but also greatly to amplify our facilities for increasing the value of the report to our members. New leased wire circuits and additional mail services have been established in every division. The mileage of leased wires was augmented by 4,600 miles, making the total 69,432. The number of operators increased to 785, and the number of automatic printing machines to nearly 200.

"Abroad we expanded our news resources as conspicuously as at home. We depend less upon the European news agencies and more upon our trained staff men. At many of the important international conferences in Europe, for example, our staffs have been larger than those of the European agencies. It may interest the members to note that more than one hundred men are now regularly employed in our bureaus outside the United States, and that it is an established policy to recruit our foreign staffs from those who have been trained in our bureaus at home.

"Our cable service to Alaska and our wireless reports to Hawaii, the Philippines and Porto Rico keep our territorial papers in daily touch with the continent. Our reports to Mexico and Cuba and our developing service to our members in Panama, Colombia, Ecuador, Peru, Chile, Argentina and Brazil have effected a metamorphosis in the exchange of news between the United States and its Southern neighbors. No longer can it be truthfully said that inconsequential gossip and sensational crimes form the substance of the news reports exchanged between the United States and the rest of this hemisphere. In our relations with our Latin-American members we have found them anxious for news of the highest importance, and the era of exchanging trivialities appears to be happily at an end. The Canadian Press, Ltd., our worthy ally to the north, continues its healthful expansion in the Dominion, and our Latin-American services, both in character and volume, are a credit to the journalism of the republics to the south of us.

"In every emergency our staff has responded with that characteristic devotion to the service which is one of its most cherished assets. Our men know that to represent the Associated Press is to wear the badge of honest journalism. They are welcome everywhere—except only in Russia. They are never called upon to seek news by deception or ruse.

"They are careful, dependable, indefatigable and imperturbable in excitement. They are trained to avoid error, but to admit mistakes unreservedly. The fourth estate in the United States and throughout the world is held in higher esteem because of the simple policy of honesty and square dealing which Associated Press representatives and other American reporters of similar high standards have unflinchingly adopted.

"The Employees' Benefit Reserve Fund is credited with \$110,625, the Board having restored thereto the total amount expended for pensions, death and disability benefits during the year. This amount was \$43,686. Thirteen employees are on the pension roll. Death benefits were paid during the year to the beneficiaries of six deceased employees, and disability benefits, amounting to \$20,352 were paid to 256 employees.

"Our revenues amounted to \$5,372,090 and our expenditures to \$5,191,143, leaving an excess of approximately \$181,000 for the year's operations. Our Emergency Reserve Fund amounted on December 31 to \$340,000.

"The Board continues to consider each application for membership with a view not only to the local situation but also to the general interests of the organization. It adopts no policy of forced growth. On December 31 the membership was 1,258. Of these, 738 members received a leased wire report. In six years the membership has grown from 908 to 1,258, but the percentage of papers receiving a leased wire report has remained almost stationary, fluctuating in these years only between 58 per cent and 60 per cent.

"In April the Board granted leave of absence at his own request to the general manager. Since then he has attended the meetings of the Board as the Executive Committee and has given counsel liberally to those who are continuing the active operation of the organization he has so brilliantly served throughout the years.

"Failures on the part of members to respond to the co-operative efforts of the management are few, and these are usually attributable to misunderstanding or temporary lack of vigilance. Those in closest touch with the news-gathering activities most appreciate that the efficiency of our service is in large measure dependent upon the unremitting cooperation of the entire Associated Press membership.

#### NO INTENTIONAL VIOLATIONS

"Members who permitted their staffs to sell news to others than their fellow members or not to supply their local news promptly to the organization have been cited from time to time to appear before the Board. In every instance they have pleaded ignorance of what their staff was doing in violation of the By-Laws. But such instances have been few, and we can report a general realization of the importance of the exchange of local news which is one of our fundamental principles.

"The Board cannot at this time definitely fix the date when it will undertake the decennial revision of assessments to be based upon the latest Federal Census. It must await the compilation of various data by the Census Bureau.

"Victor F. Lawson, W. L. McClure, Frank B. Noyes, Adolph S. Ochs, Charles Howell, V. S. McClatchy, Charles E. H. Clark, Charles A. Rook, W. Cowles, R. M. Johnston, D. E. T. Albert H. Baker, John R. Rathbone, Frank P. MacLennan."

An attempt to change the association's protest rule failed when a resolution, recommended by the board of directors by which members were asked to limit the radius of their territory to 10 miles, failed. The rules of the Association regarding territory of newspaper members have been changed several times since their formulation when the Association was reorganized in 1901, but some of the papers which hold old memberships continue to exercise a wider radius. The resolution was defeated by a two voice vote.

The Association passed the following resolution:

"Resolved, that the members of the Associated Press in convention assembled tender their thanks to the President, Board of Directors and officers of the Associated Press for their efficient work during the past year, which has made the Associated Press the greatest news gathering organization in the world and a credit to the United States."



# INCREASED SERVICE TO MEMBERS A. N. P. A. GOAL

## Asserts Authority on Agency Recognition—Dues Increased for Field Service of Labor Committee—Wants P. O. Circulation Statements Continued with Government Audit in Disputes

THE outstanding accomplishments of the American Newspaper Publishers' Association during its 35th annual convention in New York this week were: Opposition to the acceptance of national advertising as local business at local rates.

Request that members cease to extend recognition on national accounts to agencies until the A. N. P. A. recognizes them and that the Six Point League of New York and the Chicago Newspaper Representatives discontinue passing upon credits and making suggestions or recommendations for recognition of advertising agencies and that members of the A. N. P. A. instruct their special agents to confine making such recommendations to their publishers individually.

Appointment of a committee to negotiate new international arbitration agreements with the printing craft unions.

Recommendation that the Government retain the semi-annual statement of circulation required by the post office, abolition of which is sought by the Audit Bureau of Circulations. Audit of circulations by the Government in case of complaint by responsible parties is urged by the publishers.

Pledge of support to members in opposition to the 44-hour week and the maintenance of the 48-hour working week for printers.

Recommendation by the paper committee that members stay out of the spot market and discount all selling threats that the future will bring higher prices or that strikes in the mills will cause a shortage of newsprint.

Denunciation of the fixing of a minimum selling base of any article or product used in the conduct of trade, commerce or manufacture, as destructive of competition and tending to create a monopoly and as detrimental to the best interests of all citizens. This refers to the passage of the Meyer-Martin bill in New York which aims at ending the price-fixing agreement between the photo-engravers' union and the employing engravers and was said by members to presage action in several states where such agreements are effective.

Appointment of a committee to receive suggestions as to the administration of the association and to put forward subjects for discussion at future meetings of the association.

T. R. Williams of the Pittsburgh Press was re-elected president and Howard Davis of the New York Tribune was elected treasurer to succeed George H. Larke of the New York World. Other officers and directors elected Friday morning were:

Vice-president, Paul Patterson, Baltimore Sun (re-elected).

Secretary, John Stewart Bryan, Richmond News-Leader (re-elected).

The above, with the following directors, constitute the board:

J. E. Atkinson, Toronto Star (re-elected for two years).

Elbert H. Baker, Cleveland Plain Dealer (re-elected for two years).

E. H. Butler, Buffalo Evening News (re-elected for two years).

Hilton U. Brown, Indianapolis News (re-elected for two years).

Frank G. Bell, Savannah News.

Harry Chandler, Los Angeles Times.

Hopewell L. Rogers, Chicago Daily News.

Charles H. Taylor, Jr., Boston Globe.

Howard Davis and D. D. Moore were added to the committee-in-charge of the Bureau of Advertising, other members of which were elected as follows, with William F. Rogers of the Boston Transcript again serving as chairman: Lafayette Young, Jr., Des Moines Capital.

Harry Chandler, Los Angeles Times.

William Findlay, Toronto Globe.

Fleming Newbold, Washington Star.

who protested against the first report of the paper committee and caused it to embody its conclusions in a resolution which was adopted by the Association Thursday.

The resolution follows:

In accordance with your directions of yesterday, your Paper Committee assembled this morning at nine o'clock for discussion of the resolution as amended by Major Stahlman.

The Committee members present were, Messrs. Adler, Wardman, Thom-

present supply on the American continent is largely in excess of the present consumption, and

WHEREAS, In the opinion of your Committee, newsprint consumption in the year 1921 will continue at a substantially lower level than the consumption in the year 1920; therefore be it

Resolved, The present contract price of newsprint is, in the opinion of your Committee, the price not determined by manufacturing costs, but by previous competitive conditions which do not now obtain.

Second, that on the present spot paper market, newsprint is freely offered in quantity at four cents, with some quotations reported at three and three-quarter cents.

Third, that in view of the present situation with respect to available production, supply and consumption, your Committee recommends to the members of the A. N. P. A. that they be not stampeded into purchases on the spot market, or under contract, by selling threats and predictions of higher prices, strikes, etc.

Fourth, that your Committee is directing its best endeavors towards collecting all available information at its New York office and it urges upon every member that before making new commitments either on the spot or contract market, that he shall freely make use of the data available at the New York office and consult with your Committee. Your Committee further urges that in order that its services may be of the highest benefit, every member should report to the New York office all quotations with full details which he may receive, as to mill, tonnage, sizes, conditions, etc.

Fifth, this committee does not assume that its function is to give advice to its members, but it will, upon request, furnish all available data and information upon which the action of members may be based.

Sixth, by reason of the organization of your Committee, it is not within its proper functions and powers to enter into co-operative buying for the members, but your Committee believes that co-operative buying movements, among various sectional groups of smaller consumers, is advisable.

Seventh, your Committee further emphasizes the necessity for continued adherence to the present conservation policies as being the most effective method for restoring the normal price levels and preventing waste.

The "insurgents" also protested the postponement of the election of officers from Thursday afternoon to Friday, declaring that most of the members were compelled to leave the city Thursday night or Friday and that the election would be in the hands of what they termed the "administration clique." This opposition faded away by the time the election came before the meeting Friday morning and the old officers were returned without a contest.

It was the protests of these and other members that were also responsible for the appointment of the committee of five referred to above to guide the Association's future course. The committee consists of Gardner Cowles; Marcellus E. Foster, Houston Chronicle; A. W. Peterson, Waterloo (Ia.) Cou-

### PRESIDENT HARDING'S MESSAGE TO THE A. N. P. A.

I HAVE to acknowledge with great pleasure the invitation which you have presented to me, on behalf of the American Newspaper Publishers' Association, to be present, with Mrs. Harding, at the thirty-fifth annual convention luncheon at the Waldorf-Astoria on April 25. For many reasons, of which those of fraternal character are perhaps the most compelling, I am regretful that it will be impossible for us to accept. The demands of public affairs are such that since inauguration it has been quite impossible for me to make any engagement which will take me away from Washington.

I do not need to tell you how deep is my interest in the work of your association. My own participation in the publishing business throughout the entire period of my mature life—and, indeed, rather longer for that matter—has filled me with profound appreciation of the work that this organization has accomplished. The American newspaper publishers are entitled to a special and very great measure of recognition for their work in behalf of National unity and effective performance of the great duty that was laid upon them during and since the war. I am bold to say this as one modest publisher whose contribution, of course, was a small one; but I say it also as a public man who saw and knew the great services of the American newspapers in the supreme crisis of the world's history.

I am convinced that today there is no group of men in all the Nation who have a more thorough appreciation of the tremendous problems which confront our country in this era of reorganization and rehabilitation than is possessed by the members of your association. As the head of the Government rather than of a party, and with no thought of personal or partisan advantage, I am moved to bespeak for the Government and for all the people a continuance of that splendid and patriotic attitude which marked the work of the American newspaper press during the war and has characterized it ever since. Our problems of peace, I feel quite competent to assure you, are hardly less difficult than those of war. We have need for the most generous measure of unity and co-operation among all the forces of the land, and I take this occasion, most earnestly, to ask that the Government, and those responsible for its administration, may have that assistance in the most generous measure in which their deserts may justify.

Very truly yours,  
WARREN G. HARDING.

David B. Plum, Troy Record.

S. E. Thomason, Chicago Tribune.

Louis Wiley, New York Times.

John B. Woodward, Chicago Daily News.

Increased activity of the Association in behalf of members' interests and vigorous assertion of its prerogatives in fields which have been invaded by other organizations are foreseen by many members in the adoption of increases in dues to pay the expenses of field workers for the special standing committee on labor, the pledge of support to members who are fighting against the 44-hour week, assertion of the Association's prior rights in the recognition of advertising agencies and the appointment of the committee of five headed by Gardner Cowles of the Des Moines Register to receive suggestions for the administration of the Association.

As usual a belligerent minority was present, largely composed of members of the Publishers' Buying Corporation,

ason, Bell, Hanson and Dow. Others present who participated in the discussion, at the invitation of the Committee, and who offered suggestions were Messrs. Jason Rogers, Pape, Finan, Zerby, Weston, Paul Patterson and Palmer.

After a full discussion of the matter, your Committee decided to offer for your consideration the following resolutions:

WHEREAS, Production of newsprint has been largely increased during the past six months by the starting of fourteen new machines, increasing the available tonnage to about seven hundred tons per day in the United States and Canada, and

WHEREAS, European newsprint is largely adding to the present available supply in the United States, and

WHEREAS, The consumption of newsprint in the same period has substantially decreased with the result that, in the opinion of your Committee, the

rier, Daniel Nicoll, New York Evening Mail and Joseph B. Finan of the Cumberland (Md.) Times.

Unanimity was evident, however, in the discussions of labor which took place Wednesday afternoon and all day Thursday. The Association is dead against the 44-hour week and passed the following resolution expressing the Association's sentiments:

**RESOLVED**—That the American Newspaper Publishers Association declares against reduction of the hours constituting a week's work below forty-eight hours, and instructs the Committee and officers to that effect.

**RESOLVED**—That the American Newspaper Publishers Association endorses the efforts of its members who are endeavoring to maintain the forty-eight hour week and pledge them its co-operation and support.

#### FIGHT PRICE-FIXING PACTS

Price-fixing by agreement between labor unions and employers as practised in the photo-engraving trade was heartily condemned by members from all parts of the country and several members said it was their intention to push legislation similar to the Meyer-Martin law recently enacted in New York, which was reported fully in *EDITOR & PUBLISHER* last week. The A. N. P. A. is not committed to such action, but passed the following resolution:

**RESOLVED**—That the American Newspaper Publishers Association in convention assembled views with concern the efforts of labor unions to fix the selling price to the consumer of articles or products; and therefore

**RESOLVED** that the fixing of a minimum selling base of any article or product used in the conduct of trade, commerce or manufacture, is destructive of competition and tends to create a monopoly and is detrimental to the best interests of all citizens.

Re-setting of matrices and plates of borrowed advertising matter received considerable attention during the afternoon, the Pittsburgh publishers telling of their recently negotiated contract from which the reproduction clause was omitted. The dictatorial attitude of the Pittsburgh union in the past was severely criticised by O. A. Williams, chairman of the scale committee of the Pittsburgh Publishers Association, and it was stated that the success of the publishers was largely due to a determined stand on the ground that capital and labor should work together for mutual benefit, rather than that either should dictate the other's course.

Advertising and circulation problems received attention Friday morning, and the action of the Audit Bureau of Circulations for the abolition of the semi-annual statement of circulation to the Post Office was countered in a resolution introduced by Elbert H. Baker of the Cleveland Plain Dealer urging the United States Government to continue the requirement of the law of August, 1912, for statement of circulation by newspapers every six months and providing that in case of complaint of inaccuracy in the statement by a responsible party, the United States Government will insure an audit of the statement complained of.

#### FOREIGN AT LOCAL RATES

Warm discussion followed the introduction of the question of differential between local and national advertising rates and the attempt of national advertisers to secure local rates and classification for their copy. The following resolution was adopted:

**RESOLVED**, that it is the sense of this Convention that its members oppose as

far as local conditions make possible the movement to secure the acceptance of National Advertising as local business at local rates."

Action by the association in the matter of agency recognition was put before the convention in President Williams' report, in which he said:

"A serious question has arisen in connection with the work of your committee on advertising agents, and at this convention you will be asked to decide whether the original purposes for which the association was founded thirty-four years ago shall be carried on in the future by your association or turned over to your own individual employees."

Emphatic action was taken on Friday morning and the feeling of the association was phrased as follows:

**RESOLVED**, That the American Newspaper Publishers' Association, through its duly appointed Advertising Agents' Committee is the proper organization to pass upon national recognition of advertising agents.

**RESOLVED**, That members of the American Newspaper Publishers' Association, except in local cases, be requested not to recognize advertising agents until they have been recognized by the American Newspaper Publishers' Association.

**RESOLVED**, That the American Newspaper Publishers' Association request the Six Point League of New York and the Chicago Newspaper Representatives' Association, and other organizations of special representatives or employees, discontinue passing upon credits and making suggestions or recommendations for recognition of advertising agencies, and that the members of the American Newspaper Publishers' Association be requested to instruct their special agents and employes to confine making recommendations to their publishers individually.

#### NEW LABOR AGREEMENTS

International arbitration contracts with the labor unions expire next May, at the time of the next convention, and the prevailing sentiment was that the agreements should be renewed. The following committee was appointed to negotiate the new contracts:

Chairman, Victor H. Lawson, Chicago Daily News; Irwin Kirkwood, Kansas City Star; E. H. Baker, Cleveland Plain Dealer; E. Lansing Ray, St. Louis Globe-Democrat; W. J. Pape, Waterbury Republican; Amon G. Carter, Fort Worth Star-Telegram; Aug. S. Crane, Elizabeth Journal; D. B. Plum, Troy Record; Marco Morrow, Topka Capital; E. B. Piper, Portland Oregonian; Ervin Wardman, New York Sun and Herald; Charles D. Atkinson, Atlanta Journal; C. P. J. Mooney, Memphis Commercial-Appeal; A. W. Peterson, Waterloo Courier; W. S. Jones, Minneapolis Journal; Charles H. Taylor, Jr., Boston Globe; M. F. Hanson, Duluth Herald; Chris H. Rembold, Cincinnati Times-Star; Roy Howard, Scripps-McRae League, Cleveland; Frank B. Noyes, Washington Star; Ralph H. Booth, Grand Rapids Press; Bradford Town, Chicago Evening Post; Frederick I. Thompson, Mobile Register; Frank E. Gannett, Rochester Times-Union; T. R. Williams, Ex-Officio.

The pledge to President Harding follows:

"The American Newspaper Publishers' Association in convention extends felicitations to a fellow publisher, who has been called to high responsibilities in a time when great sanity and poise, as well as undeviating patriotism and Americanism are called for at the seat of national government.

"Since we met in convention a year ago President Wilson has completed

his eight historic years as President and another great American, Warren G. Harding, Senator and Publisher, has become chief executive. Having every confidence in his high patriotism and lofty purposes, knowing that this training in statecraft and his capacity to serve and lead a sound public sentiment, this Association expresses to President Harding on behalf of the American publishers our assurances of support in the difficult problems that confront him, and to voice the faith that the ship of State will be safely steered through troubled waters into safe harbors."

#### NECROLOGY

The names of those who have died since April, 1920, are:

Arnold, Lynn J., Knickerbocker Press, Albany, N. Y.; Arntzen, C. M., Citizen, Tucson, Ariz.; Buckout, Frank, Star, Tucson, Ariz.; Burnham, Edw., Union, Manchester, N. H.; Clement, Edw. Henry, Transcript, Boston, Mass.; Clifford, Elmer L., American, New York City; Clifford, F. L., Minneapolis, Minn.; Diehl, Chandler, Light, San Antonio, Texas; Drake, Edw. Kirk, Journal, Elizabeth, N. J.; Glead, Chas. S., Journal, Kansas City, Mo.; Hasbrook, Col. C. E., Times-Dispatch, Richmond, Va.; Jayner, Allan B., Citizen, Tucson, Ariz.; Jennings, Milton R., Journal, Edmonton, Canada; Kelly, John C., Tribune, Sioux City, Iowa; Long, Geo. H., Telegraph, Macon, Ga.; Miller, Chas. L., Republic, Rockford, Ill.; Norton, Geo. W., Express, Portland, Me.; Perrine, William, Evening Bulletin, Philadelphia, Pa.; Phelps, Frederick, S., Times, Erie, Pa.; Pond, N. P., Democrat & Chronicle, Rochester, N. Y.; Powell, Harry M., Star, Peoria, Ill.; Scripps, James G., San Diego, Cal.; Searles, Edw. F., Globe, New York City; Smith, George, McLeod, Tribune, New York City; Smith, Gerardus, Gazette, Schenectady, N. Y.; Smith, Wm. Alden, Jr., Herald, Grand Rapids, Mich.; Summers, Gabriel, R., News-Times So. Bend, Ind.; Thomas, Chas. L., Bee, Omaha, Neb.; Webb, Sam, Phoenix, Ariz.; Whitney, H. G., Desert News, Salt Lake City, Utah.

The memorial resolution follows:

"To some of us these names bring a sense of personal loss, and for the whole association this annual memorial emphasizes the struggle of life and the certainty of death. We whose lives are still turning in mazes of heat and sound may well pause to commemorate our fellow-laborers in the high calling of publishing. With patriotism and courage they discharged their duties as men and citizens; while it was day they gave their best to the upbuilding of the newspaper industry of this nation, and now that the inevitable hour has struck, laying aside their burdens, they rest in their long home.

"Now, therefore be it

**RESOLVED**, That this memorial be spread in the minutes of the American Newspaper Publishers' Association, and that this Resolution be adopted by a rising vote, and that copies be sent to the families of the deceased members."

#### THANKS FROM MERGENTHALER

Acknowledging gratitude for the efforts of the A. N. P. A. last year to secure the election to the Hall of Fame of Ottmar Mergenthaler, inventor of the linotype, Herman C. Mergenthaler, his son, has notified the association that there is \$200,000, a part of his father's estate, in the hands of Johns Hopkins University, Baltimore, for any plans that may benefit the newspaper industry. Mr. Mergenthaler's letter enclosed a copy of the resolution adopted by the A. N. P. A. last year and an editorial

which appeared in *EDITOR & PUBLISHER* of May 1, 1920. The letter follows:

*To the Members of the American Newspaper Publishers' Association:* As a result of the resolution adopted by the A. N. P. A. convention, April 21, 1920, endorsing Ottmar Mergenthaler, inventor of the linotype, for enrollment in the Hall of Fame, I should like the members to know that the electors of the Hall of Fame gave enough votes to place my father's name on the preliminary and again on the final ballot, where it will remain until such a time when the electors, at five-year intervals will give a majority vote in order to finally elect the candidate.

It is with grateful appreciation that I now take the opportunity to thank the members for their efforts in my behalf. At previous conventions the question of Schools of Journalism, Typographical Arts and Mechanical Research Work is sometimes discussed and I refer you to the enclosed letter, which is a copy of one addressed to the convention April 20, 1920, more particularly to the paragraph stating that the sum of \$200,000 is in the hands of Johns Hopkins University, Baltimore, Md., to be used for a memorial to Ottmar Mergenthaler and for purposes stated in the above mentioned letter. I merely cite this as a reminder to the convention in session, in the event that there are any plans maturing, or to be suggested that will best benefit the newspaper industry, the fund referred to is a nucleus which may be utilized or added to.

(Signed) HERMAN C. MERGENTHALER.

President T. R. Williams, of the Pittsburgh Press, summed up the newspaper problems before the convention in one phrase "the high cost of production." He declared that the salvation of the newspaper business rests upon the maintenance of present revenues and their increase, in order to meet costs, which, he emphasized, were little, if any, below the high war peak. While voicing the general conviction that further advances in wages to mechanical forces and reduction of working hours are unwarranted, he cautioned the members that "recessions in wages can only be based upon the increased purchasing power of the dollar, in order not to lower the higher standard of living that labor has so deservedly earned. Continued raising of the standard of living of the wage earners is essential to national advancement."

#### PRESIDENT WILLIAMS' REPORT

Mr. Williams' report in part follows: "You are called together in your thirty-fifth annual convention at a time when not only important problems confront the newspaper business, but also grave problems confront the world.

"A portion of the world is yet at war; another considerable portion, exhausted, is suffering the after effects of war and the uncertainties of peace conditions unconsummated; our own country is technically yet at war and our business, trade and industry is struggling towards normalcy in readjustment from war conditions. In this labyrinth of world perplexities, it would seem that no achievements conceivable could be greater than for American newspapers to bend their energies towards assisting our government in quickly establishing peace throughout the world and getting all back to productive work, in re-establishing trade and commerce, in repealing unnecessary war-time measures, including especially the obnoxious features of the federal taxation laws, which admittedly have been so greatly responsible for the upsetting of sanely conducted business. With these funda-

(Continued on Page 16)

# KIDS THAT GREW TO RULE



If members of the McCormick family were inclined to lay wagers, one, at least, made a bet that Bob would some day be a colonel, for even then Col. R. R., of the *Chicago Trib.* and *New York News*, had the pose.

"Cunning rascal," said members of the Williams family as they chucked the youthful T. R. under the chin. Around the *Pittsburgh Press* they still call him Tom—but we call him President—of the A. N. P. A.

Even at the innocent age of three Lincoln B. Palmer, manager of the A. N. P. A., practiced resting his left hand on the table—and had "nothing to say, absolutely nothing to say."



One of the joys of childhood is the "pushing around," and Capt. Joseph Medill Patterson, of the *Chicago Tribune* and *New York News*, liked it so well he has been doing it since with others.

It is plain to be seen that the Roberts family was proud of Elzey when he was aged three—comparable, we would say, to what Elzey thinks of the *St. Louis Star* today.



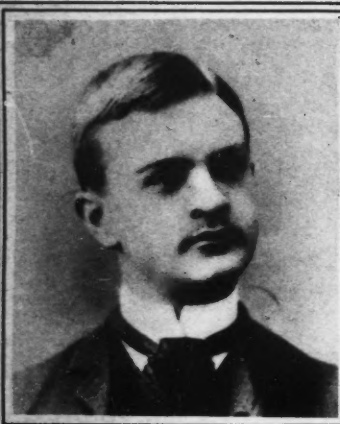
"A devil may care but a devil will," said the youthful Mike as he gave his sombrero a careless swing and gazed Westward. Manhood's result: M. H. DeYoung and the *San Francisco Chronicle*.



Another Iowa fashion study, made in the days when it was still possible to get a "see bit o' scotch" in those regions. Verne Marshall of the *Cedar Rapids Gazette* as he appeared then.

A study in Iowa's fashion "some" years ago. J. S. Young liked it so well that he stuck there and today you can reach him in care of the *Cedar Rapids Gazette*.

Editor & Publisher for April 30, 1921  
**"I KNEW HIM WHEN—"**



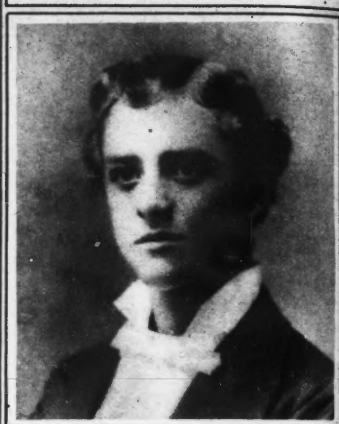
When C. S. Stanton, of the San Francisco Examiner, was young and Broadway was on his reportorial beat he had a way, he did.



At the age of 17 Gardner Cowles, of the Des Moines Register and Tribune, was working his way through college, but even then dressed well.



Even at the tender age of eighteen it was plain to be seen that young Life Young was a chip off the old block—then, as now, a newspaperman FIRST.



"What a boy!"—What expression could have been more natural when Clark Howell, of the Atlanta Constitution, was 19.



C. H. T., Jr., address Boston Globe—older, much older now, but unchanged, we would say.



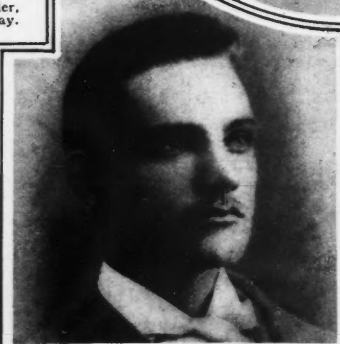
Having passed the Tommy stage, President Williams blossomed out as a Westmoreland (Pa.) county school teacher at the age of sixteen.



At this happy period in his life everybody called him Dave Town—now his D. E. means something in the Shaffer Group.



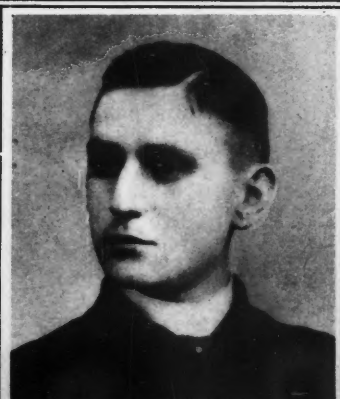
Even at the age of thirteen Col. C. A. Rook, of the Pittsburgh Dispatch, was not carefree about his dress. Notice the hat.



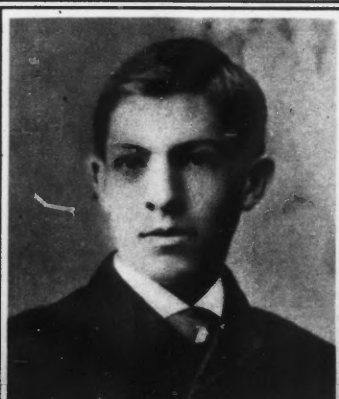
Charles K. Blandin, of the St. Paul Dispatch and Pioneer Press, when eighteen was the youngest publisher in Minnesota—and he told the people of Sanborn truths, believe us.



Even the Navy produced Majors in the days when John S. Cohen, of the Atlanta Journal, was at the U. S. Naval Academy—that is, we take it for granted it did.



Would his boyhood playmates ever have picked Alexander P. Moore to grow up and marry the most famous actress of his day and put red ink on the first page of the Pittsburgh Leader?



William H. Dow, of the Portland (Me.) Express-Advertiser, at the age of 17.



"Who cares?" and really meaning it, is the way Harry L. Marshal, the Cedar Rapids (Iowa) Gazette, romped through his youth. He actually looked it.

\$200  
 More  
 THE  
 mitt  
 Bureau  
 Conven  
 mated  
 newspa  
 000,000,  
 vious y  
 commit  
 Advertis  
 the lea  
 that th  
 of this  
 the eff  
 creased  
 meet th  
 and to  
 The  
 "In it  
 ferred  
 Bureau  
 is grati  
 now en  
 of grow  
 organizat  
 record  
 "The  
 advertis  
 crease i  
 despite  
 late in  
 this 192  
 as again  
 in the f  
 the face  
 national  
 made by  
 mediums  
 ers and  
 the year  
 "Your  
 omic con  
 been fa  
 ing in th  
 also that  
 exact fa  
 ise an  
 obliged  
 market  
 costs, ne  
 as a m  
 and sur  
 "Part  
 of the  
 as been  
 as been  
 American  
 Herald  
 Press  
 Times  
 Globe  
 World  
 News (Ta  
 Jour  
 Mail  
 Post  
 Sun  
 Tele  
 Wor  
 Glob  
 Citiz  
 Eag  
 Standard-U  
 Tim  
 Totals  
 "Mor

# \$200,000,000 NATIONAL ADVERTISING IN NEWSPAPERS DURING 1920

More by \$50,000,000 Than Best Previous Year—A. N. P. A. Advertising Bureau's Market Surveys and Expansion of Activities Welcomed by Advertisers

THE eighth annual report of the committee in charge of the A. N. P. A. Bureau of Advertising, made to the Convention Wednesday morning, estimated the 1920 volume (of national newspaper advertising) exceeded \$200,000,000, as against \$150,000,000 the previous year. It was the judgment of the committee in charge that the Bureau of Advertising has furnished successfully the leadership in this development and that the maintenance and development of this position will depend largely upon the effectiveness of the Bureau. Increased support enabled the Bureau to meet the expenses of its growing work and to add largely to its surplus.

The committee's report follows: "In its 1920 report your committee referred to the year then ended as 'the Bureau's best and most useful year.' It is gratifying to characterize the year now ended in the same way. In point of growth and service rendered, the organization undoubtedly has set a new record for progress.

"The volume of national newspaper advertising showed an impressive increase in 1920 as compared with 1919, despite the business lull which developed late in the year. It is estimated that this 1920 volume exceeded \$200,000,000, as against \$150,000,000 the previous year. In the first quarter of the new year, in the face of a general shrinkage of all national advertising, the newspapers made by far the best showing among mediums employed by national advertisers and the outlook for the balance of the year is favorable.

"Your committee is aware that economic conditions of the recent past have been favorable to newspaper advertising in the national field. It understands also that as advertising becomes a more exact factor in the selling of merchandise and as national advertisers are obliged to analyze more closely their market opportunities and their selling costs, newspaper space gains in favor of a medium of determinable results and sure economy.

"Part of this growing understanding of the value of newspaper advertising has been automatic, but a larger part has been due to education and solici-

tion offered by the various factors in the newspaper industry.

"In the judgment of your committee, the Bureau of Advertising has furnished successfully the leadership in this development.

"The Bureau's experiences in the past year indicate this useful position which it has gradually acquired. Advertisers welcome its solicitations, seek its advice and ask its help. Agencies invite its representatives to address their staffs, to call upon their clients and they turn to it daily for data on matters ranging from market opportunities to style and size of copy. Newspaper men co-operate closely with it in soliciting, distributing its literature and in many other ways that add to the Bureau's effectiveness.

### BETTER FACILITIES

"With increased funds and a larger personnel, the Bureau has been able aggressively to carry forward its personal solicitation of national advertisers and its compilation and distribution of informative data. It has been able to cover more ground in this direction than ever before in its history and the direct results of its work are seen in the advertising now running. In virtually every field of merchandising its efforts produced results, in some instances after a period of solicitation covering several years.

"Its representatives were enabled to appear before many conventions and meetings held in the interests of advertising, to discuss the newspaper as a medium and opportunities for special solicitation were developed as a result.

"With its western office in Chicago fully established, it has done more intensive work in the middle western field, and your committee has authorized the drawing of a plan covering the establishment of a third office in San Francisco.

"Measuring the necessity for enlarging the Bureau's work by its capacity and opportunity for service, your committee again urges more general support of the Bureau among those members of the A. N. P. A. who are not now subscribing, but who have long been profiting by this organization's efforts.

"The establishment of branch offices of the Bureau, while indicating splendid progress, also entails responsibility. The Bureau's representatives constantly need data, based upon surveys and investigations for use in their solicitations. Increasing the scope of its work means increasing its service and this growth requires a steadily growing investment.

"One of the Bureau's chief needs at the moment is better equipment for research and statistical matter. The participation of the non-members among the A. N. P. A. personnel will make this possible, and your committee once more reminds this section of the A. N. P. A. membership of the great opportunity for advertising development which their non-participation is delaying.

"While the newspapers have reached a point of supremacy in volume of national advertising, it is the judgment of your committee that the maintenance and the development of this position will depend largely upon the effectiveness of the Bureau of Advertising. We newspaper men sell advertising and advocate it to merchants and manufacturers. We can best demonstrate our belief in the efficiency of our own product by using it ourselves. After all, the big function of the Bureau is to advertise newspaper advertising.

### GENERAL SOLICITATION

"The representatives of the Bureau carried forward personal solicitations in many fields, including electrical appliances, food products, clothing, automobiles and accessories, lumber, writing paper, cement, soap, toilet articles, roofing, office appliances. Many manufacturers and distributors in these lines and in their sub-divisions were visited and helped to a better understanding of our medium.

"The electrical industry, covering makers of vacuum cleaners, washing machines, electric irons, ranges, heaters and the like, was well covered with gratifying results.

"Work done with many of the national associations of producers and distributors has been reflected in increased advertising. In many instances the Bureau's service has been gratefully acknowledged by advertisers who have been willing to admit the Bureau's influence in shaping their advertising programs.

"Addresses made by Bureau representatives before organizations of manufacturers, distributors and dealers have been productive of results. In one instance alone, inquiries following the pre-

sentation of the newspaper story before an organization of advertisers have kept the Bureau occupied periodically throughout the year.

"The Bureau continued its efforts and its service in connection with the Government advertising and received official acknowledgment for this work.

"Following its necessary custom of working in confidence with advertisers, a custom imposed upon it by manufacturers who are unwilling to give publicity to their advertising plans, the Bureau made no public reports of its activities, but your committee was able to follow its work in detail by semi-monthly confidential reports submitted to its members.

"Representatives of the Bureau spent 152 days in traveling during the year just ended.

"As this report is being made, the Bureau has on hand demands for information and service which tax its capacities to the limit. This work will undoubtedly be translated into terms of new advertising during 1921.

### SALESMANSHIP & PRINT

"The Bureau's solicitations by mail, made possible by the production of some extremely valuable printed matter, have been an important factor in its program and it is planned to increase this type of work during the coming year.

"The expenditure on literature was the largest in the Bureau's history, and the results, as attested by numerous letters on file, would indicate that it was a most productive investment.

"The Bureau's best piece of literature was its book, 'National Advertising and the Newspapers,' a well-bound volume, illustrated with maps and charts. It covered the uses of the newspaper as a national medium from practically every angle. The first edition of this book of 4,057 copies was exhausted within a short time of its publication, and a second edition was made. In response to demands from members for extra copies of this book, the Bureau arranged to supply publishers with lots of 25 or more at cost, and 1,035 books were distributed in this manner.

"National Advertising and the Newspapers' has been a staff of solicitors in itself, and it has served in many instances to influence advertising appropriations, without further solicitation on the Bureau's report.

"The book has been used as a textbook in several schools.

"Another interesting document was a (Continued on page 18)

## NEW YORK AND BROOKLYN CIRCULATION STATEMENTS, 1914-1921

Filed with the Government, of six months ending April 1, 1921; compiled by Statistical Department of New York Evening Post, Inc.

	1914		1915		1916		1917		1918		1919		1920		1921		Com- 1921 Apr. 1 with Oct. 1		Com- 1921 Apr. 1 with Oct. 1	
	April	October	April	October	April	October	April	October	April	October	April	October	April	October	April	October	Gain or loss	% Gain or loss	Gain or loss	% Gain or loss
American	352,164	361,709	333,345	349,345	335,435	383,297	413,918	451,799	423,041	384,414	396,960	383,366	385,271	379,049	406,311	27,262†	7.2‡	21,040†	5.4‡	
Herald	101,006	109,192	106,580	98,651	92,853	99,597	133,918	130,209	128,814	108,972	107,642	109,267	†214,891	205,127	202,088	3,039‡	1.4‡	12,803‡	5.9‡	
Press	81,931	98,259	94,025	110,869	103,657	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Sun	65,514	70,387	71,708	71,749	68,309	*122,239	*150,439	141,758	121,639	117,807	117,414	131,951	*	*	*	*	*	*	*	
Times	246,118	259,673	298,248	318,274	334,744	340,904	344,436	357,225	352,794	368,492	393,178	362,971	351,939	342,553	352,528	9,975‡	2.9‡	589‡	0.1‡	
World	55,335	64,410	70,965	82,674	93,848	101,611	100,766	100,551	95,661	89,478	108,011	117,053	119,479	126,192	142,384	16,192‡	18.1‡	22,905‡	19.2‡	
Journal	380,540	391,944	376,590	391,156	391,831	398,984	387,549	407,308	363,166	346,312	368,318	370,289	365,014	373,403	385,892	12,489‡	3.3‡	20,878‡	5.7‡	
Journal (Tabloid)														249,646	336,149	86,503‡	34.7‡			
Journal	758,534	797,477	762,506	782,249	774,604	816,597	825,299	808,608	731,047	657,912	675,118	685,428	712,778	622,892	649,834	26,942‡	4.3‡	62,944‡	8.8‡	
Mail	130,137	157,044	135,861	159,520	144,381	159,690	147,666	156,529	130,083	109,908	102,204	155,160	158,288	172,703	155,148	17,555‡	10.2‡	3,140‡	1.9‡	
Post	17,475	18,513	22,010	20,598	21,151	20,477	23,682	20,809	26,501	32,234	32,369	30,026	33,818	36,875	38,596	1,721‡	4.7‡	4,778‡	14.1‡	
Sun	110,056	122,763	140,203	155,009	170,464	171,247	186,185	192,250	180,998	178,437	194,695	198,491	205,565	191,719	190,218	1,501‡	0.7‡	15,347‡	7.4‡	
Telegram	163,869	220,484	220,679	223,848	207,663	218,463	215,282	217,846	204,622	186,612	190,687	181,519	134,407	120,148	109,511	10,637‡	8.8‡	24,896‡	18.5‡	
World	360,902	386,505	390,066	403,787	398,727	404,358	423,810	431,222	367,101	324,745	355,069	339,199	335,233	351,684	313,143	38,541‡	10.9‡	22,090‡	6.5‡	
Globe	144,982	185,471	181,347	187,429	175,267	210,991	204,138	214,836	188,772	177,344	179,906	188,780	179,192	181,475	164,429	17,046‡	9.4‡	14,763‡	8.2‡	
Citizen	32,893	32,454	32,972	33,130	34,260	34,378	34,683	35,214	34,216	34,864	35,699	39,586	39,498	39,265	40,126	761‡	1.9‡	628‡	1.9‡	
Eagle	44,754	44,227	44,552	44,096	44,776	44,332	43,209	44,101	46,325	46,068	49,656	45,328	51,496	53,431	58,521	5,090‡	9.5‡	7,025‡	13.6‡	
Standard-Union	62,142	63,289	61,984	62,226	61,251	64,994	67,717	71,144	66,620	50,642	54,088	55,100	57,991	58,916	62,755	3,839‡	6.5‡	4,764‡	8.2‡	
Times	38,142	41,050	41,787	42,023	43,540	44,127	44,923	44,654	53,410	34,704	41,289	41,480	43,280	45,102	46,897	1,795‡	3.9‡	3,617‡	8.3‡	
Totals	3,146,494	3,424,851	3,385,328	3,536,633	3,496,761	3,636,286	3,747,620	3,826,063	3,515,010	3,248,945	3,402,303	3,434,994	3,338,140	3,550,280	3,654,530					

\*Morning Sun and Press consolidated. Sun and Herald combined into Sun-Herald Feb. 1, 1920; name changed to Herald Oct. 1, 1920. †Average for two months. ‡Gain. §Loss.

# CENSORSHIP OF THE PRESS IS NOT PART OF POSTAL DEPARTMENT, SAYS HAYS

## Postmaster-General, at Annual A. N. P. A. Luncheon, Pledges Better Second Class Service—No Publisher's Grievance Too Small for His Personal Attention

"THERE are two things in connection with the relation of the newspapers and the Post Office Department which I would state and re-emphasize," said Postmaster-General Will Hays, addressing the annual luncheon of the American Newspaper Publishers' Association, at which he was guest of honor, Thursday.

"First, it is no part of the primary business of the Post Office Department to act as a censor of the press. This should not and will not be.

"Second, we are going to get along together and do the right thing in all of these matters of classification rates and so forth, and I want it distinctly understood that there will never be any occasion when a publisher with any kind of a grievance is not thrice welcome to sit down with the head of the department and work it out."

### TO IMPROVE SECOND CLASS

Concerning late deliveries of newspapers, Mr. Hays admitted that in nine cases out of ten the fault was with the post office, for he pointed out that the paper comes off the press and into the post office on unvarying schedule, and in this connection he pledged himself to see that the second-class mails get through on the dot.

"It is also my opinion," said the Postmaster-General, "that the postal establishment is most certainly not an institution for profit nor for politics, but an institution for service. You can't expect men and women to give service if they are to be shuttlecocks of politics."

The luncheon was presided over by T. R. Williams, president of the A. N. P. A., and was attended by more than 600 members. President Harding, in a letter to Herbert L. Bridgman, chairman of the luncheon committee, expressed his regrets that neither Mrs. Harding nor himself could accept the invitation to be present personally. "But I am convinced that there is no group of men in all the nation who have a more thorough appreciation of the tremendous problems which confront our country in this era of reorganization and rehabilitation than is possessed by the members of your association" wrote President Harding. "As the head of the Government rather than of a party, and with no thought of personal or partisan advantage, I am moved to bespeak for the Government and for all the people a continuance of that splendid and patriotic attitude which marked the work of the American newspaper press during the war and has characterized it ever since."

### WORD RIGHT FROM PRES. HARDING

Mr. Hays said:

"In a visit yesterday with President Harding I inquired what word he had to send, and he told me to tell the publishers that 'We expect your help in bringing this Republic and its varied interests into the straight forward track again.'"

"My own first interest, of course, is in the effort to improve the postal service. I have also a deep interest in the plan for a general reorganization of the whole Executive branch of the government. In both of these matters I know you are interested."

"Referring to the necessity of and the plan for a general reorganization of the Executive Department:

"Everyone is more or less familiar with the present organization of the government. We know we have ten great executive departments, each presided over by a member of the Cabinet, but many are not familiar with the fact that there are more than 40 independent government establishments—such as the Federal Trade Commission, all of which carry on their work without the superintendence of any Cabinet officer—directly under the supervision

of the President and Congress. This vast machinery, employing upwards of 600,000 persons has not, unfortunately, taken its present form as the result of any careful, constructive planning on the part of Congress, but from its beginning in 1789 is the result of evolution—over a period of 130 years.

"It is not necessary to point out the numerous duplications of overhead, of plant, equipment and personnel, which unavoidably accompany this scattering of similar work among different departments.

"The Administration proposes to eliminate these defects. You are familiar with the joint congressional committee on reorganization which has been appointed, consisting of three members of the House of Representatives and three Senators, with Senator Smoot of Utah as Chairman. (Without this service I believe Senator Smoot is worth a half billion a year to this country in the next four years.) Legislation is now pending to authorize the addition of a personal representative of the President to the membership of this committee in order to insure the necessary cooperation between the executive and legislative branches. The committee has, of course, an enormous task—one which will require many months for its completion. It has undertaken to make a detailed survey of the work of all branches of the government, and within the current year it is expected that the results of its survey will be incorporated in a bill and reported to Congress for action, with the approval of the President in advance.

"It would seem natural to expect:

"First—The change of the name of the Department of the Interior to Department of Public Works, and the concentration in that department of all civil public works of the government, as well as those services which have to do with the administration and utilization of the public domain.

### A DEPARTMENT OF PUBLIC WELFARE

"Second—The establishment of a new department, the Department of Public Welfare, to have charge of all bureaus and offices which handle relief work, the veterans of the war with Germany, including the Bureau of War Risk Insurance, the Federal Board for Vocational Education, and the hospitalization division of the Public Health Service. In this department would be placed also those bureaus which deal with health and welfare generally, and with education and social welfare.

"Third—The stripping of the Treasury Department of all except its necessary and proper fiscal functions.

"Fourth—The transfer of all non-military work from the War Department and the Navy Departments to the regular civilian departments of the government.

"Fifth—The enlargement of the Department of Commerce and the transfer to that department of all agencies which have to do with the promotion of commerce and the protection of navigation.

"Sixth—The establishment of a centralized purchasing agency to do the buying for all branches of the executive establishment.

"Seventh—The establishment of a budget bureau, to aid the President in the direction and control of the services of all executive departments and independent establishments, and in the formation of a definite financial and work program for the government as a whole.

"Now as to the postal service in particular: The post office service is taken generally for granted like the sequence of the seasons. Men forget that it is a fact that the United States postal service is the biggest distinct business in the world. We have 300,000 employees immediately connected with the operation, with one hundred million customers. The annual turnover of the business in the Post Office Department amounts to nearly 3,000,000,000, with an expenditure of \$600,000,000 annually.

"As an adjunct to the campaign for increasing our trade with South America, international money orders may now be exchanged with many of the South and Central American countries, and negotiations are being now conducted with the postal administrations of all the others, and it is expected that very soon it will be possible for American exporters to receive payment for their goods wherever shipped in South America by postal money orders payable in dollars at their local post offices.

"In this connection, too, I might suggest that I hope it will be possible to induce the commercial interests of the chambers of commerce to send delegates to the Pan-American Postal Congress at Buenos Aires next August to help develop this.

### 280,000,000 MILES OF R. M. S.

"We have this month caused a suspension of the mail boat service in New York harbor whereby mails from abroad are removed from the steamships at quarantine and delivered at the post office or railroad stations in New York, preventing the delay that would otherwise occur while the vessels came to the piers next morning. Also, provision has been made to give the New York public the benefit of mailing correspondence up to fifteen minutes of sailing time, commencing June 1.

"We have now under consideration the inauguration of a sea post service. The fact is that now with the conclusion that has been reached, of the arrangements for sending mail to Soviet Russia, the foreign mail service is nearly again at normalcy.

"The railway mail service is of course the chief transportation agency and this mileage is over 280,000,000 miles annually, in which distribution is performed, with an additional 90,000,000 miles annually of 60-foot storage cars. The growth of the parcel post and the natural increase in the postal business has made our facilities in many places entirely inadequate, but this will be corrected as fast as possible, consistent with the general financial condition.

"The air mail service is not generally recognized. The air mail service is desirable per se, but I believe that the basic value of air mail service is its potentiality as a second line of defense in case of necessity. I think it has great value per se. It is my opinion, however, that there should be a closer connection between the air mail service and the air service of the War and Navy Departments, and we have moved to that end in a very definite way.

"The new radio service was opened on April 22, to furnish expeditious information to citizens living in the more isolated agricultural sections of the Post Office Department, by radio, this information, which is compiled by the Bureau of Markets and Weather Bureau of the Department of Agriculture, at practically no expense to the Government through the utilization of a chain of radio stations constructed to provide rapid means of communication for the air mail service. The remote agricultural sections particularly are benefited just as they are by the extension of the rural free delivery, which shall continue.

### WILL GO LIMIT FOR PERSONNEL

"I am determined in all seriousness to go to great lengths to develop the spirit in the Department in which we are 300,000 partners. It is not a matter of higher wages. The last adjudication in this regard was an increase of approximately \$70,000,000 per year, and with no decrease now while other wages are coming down, it takes care in a reasonable manner of the wage situation. The working conditions, however, in many places are unsatisfactory and a large amount of work must be done in that direction. There is no doubt as to the quality of our employees. They have the brains and they have the hands to do this job well, but some place along the line the heart has been lost out of the works.

"We are going to have a welfare department just as definite in its duties and certain in its functioning as the fiscal department or any other department. It will be in charge of an individual competent to look after it, doing nothing else. Every other large industry in the country from a perfectly selfish business standpoint has adopted every possible welfare measure.

"I have said, and I reiterate, that it is my opinion that the postal establishment is most certainly not an institution for profit nor for politics, but an institution for service and it is the most earnest purpose to improve that service.

"The men and women who constitute the great army of employees are doing a distinct Government and public service and they are entitled to an appreciation commensurate with the efficiency and importance of that service. The first element of proper appreciation is to make certain that honest and efficient service shall be honestly recognized and that the merit system shall control without any subterfuge under any circumstances whatsoever. I have said, and I repeat, that my purposes are first, to make such rectifications as in all decency and fairness must be made to assure a square deal. Second, to strengthen and broaden the Civil Service at every point wherever possible to the end that merit may govern. Third, with absolute fidelity to put the entire service upon a purely business basis so sound and so serviceable that no political party will ever again dare attempt to ignore or evade it ultimately.

"I want at this point to interject a word of most earnest commendation of the purpose and permanent value of the Joint Postal Commission now at work in Washington. This consists, as you know, of five Senators and five Congressmen, with a citizens' advisory council of seven. I am confident that when the commission's work is completed, the plan of development which when put into execution will go far toward materially helping the situation.

### MILLIONS OF NEWSPAPERS DAILY

"Finally, our present chief concern, in this presence, is with what are known as second class mails. I suppose that it is necessary to have such classifications, and to reckon as first class the mails which pay the highest rates of postage. Yet I am sure that you, and pretty much everybody else, will agree with me that no mail matter is of more first class importance than newspapers and periodicals.

"Consider, if you please, the magnitude of it. The periodical press of the United States sends out more than two hundred million—probably two hundred and fifty million—copies of each issue. Of course, not all go through the mails. But a large proportion, perhaps the major portion of them, do. Millions and millions of newspapers go out every day; other millions of papers and magazines every week; still other millions of periodicals every month. And then, for each million periodicals going through the mails, there are four or five million readers—really, we shall be presently dealing in numbers which will deserve the attention of Professor Einstein with his theory of Relativity as applied to the bounds or the boundlessness of the universe.

"Now all these are dependent upon the mails; and at least so far as the daily newspapers are concerned they show up when you get to a degree which makes them worthy to be reckoned as of first class importance. For the one unpardonable sin of the post office is, not to deliver the daily paper on time. If it is merely a letter, a bit of so-called first class mail matter, which doesn't show up when you expect it, why, perhaps the other fellow didn't write it on time, or perhaps he carried it about

in his pocket a few days before mailing it. "But with the newspaper mail, such excuses don't go. We all know that the newspapers go to press on time, that they get to the press on time, that they are delivered to the post office on time, and that therefore if they do not reach their subscribers on time the fault lies not with the publishers but with the post office.

"And generally speaking, that's so. There's not going to dodge the responsibility. There's no use in dodging when the dodging isn't good. Such delinquency or delay is, moreover, more serious and aggravating, generally, than in the case of letters. Of course, some letters are of urgent importance. But the newspaper is pre-eminently a thing a man wants when he wants it, and if he can't have it when he wants it, he doesn't want it at all.

"Now you see, in wishing to speed up the postal service for periodicals I am looking out for my own peace and comfort. That's why I am particularly desirous of improving the operations of the Post Office Department, and the incidental reason that we want to serve the public as efficiently as possible. And that is why I want to bespeak merely your sympathy and forbearance, and also your active co-operation in a task which we are all deeply interested in. It is a task, too, in which success is attainable only through such co-operation. For, believe me, the task is gigantic.

### CONSTRUCTIVE CRITICISM NEEDED

"There is nothing, then, that the Post Office Department welcomes more than constructive criticism. Group together the blame and the censure, and while complaining of the error point out the method of correction. For often happens that the man who is so kind as to better how he should most satisfactorily be served than the man who serves him.

"Now my colleagues and I are interested in making the postal service just as efficient as can possibly be; and while we are aiming at an achievement in all departments, we are particularly desirous to do no other work which will hurt the newspaper and magazine publishing trade. And, of course, gentlemen of that great trade are equally interested, though in a different way, in having the best. But you and I look at the problem from diametrically opposite points of view, and we each have need to see it as the other sees it. Just as the lines of vision from two sides come together upon the object, which they are directed, so our interests, beginning so far apart, come together in a task which is to be performed.

"I don't know what service you can render me, in suggestion or advice. If I did know, I wouldn't need the service, for I could do myself. But I promise you, or I warn you, that if ever I do see a chance to suggest something which will conduce to a more effective co-ordination of our efforts toward a common end, I shall unhesitatingly but respectfully bring it to your attention.

"Here is an illustration of what I mean: One day on a visit to the Washington Post Office I discovered that they received 100 letters per day, 600,000 of which were sent to the office at 10 o'clock in the afternoon; that 90 per cent of that immense peak was circular matter which could be mailed any old time, and that 76 per cent of it was government mail. An inexcusable condition. After we cleaned our own house, we were equally legitimate for you to do so generally, to all who send out many letters that they deliver their mail matter to the post office as fast as possible. The Washington Postmaster has been able to change their men already from night to day work hours, and I believe it is succeeding elsewhere, certainly.

"I think that it was legitimate for me to make this suggestion to business men, because it was obviously for their own good as well as for the convenience for the postoffice. As stated generally, to all who send out many letters, business men to make suggestions to the Post Office Department for the facilitation of expedition or in any way the improvement of the service.

### RELATIONS VERY MUCH ALIKE

"In one important respect your work and mine are very much alike, and that is, in the intimate relationship to the whole people. Wendell Phillips said of the newspaper: 'It is a school, a church, all in one; a drop of our blood is colored by it.' And that there is little if any exaggeration. The newspaper and periodical press enters every home in the land, and has its influence upon every individual. Well, just so the Post Office Department enters practically every home in the land, and serves every individual. There is no other department of government that so generally, so universally, comes in contact with the people.

"Here is the problem, and here is the solution. It is the fundamental principle of democracy, that we shall help one another, that all citizens shall co-operate in the work of the government. And the work of government is not merely electing men to Congress to make laws, and electing a man president to enforce the laws. It is just as truly government to collect the mails, to transmit them to their destination, and to redistribute them and deliver them, and it is fitting for every individual to regard himself as practically interested in that work, just as much as in the work of election.

"There are two things in connection with our relation which I would state and re-emphasize. First, it is no part of the primary business of the Post Office Department to act as a censor of the press. This should not and will not be. Second, we are going to get along together and do the right thing in all of these matters of classification rates, etc., and I want it distinctly understood that there will never be any occasion when a publisher with any kind of a grievance is not thrice welcome to sit down with the head of the department and work it out. No other attitude is, of course, to me unthinkable.

REPORT OF A. N. P. A. AND S. N. P. A. JOINT COMMITTEE ON SCHOOLS FOR COMPOSING MACHINE OPERATORS

Pursuant to your instructions at last year's convention, your committee solicited the members of this Association for subscriptions to support the printers' school organized at Macon, Ga., last year. The S. N. P. A. had already started this plant when the A. N. P. A. gave it official recognition and agreed to cooperate.

Your committee was instructed to solicit subscriptions covering a term of three years upon a basis of \$10.00 per annum for each machine and the operating device. Through extensive correspondence covering several months your committee finally secured contracts for 1,000 machines, members approximately 1,000 machines. When you consider the fact that there are more than 200 machines represented in the A. N. P. A. membership, you will see that the school is supported by about 20 per cent of the membership.

The funds subscribed, your committee thinks, are sufficient to operate the school for the first year of three years. However, it is unfortunate that 20 per cent of the members are unable to contribute to this undertaking that is so beneficial and reasoning behind it. The 1,000 machines subscribing give us a fund of approximately \$10,000 per year or \$30,000 for the three years. This money is used to pay freight, installation, insurance, motors and repair parts on the machines.

We have 27 linotypes loaned to us by the Intertype Company, one Intertype loaned to the Monotype Company, and six monotypes loaned to the Monotype Company. Of course, the installation of this large amount of equipment has approximately absorbed our first year's subscriptions of \$10,000, but during the ensuing years we shall not have this expense and your committee feels that the funds will take care of repairs and insurance very comfortably. The equipment which is now being operated is about half what the committee desired to furnish, 50 machines being our original ambition.

For the purpose of refreshing your memorandum the committee desires to state that it made contact with a business college which has been operating in Macon for twenty-five or thirty years, the effect that the business college absorb all cost of operation outside of repairs to the machines and insurance on the contract. At the head of this college is a practical printer who has worked in all departments of printing offices, numbering in his experience some of the largest dailies. He knows what is necessary to make an acceptable printer and your committee's arrangement with him is that we must turn out competent men. For this reason the applicants for training must have a high school education. In this way the publishers are sure to bring into their composing rooms boys and men who have a different viewpoint of life and business from those who have been allowed to drift in heretofore. We think the personnel of the printing fraternity will, in the course of time, be greatly improved and a few of these educated and high-class men sprinkled among the radical element will be a very beneficial effect.

As stated, the school is now equipped with seven new linotypes of various models, including a Washington No. 14, one intertype and ten monotypes. With this equipment the school works under conditions that enables it to train and put into the market about four hundred students annually. The course of instruction covers an average of thirteen weeks. This way the publishers with the equivalent of a high school education are admitted. Men and women are admitted, and the ages range between thirteen and forty-five. Enrollments are from all over the United States, and students are placed in positions in nearly all of the states. Some students have enrolled from distant parts of Canada.

The tuition price is based on \$50 a month, or \$600 for the course, and quite a number of the students are men of affairs, who deposit with the school for safe-keeping liberty bonds or government securities amounting to more than a thousand dollars in value. Many of these students followed the printing business in their life, and left it for other callings, but have been attracted back to it by the publicity campaigns through the newspapers that have fostered the school.

The faculty consists of expert machinists and trained printers, equally divided in numbers, so there is a teacher for every seven students, which this may vary more or less under different conditions.

The students who have been sent out have the most part been trained as machinists, operators able to care for their own machines, and at the same time produce an average of four thousand ems per hour of 8-point type. They have had constant drilling in the use of typography, stylesheets, etc., and have been taught to set every class matter being encountered in the average newspaper office. Their service will constantly improve through their experience in dealing with the problems that every office encounters.

Publicity campaigns must be carefully maintained, because of the general antagonism to the school idea in the craft, arguments being made that students who go through school cannot be placed in positions. Also that the business of the printing office is not conducive to health, and that the pressers suffer from metal poison, and other objections that are equally as unfounded.

As a matter of fact every student who has been trained in the school has found employment immediately at very satisfactory pay, and there were not one for the prejudice and adverse publicity that is done within the craft the

school would be overrun with students. As it is, however, student-getting is the biggest of the school's problems, and co-operation of the members of the company will be absolutely essential in order to insure the best results from the splendid equipment that the manufacturers are furnishing.

Contrary to first ideas, the school has not been a local enterprise by any means. It draws students from Indiana and from New York State as readily as from Georgia or from North Carolina, and Texas has really led in the number of positions furnished to students and in the number of students furnished to the school. Arkansas probably comes next, while Oklahoma and Pennsylvania make a splendid showing.

During the first few months of the school's operation, when the equipment consisted of less than ten machines, one hundred and twenty operators were put into the market. The prospect is that between three hundred and four hundred will be trained during the next twelve months.

Your committee regrets that it has been unable to interest but a few of the publishers of the larger dailies and yet these are the identical people who have most trouble with their composing rooms. Many of the publishers who subscribed to the school asked the question as to whether or not they could send one of their school for printers in case they needed them. Your committee's attitude has been that we should endeavor to train these men and let them find positions where they could or might without any desire or effort to control the places in which they should work. The whole conception of the school is based upon the broad lines of helping the entire industry in a very constructive and systematic way, turning out a supply of men who are competent and who will eventually find their places in composing rooms throughout the country.

We find the greatest demand for printers coming from the small country offices, and we are very glad to have these students go to the country office to complete their training and gather the experience which will make them more efficient, and in the course of time these men will gravitate into the larger offices.

The Typographical Union has so far outwardly resisted the acceptance of these men, claiming that they could not learn enough in three months' time to justify their being given a position. The Union claims that it takes four years for a man to learn the printing business. However, a great many of these men have been taken into the Union strictly on a basis of their competency and merit. We know very well that the Unions cannot afford to reject competent men, and we might say that the Union depends upon keeping the competent men in the organization, and your committee is satisfied that this problem will take care of itself.

As a matter of fact every student who has on the type-setting machines the Union at Fairmont, and has made a contract with the Fairmont paper, September 3, 1920, to August 31, 1921, specifying that beginners on type-setting machines should receive 35 cents per hour and at the end of thirteen weeks they should receive journeymen wages. The Union, in this instance, and we might say this is generally the case, accepts thirteen weeks as the period required in which to learn to operate a type-setting machine. Of course, the man who has had three or four years' training as a printer has an advantage over a high school graduate. It might with equal weight be stated that the high school graduate has a great advantage over the printer with his three or four years' experience.

We believe that the plan upon which we are operating the school is a good one and the results achieved fully justify this assertion. We recommend that the Association make greater effort to enlist the co-operation of its entire membership in this enterprise. If we had the funds we should proceed to equip a printing office which will be able to teach a branch of printing and do it in a systematic and scientific manner so that all composing rooms could properly be the main dependence for men to handle all branches of the publishing business. If more than is necessary should be subscribed to this enterprise, the funds could very properly be used in promoting a similar school in another section of the country. We urge that there should be no reservations because of the location of this school.

A. N. P. A. COMMITTEE REPORT ON TAXATION

During the past year there has been little of a definite character which your Committee on Taxation could do. During the presidential campaign it was considered a certainty that regardless of which party assumed control of the Government, a radical modification of the present income and excess profit taxes would be made. It was useless to attempt to secure changes in the present law and application of the present law when there was an apparent certainty that the law would be repealed or modified before another year's tax could be levied.

The message of President Harding to the present Congress unequivocally demands the abolition of the excess profits tax on corporations and it is not expected that there will be material opposition in either branch of Congress to the removal of that tax.

The grave question is as to what substitute or additional tax may be imposed. Chairman Good, of the House Committee on Appropriations, has gone on record as stating that the excess profits tax should be and could be abolished and sufficient revenue derived from the necessary conduct of the Government without any form of consumption tax, providing proper economy in expenditures is observed. This view is not wholly concurred in by other members of the House and Senate.

Numerous proposals have been made both by members of the Congress and others, to levy a sales tax in one of three ways: A general turnover tax, a limited turnover tax or a retail sales tax. It seems evident that legislation will be proposed levying some new forms of taxation which would affect all newspaper publishers. For that reason your Committee on Taxation recommends that a new and larger committee be appointed which shall be instructed to keep in close touch with legislative developments and in particular to co-operate with representatives of other business and industrial organizations to the end that only such legislation shall be adopted as will provide adequate revenue and that no harmful or discriminatory measures shall be adopted.

Under the existing excess profits and income tax laws publishers generally have suffered more unjustly than most other classes of business enterprise.

We believe that it should be the duty of the new committee which you may appoint to see that any new tax measures adopted are as fair toward the newspaper industry in their operation as to all other lines of business.

Under the existing excess profits and income tax laws publishers generally have suffered more unjustly than most other classes of business enterprise.

We believe that it should be the duty of the new committee which you may appoint to see that any new tax measures adopted are as fair toward the newspaper industry in their operation as to all other lines of business.

The new committee which you may appoint to see that any new tax measures adopted are as fair toward the newspaper industry in their operation as to all other lines of business.

The new committee which you may appoint to see that any new tax measures adopted are as fair toward the newspaper industry in their operation as to all other lines of business.

The new committee which you may appoint to see that any new tax measures adopted are as fair toward the newspaper industry in their operation as to all other lines of business.

The new committee which you may appoint to see that any new tax measures adopted are as fair toward the newspaper industry in their operation as to all other lines of business.

The new committee which you may appoint to see that any new tax measures adopted are as fair toward the newspaper industry in their operation as to all other lines of business.

The new committee which you may appoint to see that any new tax measures adopted are as fair toward the newspaper industry in their operation as to all other lines of business.

The new committee which you may appoint to see that any new tax measures adopted are as fair toward the newspaper industry in their operation as to all other lines of business.

The new committee which you may appoint to see that any new tax measures adopted are as fair toward the newspaper industry in their operation as to all other lines of business.

The new committee which you may appoint to see that any new tax measures adopted are as fair toward the newspaper industry in their operation as to all other lines of business.

The new committee which you may appoint to see that any new tax measures adopted are as fair toward the newspaper industry in their operation as to all other lines of business.

The new committee which you may appoint to see that any new tax measures adopted are as fair toward the newspaper industry in their operation as to all other lines of business.

The new committee which you may appoint to see that any new tax measures adopted are as fair toward the newspaper industry in their operation as to all other lines of business.

The new committee which you may appoint to see that any new tax measures adopted are as fair toward the newspaper industry in their operation as to all other lines of business.

The new committee which you may appoint to see that any new tax measures adopted are as fair toward the newspaper industry in their operation as to all other lines of business.

The new committee which you may appoint to see that any new tax measures adopted are as fair toward the newspaper industry in their operation as to all other lines of business.

will again tend to rise owing to the fact that the stands of timber are being constantly reduced and that the circle of distance from the mills is constantly widening. This situation will steadily grow worse for many years and even if a national policy of reforestation were in full effect at this moment, it would take many years to bring about a growth sufficient to make us even partially independent of foreign sources of supply. Unless we act with energy and persistence in this matter, the necessary legislation will be long in coming.

REPORT ON WATER POWER BILL

The Water Power Bill (Exhibit A) was passed by the Senate May 28, and signed by the President June 28, 1920. The passage of this Bill ended a long and persistent effort on the part of your Association to secure legislation under which the Nation's wasting water powers might be utilized. The great importance of the passage of this measure to users of news-print is that the economic development of the vast pulp wood resources in the Pacific Northwest and Alaska is now possible. In these sections the necessary water power developments are practically all within the public domain and their utilization has been retarded through impossibility to finance the necessary power developments under the existing forms of government permits.

A. N. P. A. MANAGER'S REPORT

The following is a report of the business of the New York Office for the year 1921: Five hundred and nine (509) publications were enrolled as members in this Association on January 1, 1920, of which five hundred and four (504) were active and five (5) associate. During the year sixty-three (63) members were elected, of which fifty (50) were active and thirteen (13) associate. Five (5) associate members became active members. Of the active members ten (10) ceased to hold separate membership owing to consolidation with other members. One (1) member consolidated with a non-member which refused to become a member. One (1) member was reinstated, three (3) resigned, one (1) suspended publication and five (5) were dropped for non-payment of dues. One (1) associate membership terminated, making a total membership on December 31, 1920, of five hundred and fifty-two (552), of which five hundred and forty (540) were active and twelve (12) associate.

NEW MEMBERS—ACTIVE

- Fall River (Mass.) Herald. Pensacola (Fla.) News. Erie (Pa.) Telegraph. Newburyport (Mass.) Daily News & Herald. Rock Island (Ill.) Argus. Paducah (Ky.) News & Democrat. Lexington (Ky.) Leader. Madison (Wis.) State Journal. Galesburg (Ill.) Evening Mail. Lincoln (Neb.) Daily Star. Bellingham (Wash.) Herald. Easton (Pa.) Express. Janesville (Wis.) Gazette. Norfolk (Va.) Virginian & Pilot. Colorado Springs (Col.) Evening Telegraph. New York (N. Y.) Amerikai Magyar Nepszava. Fresno (Cal.) Herald. Newark (N. J.) Freie Zeitung. New York (N. Y.) La Prensa. Tarrytown (N. Y.) Daily News. Grand Island (Neb.) Independent. New Rochelle (N. Y.) Evening Standard. Lewiston (Me.) Journal. London (Can.) Free Press. Miami (Fla.) Herald. Brantford (Can.) Expositor. Washington (D. C.) Herald. Philadelphia (Pa.) Press. Attleboro (Mass.) Sun. New York (N. Y.) Commercial. Jackson (Miss.) Daily News. Burlington (Iowa) Gazette. Gary (Ind.) Post. Fairmont (W. Va.) Times. Sharon (Pa.) Telegraph. Batavia (N. Y.) Daily News. Raleigh (N. C.) Times. Lawrence (Mass.) Telegram. Bisbee (Ariz.) Daily Review. New York (N. Y.) News. Boston (Mass.) Christian Science Monitor. Hackensack (N. J.) Evening Record. Glens Falls (N. Y.) Post Star. London (Can.) Advertiser. Rochester (N. Y.) Post Express. Winnipeg (Can.) Tribune. Kokomo (Ind.) Dispatch. Chicago (Ill.) American Daily Standard. Beaver (Pa.) Times. Muncie (Ind.) Press.

NEW MEMBERS—ASSOCIATE

- Shawnee (Okla.) Morning News. Orangeburg (S. C.) Times & Democrat. Norristown (Pa.) Times. St. Johnsbury (Vt.) Evening Caledonian. Denton (Tex.) Record Chronicle. Anniston (Ala.) Star. New Britain (Conn.) Herald. Ashabula (Ohio) Star & Beacon. Lebanon (Pa.) Daily News.

(Continued on page 102)

FOR OTHER A.N.P.A. CONVENTION REPORTS SEE INDEX ON PAGE 6

## INCREASED SERVICE TO MEMBERS A.N.P.A. GOAL

(Continued from Page 10)

mentals established, it will be with more telling effect that newspapers can continue preaching the gospel of optimism, the restoring of confidence, the bringing back to normal of our country's business.

"Obviously the accomplishment of these things forms the solution of our present newspaper problems, which gathered together and boiled down to a phrase is *abnormally high cost of production*. Certain industries, especially some that profited immensely through the war and the boom period, have tried to solve this problem by simply closing down their plants and waiting until costs of production decrease. This naturally the newspaper cannot do, even if it thought it the best policy.

"Necessarily a continuous business, the newspaper must meet the problem in both its branches—*materials and labor*. And without trespassing on the complete reports to be made on Labor and Newsprint by your committees, permit me to point to the fact that 'while daylight is ahead we are not out of the woods,' that the average contract price of newsprint for the first six months of this year is higher than the average contract price for last year, and that labor is at its very highest point known in the newspaper business, with further increases granted in some scales reported in the past sixty days. These are the conditions that prompted an experienced publisher recently to predict that many newspapers will become bankrupt this year unless they devise means of securing additional revenues.

"While the outlook in the newsprint market may be regarded as improving from the publisher's viewpoint, it has been pointed out that the market may become demoralized to such an extent that, later in the year, some publishers may be tempted to make reductions in subscription or advertising rates and throw down the bars to all the old-time wasteful practices and bad business methods, the abolishment of which has been the chief constructive advantage gained during the war and the newsprint manipulations of 1920. These advantages must not be surrendered for any temporary fluctuations in costs.

"Higher costs of production which are likely never to recede to the low point of some years ago, and the necessity of conservation of natural resources indicate a trend towards smaller and (let us hope), better newspapers in the future with correspondingly higher subscription and advertising rates.

"Among new activities of your association during the past year have been the Newsprint Conservation Committee, appointed under a resolution of last year's convention; the appointment of a committee to promote the enactment into law by Congress of a constructive measure for the conservation of our national forest resources; a report made during the year by your Committee on Standard Advertising Contracts, which is a step forward in connection with a subject of great importance to publishers as well as to advertising agencies; the inquiry by your Association into the news ink and carbon black situation, with a view of protecting publishers against possible danger of lack of supply and unwarranted prices.

### ESTABLISHED ACTIVITIES

"Valuable assistance was rendered by your Association to the committee in

connection with cable and radio communications.

"Your manager has aided a notable fight made for the passage, in the New York State Legislature at Albany, of the Meyer-Martin bill in combating bolshevism, sovietism and syndicalism in the photo-engraving trade; and against this un-American principle must be directed the entire strength of your Association and that of every publisher individually. Other new activities might be enumerated, the work being carried on more or less informally by present committees or through your manager or board of directors.

"Additional thought has been given to the perplexing question of stabilizing the newsprint market when the price recedes to normal, and to co-operating with the newsprint manufacturers by encouraging economies and elimination of waste on their part, by standardizing roll sizes, avoiding wasteful freight hauls, keeping paper within contract weight, securing reasonable contract conditions, etc.

"Referring again generally to the business that has brought us together here today, the growth of the idea of co-operation among newspapers must be gratifying to everyone. I refer particularly to the progress made by the inter-State and State publishers' associations in getting together in greater numbers and more constructive programs than ever before.

"Possibly of greatest importance, however, has been the formation and growth of co-operative efforts among publishers of the different cities and town localities for the protection and advancement of mutual interests. Competitive publishers in a field have not only got on speaking terms with each other, but have advanced to a condition of mutual trust. Truly, great advancement has been made in eliminating wasteful (and almost criminally wasteful) competitive methods that lead nowhere except to depletion of the cash drawer.

### OPPORTUNITIES FOR ADDITIONAL WORK

"Opportunity for further increasing the usefulness of your Association is limited only by the money you put into it and your willingness to help. On every hand there are opportunities for additional work on matters of mutual concern, and for enlarging and extending the work already started.

"There have been pointed out the possibilities of the employment, if resources permitted, of a newspaper mechanical engineer, whose services would be at the command of members at any time in presenting the last word in efficiency in plant construction, operation, etc.; also the possibilities of usefulness of a legislative expert, whose business it would be to supervise matters relative to Federal, and possibly State legislation affecting newspapers.

"Under present conditions, however, the greatest need of your Association for the advancement of its aims and purposes, is a keener interest and a greater willingness on the part of members to make sacrifices of their own time and effort for the advancement of work for the benefit of all. While the offices of both your manager and the chairman of the Special Standing Committee are working up to the limit, and even beyond it, much of the work is of such a nature that it must be done by capable members. Your interest and

help will pay big in return of results obtained.

"Remember, you get out of your Association about what you put into it. Payment of dues cannot accomplish it all. By indifference you not only lose, but fail to give those to whom the work has been entrusted helpfulness and stimulus. Even a kick is welcomed by Mr. Palmer, I believe, rather than your silence. Your advice should not be saved for convention time. Co-operation of all members is especially needed in supplying the chairman of your Special Standing Committee with new labor scales and other information on labor subjects of interest and value to other members, in order to bring the labor bulletins up to the highest possible point of value to all; also in supplying your New York Office with all items of information on credits, frauds, fakirs, etc., in order to make the bulletin service relating to advertising of still more value."

### SPECIALS ABIDE BY A. N. P. A.

#### To Withhold Recognition Activities for Present—Define "National"

Following passage by the A. N. P. A. convention of the resolution, Friday, against the Six-Point League and the Chicago Newspaper Representatives Association's practice of passing upon and recommending "recognition" of advertising agencies. Members of the two newspaper representatives' associations held a luncheon meeting at the Hotel McAlpin, with the Six-Point League as host, and agreed that it would be wise to suspend such activities at least until it could be seen whether or not the A. N. P. A. carries out its promise of expediting recognition applications. There have been many complaints in the past that the A. N. P. A. took too long a time to approve or refuse.

It was also the mind of the two representatives' bodies that there should be a standard definition of what constitutes national or foreign advertising, as the result of which the following was adopted:

"National advertising is advertising which emanates either directly or indirectly from a manufacturer or wholesaler of a product trade-marked or otherwise capable of being generally advertised with standard copy of comparative uniformity, paid for wholly or in part, directly or indirectly, by the manufacturer or wholesaler."

On the matter of equalization of national and local rates, the majority opinion was that in cases where there is much difference between the two classes now it would be impossible for publishers to put both on the same basis immediately. While it is desirable to many agencies, national advertisers and "specials," the best that can be hoped for is that it may be worked out some way in the future.

Col. Mortimer D. Bryant, president of the Six-Point League, presided over a company of about 75, thirteen of whom were Chicagoans.

### N. Y. State to Resist 44-Hours

The New York State Publishers' Association at a special meeting held at the Waldorf-Astoria, New York, Thursday afternoon, unanimously passed a resolution pledging its moral, financial and material support to those New York State publishers upon whom demands have been made for a work week of less than 48 hours, and also pledged to co-operate with them in resisting any such demands. About 25 members, who were in New York for the A. P. and American Newspaper Publishers' Association convention attended.

## GOVERNMENT 44-HOUR CONFERENCE FAILS

### No Agreement Is Reached At Meeting Before Secretary Davis—Printer's Differences Now Local Proposition

WASHINGTON, April 29.—No agreement was reached today at the conference between Secretary of Labor Davis and employers and employes in printing business. The meeting was the 44-hour week demanded by the employes in place of the 48-hour week in effect.

The new schedule is requested May 1. Davis said today conference will not be continued. This means the differences must be settled in city and by each publishing house, job office as a local proposition. No strike order was issued, it is understood.

### Kansas Against 44-Hour Week

(By Telegraph to Editor & Publisher)

KANSAS CITY.—Officials of the International Trade Compositors' Association of the U. P. A., are conferring with labor leaders here and the owners' organization looking toward settlement of the proposed printing strike May 1. Many of the local printers in the smaller Kansas towns are expected to turn down the plan for assessments in the event the nationwide strike of union printers in shops goes into effect May 1. Most of the newspaper plants in the state, it is learned here, will decline to sign the hour week contract.

### Many Sign for 44-Hour Week

INDIANAPOLIS, April 28.—Committee providing for the forty-four-hour in book and job printing offices has been signed by employing printers in cities throughout the country. Walter Barrett, Vice President of the International Typographical Union, said today. National headquarters has structured subordinate unions to decline strikes on May 1 in all offices where forty-four-hour week has not been adopted.

Exceptions are authorized where contracts extend beyond May 1.

### "Six Six" Votes Assessment

By an overwhelming majority the International Typographical Union No. 6, in a referendum vote taken Monday, decided to make assessment of 10 per cent on the earnings of all its 9,000 members, bring in approximately \$200,000 a month, to be used in aiding the book and job printing of the country to obtain the forty-four hour week beginning May 1.

### No Settlement in Baltimore

BALTIMORE, April 26.—No move gives any prospect of avoiding the printers' strike scheduled to begin here Monday has been made, according to Arthur L. Jackson, President of Typographical Union, and both Jackson and the employers say they no doubt the strike will occur.

### Strike Threatens in Denver

DENVER, Colo., April 27.—Demand for local printing crafts unions for reduction in working hours is likely to precipitate in a strike May 1 and may result in publication of the official ballot for the coming municipal election, the event of a strike, a court order compelling the printers to turn cut the ballot may be the only recourse left to the authorities, J. H. Hamilton, secretary of the commission, said today.



## BUREAU MEMBERS HEAR TRUTHS ON CONDITION OF COUNTRY

Francis Sisson and E. J. Cattell Speakers at Annual Luncheon— Nearly 800 Guests—Chairman William F. Rogers Is Toastmaster

THERE were 760 names on the seating list of the luncheon of the Bureau of Advertising of the A. N. P. A., Wednesday, and several hundred of applicants for tickets had to be refused on account of the limitation of the grand ballroom of the Waldorf-Astoria. That the numbers alone, which is a tribute to the luncheons of former years rather than a criterion by which to judge the success of this convention. But if the purpose is to continue to grow in proportion to the merit and the enjoyableness of the occasion, more will be needed away next year or a larger room will have to be chosen for the luncheon.

Guests of the Bureau were not burdened with heavy speeches; nor were the minds, already crowded with the thoughts of matters pertaining to their business forced to attention to new problems nor surfeited with dissertations on the "power of the press" and the primary and important duties the publishers owe to the public and the burden they are in being the "moulders of public opinion and the upholders of the political and social morals of this great

land—and this, indeed, has been the general policy of the Bureau of Advertising luncheons—they listened to some of the truths on the condition of the country and the financial condition of the world, told by a man who has devoted years of intensive study to the conditions of the day as they assumed importance, and an eloquent address by the master orator whose patriotism permeates always his welcome remarks.

### Got To Work Quickly

The presiding officer, William F. Rogers, chairman of the committee in charge of the Bureau, wasted no time in starting the speaking. Though William A. Sisson, director of the Bureau, was scheduled for an address, Mr. Rogers asked him to take the lead. Mr. Sisson's few sentences were devoted to urging the publishers for a wider support of the Bureau and some cogent reasons why it has a right to greater consideration.

His provincial comprehension of the economic situation in America was illustrated by Francis H. Sisson, vice-president of the Guaranty Trust Company, New York.

Mr. Sisson laid upon organized labor the blame for the increase in railroad rates and the small earnings by the industry. He declared that while the cost of living had advanced 90 per cent in the above living costs in 1915, railroad rates had increased its wages 150 per

cent. In talking with the farmer and the producer, he said that the tariff barrier which the agriculturists were being would not benefit them, but rather work to their injury in the long run. The creation of new markets, he said, could relieve the present depression and make for prosperity, not only increased prices. Mr. Sisson's address in part follows:

Mr. Sisson said: "New problems, new situations, new conditions, political, social and economic, have risen on all sides as the aftermath of war and are being considered. Confusion of thought and ignorance of facts seem to be the prevailing mental attitude

of all nations, including our own. Leadership out of this mental darkness which has spread over all countries is the pressing demand of the hour. The world's trade, industry and finance were all thrown completely out of balance by the war, and there must be a complete economic reconstruction of the whole world.

### CAUSES OF DEPRESSION

"That is the situation we face today, and it presents a problem in which we are involved in common with all other nations, and whether we will or no we must consider our relations to other nations as an essential feature of our own national life. We can no longer dwell within the narrow insularity and provincialism of the past. We can no longer be content to live and let live, but we must live and help live if we are to enjoy the fullness of life ourselves. While before the war we were a debtor nation in the sum of five billions of dollars, we are today the world's creditor in the sum of more than 15 billions of dollars and our entire relationship to the world's business and the world's interest is completely altered—a change which we are tardily recognizing and the full significance of which we have not yet begun to comprehend.

"The fact that we have not awakened to the complete meaning of our new status in world affairs and of the reactions here of international economic forces is evidenced on every hand. Only a few days ago, for instance, farmer organizations petitioned the President and the Interstate Commerce Commission to readjust railroad rates to a pre-war basis and are bringing pressure to bear on Congress to pass the emergency tariff bill now pending before that body. The farmers also have sought the President's aid to obtain a general decrease in Federal Reserve Bank rediscount rates based on farm commodities and a large increase in Federal Reserve Notes. A bill has been introduced in the House of Representatives proposing to limit the interest chargeable by the Federal Reserve Banks. Organized labor is seeking to maintain war-inflated wages and special privileges, seemingly unconscious of the fact that the international political and economic forces which made those wages and privileges possible have been supplanted by equally irresistible forces of deflation.

### RAILROAD RATES AND OPERATING COSTS

"These instances are a few of the more striking activities of the day that are symptomatic of our persistent provincial point of view and of our misunderstanding of the true causes of the prevailing economic depression in this country. So long as such a widespread misconception of those causes exists there can be no solution of the paramount problem confronting us, namely, economic stabilization and the maintenance of our national prosperity. While we have made many important readjustments since the peak of inflation in May of last year, we have not accomplished the most important of all—mental readjustment to the stubborn and inescapable facts in the case.

"Rail rates are unquestionably too high in instances, not only for the welfare of business generally but also for the best interests of the railroads themselves.

There they should be reduced. But the farmers and business men who are clamoring for a general readjustment of these rates to a pre-war basis should realize that they are demanding drastic action on the part of the Interstate Commerce Commission which would mean financial disaster to the railroads and eventually to the commerce of the country. Here is a striking instance of the lack of knowledge on the part of some of our people regarding one of the most vital domestic problems of the day.

### RAILWAY WAGES AND COST OF LIVING

"It should be patent to all that to reduce rates without first reducing railroad operating costs would be calamitous. Operating costs, however, cannot be materially curtailed so long as sixty-three per cent of railroad revenue is absorbed in wages, as contrasted with only forty-three per cent in 1917. So, in the final analysis the farmers' quarrel is not with the railroad managements but with organized railroad labor which is opposing a reduction in the largest item of operating cost and thereby penalizing the farmer and all other producing interests in the country. Instead of applying pressure on the Interstate Commerce Commission, the farmers should address themselves directly to the railroad brotherhoods and demand a deflation of unjustifiable war wages and a full day's work for a full day's pay.

"At the level established by the increased wage award of 1920 railroad wages represented an increase of 130 per cent over 1915, while the cost of living, as estimated by the National Industrial Conference Board, was only 90 per cent above the cost of living for 1915.

"The annual return on railroad investment for the last seven years proves that the railroads did not profiteer during the war and after-war periods. On the contrary, their return steadily declined while the earnings of railroad employees were mounting by no less than two billion dollars in three years. This increase in payroll was to compensate for increase in the cost of living. But the railroad investor was not only compensated in the same depreciated dollar that the working man found to be worth only fifty cents in purchasing power, but the investor received fewer dollars. Railroad dividends declined from an aggregate of three hundred and twenty million dollars in 1917 to two hundred and seventy-eight million dollars in 1920. During that period railroad wages, however, increased from one billion, seven hundred and thirty-nine million dollars to three billion, sixty million dollars.

### THE TARIFF FALLACY

"The throwing up of tariff barriers for which the farmers plead will, in the end, not only fail to accomplish its purpose—the bettering of the farmers' condition—but will do the very opposite. Here again a more comprehensive understanding of the international economic situation would save us from committing a serious legislative blunder. And the crux of this misconception lies in the failure of the advocates of the Emergency Tariff Bill to realize that this country has been transformed from a debtor to the leading creditor nation of the world. Measures of this character can only produce results which, in the end, will prove uneconomic and unsound and will not reach the fundamental cause of the present unfortunate plight in which the farmer is now placed in respect of his unsold products.

"Actual relief of the present condition can come only through the creation of new markets and outlets for the products of the farmer and not in artificially increasing the prices of goods entering

into domestic consumption. The result can be accomplished best by opening up our foreign markets to take over our surplus supplies.

"The future prosperity of the country depends largely upon our activities in foreign fields of commerce and a policy so archaic and provincial as to shut off our commercial intercourse with the world cannot remedy the unfavorable conditions against which we are now fighting.

"A systematic campaign to bring about lower Federal Reserve discount rates and to increase the volume of our currency has been launched in Washington by a group of Senators from Western and Southern States. The specific objectives sought are a general decrease in rediscount rates based on farm commodities from 7 to 6 per cent and an increase of one and three-quarter billion dollars in Federal Reserve Notes.

### EFFORTS TO REVIVE INFLATION

"There has also been referred to the House Committee on Banking a bill which would limit the interest chargeable by the Federal Reserve Banks to 5 per cent per annum.

"Both this bill and the so-called campaign which I have just mentioned are unsound and once more demonstrate the crying need for greater economic knowledge in this country.

"Wholly aside from the question of whether paper based on farm commodities merits a preferential rediscount rate—and, incidentally, I have full faith in the sound judgment of the Federal Reserve Board to determine the issue wisely—the fundamental mistake lies in the effort to bring political pressure to bear on the Federal Reserve Board, which should be as free from such considerations as the United States Supreme Court. The policies of the Federal Reserve Board must be determined by economic factors alone.

"The passage of the bill which proposes to limit interest rates of the Federal Reserve Banks would automatically revive currency inflation and deprive the Federal Reserve Banks of all power they now possess for controlling inflation. The inevitable result would be to recreate conditions which could precipitate money panics, one of the chief things the Federal Reserve System was designed to prevent.

"After passing through the throes of monetary inflation and its resultant vicious circle of ever-soaring prices and costs, the country's actual circulating medium was decreased only one hundred and twenty-five million, two hundred and ninety-two thousand dollars between April 1, 1920, and the corresponding date of this year. To add one and three-quarter billion dollars to Federal Reserve Notes would not relieve the financial condition of the farmer or business man, but, on the contrary, would jeopardize it even more, through reviving currency inflation and all its attendant evils. More productivity and more thrift, not more inflation, are demanded in this country today.

### COMPLETE READJUSTMENT NEEDED

"We must not take a backward step. We must go on with the necessary readjustments until they have been completed. We cannot have stabilized conditions otherwise. Our farmers must remember that while they have borne the brunt of deflated prices so far, and the average price paid to the producers of the principal crops in this country on April 1 was 58 per cent lower than a year ago, the forthcoming crop will be raised cheaper than the last by about 25 per cent. The supply of farm labor at the beginning of this month was 95 per

(Continued on page 104)

**\$200,000,000 NATIONAL ADS IN NEWSPAPERS**

(Continued from page 13)

series of 'Letters to Traveling Salesmen.' These were prepared after several requests had been received from advertisers for help in explaining the benefits of newspaper advertising to their own salesmen. More than 1,500 sets of these letters have already gone out, and they are still being sought by advertisers and agencies at the rate of 25 to 30 copies a day. A second edition has been ordered.

"There were many similar pieces of literature issued including 'A Retailer's View of National Advertising,' a summary of 'newspaper arguments' for the use of newspaper solicitors, and a series of promotional advertisements which are still running in several hundred papers throughout the country. These promotional advertisements have undoubtedly been helpful in restoring business confidence and reviving interest in newspaper advertising.

**MARKET SURVEYS**

"During the year the Bureau completed two major market surveys and is finishing a third. In addition to these, it made numerous supplementary investigations bringing old surveys up to date and getting fresh market information. It also produced many minor surveys of great importance. One of these just completed was made at the request of tire manufacturers who desired to ascertain the condition of tire stocks in the hands of retail dealers.

"So important was the information to the industry, that much of this report was gathered by telegraph and the Bureau is in receipt of letters that would indicate that the findings have been of immense value to tire manufacturers and will be an important factor in re-establishing tire advertising in the newspapers.

"An interesting side light upon this survey was the demand on the part of important bankers for copies and the desire of manufacturers that the bankers should be advised that conditions were ripe for a revival of business."

"The surveys as well as the Bureau's literature carry with them the names of the supporting newspapers of the Bureau and are of marked value in bringing the markets of the Bureau's members to the attention of advertisers. Instances have been reported during the year where campaigns have been laid out on the market information furnished by the Bureau.

**ORGANIZATION**

"Your committee, appointed at the 1920 convention, consisted of:

"William F. Rogers, Boston Transcript; G. Edward Buxton, Jr., Providence Journal; Harry Chandler, Los Angeles Times; William Findlay, Toronto Globe; Lafayette Young, Jr., Des Moines Capital; Fleming Newbold, Washington Star; S. E. Thomason, Chicago Tribune; Louis Wiley, New York Times; David B. Plum, Troy Record; John B. Woodward, Chicago Daily News.

"The committee organized at a meeting at the Waldorf-Astoria, New York, April 23, 1920, 1 P. M., by re-electing William F. Rogers, chairman, Lafayette Young, Jr., vice chairman and Howard Davis, treasurer. The chairman appointed David B. Plum chairman of the finance committee, with Louis Wiley as his associate. During the year M. D. Hutton was succeeded by Harry D. Reynolds as advisory member from the Six Point League, and Edwin S. Wells was

succeeded by Charles B. Nichols as advisory member from the Newspaper Representatives' Association of Chicago. "Your committee has continued intact throughout the year, except for the resignation of Col. G. Edward Buxton, Jr., who retired from the Providence Journal to enter the textile field.

"Your committee has held three meetings during the year, one of these on October 14, in connection with the Convention of the American Association of Advertising Agencies and the Audit Bureau of Circulations, at Chicago.

**MEMBERSHIP**

"One year ago the Bureau had 477 members, and its report of February 28 shows a membership of 448. Part of this shrinkage in membership is explained by consolidations that have taken place during the year. In the point of actual withdrawals, there was less fluctuation in the Bureau's membership than any year in its history. Of its present membership 281 are members of the American Newspaper Publishers' Association.

"Of the 555 members of the A. N. P. A., therefore, 274, or nearly 50 per cent,

more than 750, after 100 additional applications had been refused for lack of room. The speakers included John Sullivan, secretary-treasurer, A. N. A., Harry Dwight Smith, President A. A. A., Hon. E. T. Meredith, Secretary of Agriculture, and the director of the bureau. The chairman, William F. Rogers, presided.

**THANKS**

"Your Committee thanks the officers of the A. N. P. A., the members of the Six Point League of New York and the Newspaper Representatives' Association of Chicago for courtesies and co-operation extended during the year. It is also deeply appreciative of the interest shown in its work by the trade press, and of the helpful spirit evidenced at all times by the American Association of Advertising Agencies, the Association of National Advertisers and the Audit Bureau of Circulations.

"The Committee also thanks the members of the Bureau for the excellent support given to the organization during the past year.

"The financial report of the Bureau follows:

**AN AMERICAN'S CREED**

By CHARLES W. MILLER

HAVE we not all one Father? Hath not one God created us? Why do we deal treacherously every man against his brother by profaning the covenant of our Father? (Mal. ii:10). Owe no man anything, but to love one another (Rom. xii:8). For by one Spirit are we all baptized into one body, whether we be Jews or Gentiles, whether we be bond or free; and have been all made to drink into one Spirit (1 Cor. xii:13). Render therefore unto Cesar the things which are Cesar's; and unto God the things that are God's (Matt. xxii:21). Therefore all things whatsoever ye would that men should do unto you, even so do ye unto them: for this is the Law and the Prophets (Matt. vii:12).

Copyright released for publication in EDITOR & PUBLISHER, NEW YORK, N. Y.

are not supporting the Bureau of Advertising.

**FINANCES**

"Notwithstanding the increase in expenses made necessary by the opening of a Western office, the Bureau has ended the year with a splendid financial showing. Its books were closed on February 28, and its accounts audited by Howard Greenman, C. P. A., at the direction of the committee. The total gross income for the year was \$58,134.78, while the total expenses were \$48,581.00, leaving a net income of \$9,553.78.

"Some of the Bureau's fixed charges, such as rental, etc., have increased during the latter part of the year, and the calls upon its income will be larger in the succeeding year. There is, however, every indication that the Bureau will have sufficient funds to meet its expenses and to provide necessary enlargements. Further support, however, is highly desirable for every new member now means further extensions and more intensive work, and every effort in this direction means enlarged returns.

**CONVENTIONS**

"The Bureau co-operated with the Newspaper Departmental of the A. A. C. of W. convention at Indianapolis, the associate director, the Western Manager and several members of the committee in charge being in attendance.

"Representatives of the Bureau also attended the various newspaper conventions during the year and other meetings held in the interests of advertising.

**SIXTH ANNUAL LUNCHEON**

"The sixth annual luncheon of the Bureau was held at the Waldorf-Astoria Hotel, April 21, with an attendance of

**FINANCIAL STATEMENT AND REPORT**  
Statement of Assets and Liabilities as of February 28th, 1921

ASSETS	
Cash in Banks .....	\$14,332.86
Petty Cash .....	33.78
Liberty Loan Investments .....	1,000.00
Due from Members .....	3,323.51
Furniture and Fixtures .....	389.07
Accrued Interest .....	22.75
<b>Total Assets .....</b>	<b>\$19,101.97</b>
LIABILITIES	
Dues Paid in Advance .....	\$ 571.50
Unpaid Expenses .....	1,646.09
<b>Total Liabilities .....</b>	<b>2,217.59</b>
<b>Balance, being Surplus at February 28th, 1921 .....</b>	<b>\$16,884.38</b>
Income Account—March 1st, 1920, to February 28th, 1921	
GROSS INCOME	
Members Dues, less amount written off as uncollectible .....	\$57,856.91
Sale of Newspapers, as Collected .....	10.15
Sale of Binders, as Collected .....	1.50
Interest on Bank Deposits and Liberty Bonds .....	266.22
<b>Total Gross Income .....</b>	<b>\$58,134.78</b>
EXPENSES	
Total Expenses, as Paid .....	\$46,545.86
Add: Depreciation of Furniture and Fixtures .....	389.05
Add: Unpaid Expenses at February 28th, 1921 .....	1,646.09
<b>Total Expenses .....</b>	<b>\$48,581.00</b>
<b>Net Income .....</b>	<b>\$9,553.78</b>
I hereby certify that, in my opinion, the above Statement of Assets and Liabilities fairly states the condition of the Bureau of Advertising at February 28th, 1921, and that the attached Income Account shows the operations for the period from March 1st, 1920, to February 28th, 1921.	
A detailed report of my examination of the accounts of the Bureau of Advertising has been rendered under this date to William A. Thompson, Director.	
H. GREENMAN, Certified Public Accountant. New York, March 29th, 1921. Signed on behalf of the Committee in Charge, WILLIAM F. ROGERS, Chairman.	

**MARK G. PERKINS DEAD**

**Owned Fremont Herald and Started Omaha Commercial Club**

Mark G. Perkins, editor and owner of the Fremont (Neb.) Herald, dropped dead at the family home, April 20. Perkins was born in Rochelle, Ill., April 9, 1862. He started at the bottom in the printing trade, getting his experience at Storm Lake, Ia. He went to the Chicago Tribune in 1876 as a sub-reporter and employe in the mechanical department. In 1886 he came Des Moines manager of the American Press Association and was later transferred to Omaha in the same capacity. While residing in Omaha was one of the three men to begin the Omaha Commercial Club and was one of the charter members of the Sar-Ben Society.

Mr. Perkins purchased a half interest in the Columbus (Neb.) Telegram in 1904. The following year he took over the Fremont Herald, which he had published. Mr. Perkins was a staunch democrat from the time Bryan first aspired to the presidency.

**WASHINGTON AD CLUB GROWING**

**Its Better Business Bureau Committed at Annual Dinner**

The annual dinner of the Advertising Club of Washington, D. C., was held in Wardman Park Inn, Tuesday evening, April 19th. It was largely attended and the meeting included the wives and sisters of members. Rowe Stewart, president of the Associated Advertising Clubs of the World, was the principal speaker. Richard H. Lee, chairman of the National Vigilance Committee; H. Frank Charles, vice-president of the Associated Advertising Clubs; John E. K. vice-president of the Associated Advertising Clubs; J. Wesley Barber of the Barber Advertising Agency; H. H. Levi, president of the Washington Advertising Club, were the other speakers. Frank Hogan presided.

After an excellent dinner a number of vaudeville acts were put on. The speakers commented on the wonderful increase in the membership of the Advertising Club within the last six months. Washington was commended, too, for the success of the Better Business Bureau. Some of the speakers asserted that the Washington Bureau was the best and the most successful, and the enthusiasm of Washington merchants and the newspapers over the work of the Bureau was considered most unusual in view of its newness, it generally requiring a longer period to create a functioning organization.

A nominating committee consisting of Joseph A. Berberich, chairman, George Ostermayer, Maurice Kain and E. C. Rogers was appointed to bring in nominations for the annual elections to be held in May.

**New Legion Publication**

The Albany (N. Y.) Publicity Service, conducted by Raymond C. Mar and John T. E. Davis, formerly the editorial staff of the Albany Argus has been designated by the state committee of the American Legion as the Central New York advertising agency for the Empire Legion, official publication of the Legion in New York state. The paper will be sent to each of the 100,000 legionnaires in the state.

Francisco Luis, City editor of El Debate, Madrid, Spain, is visiting in New York.

# PRES. HARDING HOPES FOR AID OF PRESS IN NATION'S MANIFOLD PROBLEMS

## John W. Davis, Late Ambassador to Great Britain, Calls Newspapers Greatest Educational Institution at Annual Luncheon of the Associated Press

THE annual luncheon of the Associated Press which took place immediately after the close of the morning session brought together the largest number of members that has ever attended one of these functions. American flags were draped from the boxes and on the wall behind the speakers' desks, most appropriate decorations for a gathering representing the bone and sinew of American Journalism.

In spite of the large number of guests there was plenty of elbow room at the tables, for which those publishers with ample waistcoats were particularly grateful. As the members made their way to their places an orchestra in the balcony at the end of the room played inspiring music.

### AT THE SPEAKERS' TABLE

Among those seated at the speakers' tables were: Victor F. Lawson, of the Chicago Daily News; Herbert S. Bridgman, of the Brooklyn Standard Union; Charles A. Rork, Pittsburgh Dispatch; Elbert H. Baker, Cleveland Plain Dealer; Frank P. MacLennan, Topeka State Journal; Calvin Cobb, Boise (Idaho) Statesman; Clark Howell, Atlantic Constitution; John R. Rathom, Providence Journal; V. S. McClatchy, Sacramento Bee; Charles Hopkins Clark, Hartford Courant; Frederick Roy Martin, Melvin E. Stone, and J. R. Youatt, of the Associated Press; and L. B. Palmer, general manager of the American Newspaper Publishers' Association.

Frank B. Noyes, President of the Associated Press, before introducing the orator of the occasion, made one of his brief and philosophically cast addresses that have been one of the features of these annual gatherings of the Association. In introducing John W. Davis, recently Ambassador to Great Britain, he alluded to the fact that Mr. Davis had been selected as general counsel of the Associated Press succeeding Mr. Jennings, whose death occurred during the past year. Mr. Davis received a warm welcome from the members when he arose to speak. He spoke without oratorical effort in a straightforward and clear manner that held the attention of his hearers until the end of his remarks. It was agreed by those who heard him that his address was one of the best delivered before the Association in recent years.

### THANKED FOR WAR SERVICE

A letter from President Harding bespeaking a continuance of the lofty motives that inspired American newspapers during the war was read at the luncheon. Frank B. Noyes, president of the A. P., in behalf of the Association, pledged support and sympathy to the President in the great tasks before him and gave the only toast offered on these occasions: "The President of the United States."

Beginning his remarks, Mr. Noyes sounded an optimistic note. He said:

"It is in a troubled world that we meet today, but least of all is it a time for us to indulge in pessimism. The rising sun as it reaches in its turn each vexed and burdened country on this vexed and burdened globe is still a rising sun and we hope and believe that each sunrise will find a world a little more tranquil, a little more at rest.

"This betterment will not come automatically though. It must come by human effort and in that effort this nation of ours must play a great part.

"While today all over the world each country seems to devote itself to hating its nearest neighbor, this must pass and an ordered world begin again to move forward.

"It would be hard to assemble a gathering more diverse in its political or economic beliefs than in our meeting today.

### AN OPTIMISTIC NOTE

"I believe though, and I take it as a sign of great hopefulness, that everyone here desires that, forgetting past dissensions, this nation through its leaders should do its best possible for our allies and for the whole world, and, broadly speaking, what is good for one will be good for all.

"It seems to me that the people of the United States are singularly united in cordial support of our President, in full confidence that he will find the right path for us to follow in this world-wide welter of confusion.

"In this feeling, I am sure everyone here joins.

"Heavy indeed are the burdens that he will bear, tangled indeed are the problems that he faces. We bid him good cheer in meeting, as he must, his great responsibilities. He will have our support and our sympathy in the great tasks he is confronting.

"I give you the only toast it is our wont to offer on these occasions:

"The President of the United States, Warren G. Harding."

The letter from President Harding was then read. It is published on page 7.

Introducing former Ambassador John W. Davis, who was the guest of honor, President Noyes said:

"When this organization was in the process of formation, those who were responsible for planning it sought the advice of many great legal minds, but as our chief adviser selected Frederic B. Jennings.

"Through all the years since then until his death last year, Mr. Jennings was our trusted general counsel.

"He was, of course, a very great lawyer. He was in addition a very wise and sober adviser. But those of us who were privileged to be in close contact with him through these twenty years do not remember him, do not think of him as the eminent lawyer, from whose knowledge and wisdom we profited, but as the dear, dear friend who has gone before.

"To find a successor for Mr. Jennings was not easy. Our legal pathway is not strewn with flowers, but I am glad to say our legal perplexities are not those of a defendant. On the contrary we have been engaged in blazing new paths in search of elemental justice in estab-

lishing our rights to the fruit of our labor and expenditure—our property right in the news we jointly collect.

"Those to whom the direction of your affairs is entrusted were unanimous in their desire to have one man take up the work of Mr. Jennings and within the last few days he has agreed to become our general counsel.

"That he is a great lawyer goes without saying, that he is also a great diplomat also goes without saying, that he will be a wise and prudent adviser we are sure, that he has a gracious and delightful personality is certain, that he will take us into his heart as we have taken him into ours is our sincere hope.

### MR. DAVIS' SPEECH

"He has served his apprenticeship in such minor tasks as Congressman, as Solicitor General of the United States and as Ambassador to the Court of Saint James, and now enters upon his real life work.

"It takes an experience in public life to drive home the vital connection between governmental policy and the daily news. On the personal side, of course, politicians shrink from publicity, even as the modest flower shuns the sun, and although sometimes they succeed in overcoming their aversion to the limelight, it is not without a struggle. But the essential and indispensable thing when any line of action is proposed is to get the facts to the people. That done, the majority under our theory of government must decide, and I, for one, believe they can be trusted to decide with wisdom.

"Naturally, in view of past and present events, I am thinking at the moment in terms of the foreign relationships of the United States. To a large and increasing extent these lie in the keeping of the daily press. History, I think, will show that occasions are rare when those in charge of foreign relationships can blaze out an independent path.

"In the words of Lincoln, they do not control events but are controlled by them, and they must adapt their course to events as they unroll and to the public opinion of those whom they are called upon to serve. If this opinion is fed with distorted facts, unworthy suspicions or alarming rumors; if every careless utterance by thoughtless and insignificant men is to be given prominence in print; if every casual difference of view is to be magnified into a crisis, sober judgment and deliberate action become impossible. It is far easier, as most of us know, to raise a storm than to quell it.

### A GOOD OMEN

"It is a good omen that American newspapers unquestionably are giving more space to foreign news than in former times, and much more space proportionately than are their foreign colleagues. Perhaps at no time in our previous history was it more necessary that we should accurately know and understand what is passing in the rest of the world.

"This is neither the time nor the place for any discourse on American foreign policy. Certainly those on whose shoulders the burden rests are entitled to every opportunity to formulate their policy without premature criticism or unsolicited advice. It is clear, however, that among the problems which beset at the moment this anxious planet, three stand easily in the front rank.

"The first of these is the German indemnity. Until this subject is removed by rational agreement from the field of controversy, there neither can be nor will be any return to normal conditions of trade and commerce, and no permanent return to international peace.

"The second is Russia, where 178,000,000 people, occupying some of the most fertile areas of the globe, are slowly sinking under the weight of an intolerable despotism into political and social anarchy. It is a catastrophic process which outside interference is powerless to affect, but whose world-wide results cannot be computed."

Mr. Davis continued:

The attitude of the present government of Russia, Mr. Davis declared, was well summed up in a remark of the Bolshevik envoy Krassin to a friend of Mr. Davis' in London recently. M. Krassin was asked what was the Soviet policy toward the peasants and proletariat of the Muscovite Empire in the days to come.

"We intend to return them to the serfdom in which they were happy," was the reply of M. Krassin, which, Mr. Davis noted, bespoke both the frankness and the callous nature of the men now in control of Russia.

### LOOKING TO FUTURE

"The third undoubtedly is America, whose attitude toward the problems that have followed the ending of the great world war still awaits definition although two years and a half have passed since the guns were stilled. What that attitude is to be America alone has the right to decide, but the rest of mankind is well within its rights in calling upon us for decision.

"Please understand that I have no desire either to suggest or introduce any controversial question which might disturb the prevailing harmony of this harmonious gathering. Least of all do I desire to rake over the embers of past contention. I am thinking entirely in terms of the future. But the spectacle of a great nation, unable in a time of real crisis to take decisive action, and powerless because of divided counsels to move either forward or back, is one which should give us food for serious thought. A tiny sailing craft whose steering gear is out of order is of little consequence in its trouble to anyone but itself; but when a great liner lies wallowing in the waves along frequented lanes, with its fires banked and engines stopped, while captain and crew debate, it is not only in peril itself, but a menace to all who travel on the sea. One cannot but wonder whether the fathers in their excess of caution did not go further than modern reason should demand.

"John Hay, when Secretary of State, despairingly exclaimed that the fathers in their wisdom had decreed that for all time the 'kickers shall rule,' and that a treaty entering the Senate was like a bull entering the arena; one could not tell when or how the blow would fall, he could only be sure that the bull would not come out of the ring alive.

### WOULD CHANGE SENATE RULES

"The constitutional requirement of a two-thirds vote in the Senate to ratify a treaty had its origin in the jealousy of some of the thirteen original States toward their neighbors; but Rhode Island is no longer afraid of New York, and Maine does not shudder at the thought of Texas.

"Is there any reason today why the same Senatorial majority which can adopt a declaration of war and pass the most far-reaching and important statutes, cannot be equally trusted to advise and consent where treaties are concerned? What earthly excuse is there for giving to one Senator opposed to a treaty as much weight as to any two who favor it? In the era of broader national and international interests upon which, willingly or unwillingly, we are

(Continued on page 99)

## REPORT OF A. N. P. A. PAPER COMMITTEE

Gentlemen: Your Committee is composed of the following:—E. P. Adler, Chairman; Frank S. Baker, F. G. Bell, W. H. Dow, M. F. Hanson, H. V. Jones, Bradford Merrill, E. Lansing Ray, C. I. Stewart, S. E. Thomason, Ervin Wardman, T. R. Williams, Ex-Officio.

The Paper Committee has held the following meetings since last April:

August 11, 1920.—Joint meeting of the Board of Directors and this Committee, following which the Paper Committee issued a statement (Exhibit A) calling attention to the necessity for further conservation of news-print.

September 29, 1920.—Joint meeting of the Board of Directors and this Committee, following which President Williams appointed Mr. E. P. Adler, as Chairman of the Committee to succeed Mr. E. H. Baker, who had resigned.

November 8, 1920.—Joint meeting of the Board of Directors and this Committee, at which an invitation received from the News-Print Service Bureau to attend a luncheon of its members on the following day was accepted.

November 9, 1920.—Meeting of Board of Directors and this Committee with the News-Print Service Bureau, at which Mr. P. T. Dodge, presided. The meeting resulted in the perfecting of an arrangement by which, in future, the two organizations will be represented each by a committee of five with a view to maintaining contact and affording opportunity for discussion of mutual problems. President Williams offered several suggestions as possible lines of co-operation (Exhibit B).

December 10, 1920.—Meeting of this Committee with a committee of the News-Print Service Bureau for discussion of mutual problems. The discussion followed the suggestions tentatively submitted by President Williams at the joint meeting of November 9th. Each of the suggestions was discussed in detail (Exhibit C) and plans were formulated for the preparation of statistics and various data for the use of the committees at their next meeting.

As we meet today we are confronted with as serious, if not with as many, threatened dangers as confronted us one year ago. There is, as you will be told by Mr. S. E. Thomason who is in charge of tariff matters, grave danger that duty may be placed on news-print and pulp wood not only such as may be imported from Europe but from Canada as well. The Ways and Means Committee has under consideration not only such duties but a duty on spruce logs.

While the spot market is much lower than a year ago and also ranges well under the contract market, nevertheless the contract market is still far and above a price which reflects production cost and some \$10 higher for the first half of this year than the average of 1920.

Production costs in all lines reflect increases, as will be shown later in the report of the Committee appointed to cover that subject, and higher labor costs are indicated both by increased wage scales and decreased hours.

While publishers have succeeded in many instances in increasing the selling price of the printed paper and the advertising rate, nevertheless the volume of advertising shows such continued decrease as compared with last year we should see to it that every possible economy is exercised, both in order that income may exceed expense and that we may not be the cause of making such demand on the market that prices

will not soon reach a more normal point.

Should the threatened strikes occur we may find it necessary, in order to survive, to put into immediate practice conservation measures similar to those promulgated by the War Industries Board or even make far more drastic reductions of our consumption in order that we may not, because of our extravagance, be confronted with even higher prices than now prevail.

While full details of advertising, production, imports and exports of news-print paper, as well as publishers' and mill stocks on hand have been published in the bulletins, it may be interesting to note that 85 newspapers in 17 major cities show a loss in advertising for the first three months of this year as compared with the same period of last year, of 20,859,306 agate lines.

Production of news-print, notwithstanding largely increased capacity of the mills, showed a decrease during the first three months of this year as compared with the same period of last year, of 47,910 tons. This covers United States mills reporting to the Federal Trade Commission and Canadian mills reporting to the News-Print Service Bureau.

Imports of news-print paper reached their highest mark in December, 1920, when the total amounted to 81,789 tons. Of this amount, 14,206 tons were imported from Germany and 8,905 tons from Scandinavia, 58,275 tons coming from Canada. Imports have since fallen off, the January total being 68,949 tons of which 14,895 tons came from Europe, and the February total, 58,893 tons, of which 9,675 tons were imported from Europe.

United States exports of news-print have fallen off considerably. In February 2,533 tons were exported as compared with 5,597 tons in November, 1920.

Publishers' stocks of news-print, as represented by stocks on hand and in transit reported to the Federal Trade Commission, showed a steady increase from October to January 31st, when there was 53 days' supply; February showed 50 days' supply, as compared with 34 days' in February, 1920; March, 49 days as compared with 31 days in March, 1920.

Total mill stocks at all points, covering United States mills as reported to the Federal Trade Commission and Canadian mills as reported to the News-Print Service Bureau, have shown a marked increase since January when there were 42,227 tons as compared with 24,240 tons in January, 1920; there were 54,180 tons in March as against 35,965 tons in March of last year.

### ADVERTISING AND SUBSCRIPTION RATES

This is no time for publishers to yield to the importunities of various advertisers and advertising agents to reduce advertising rates. Production costs have not as yet diminished. The labor scales, both directly and indirectly, have increased and continue to increase. Other costs continue either stationary or show an upward trend. News-print on contract averaging about five and one-half cents for 1920 now averages six cents for the first six months of this year, or an increase of \$10 per ton over last year's average. This condition should make it patent to all that, with the reduction in volume of advertising, publishers who yield to the clamor for reduction of advertising

rates may be confronted with serious difficulties.

As postal rates are scheduled for further increase on July 1st, it is obvious that subscription rates may not be lowered without entailing further loss.

In answer to a request of the labor unions, a number of news-print manufacturers met with Union representatives in N. Y. City, February 24th, at which time the Unions presented propositions calling for an increase of approximately 10 per cent in wages on expiration of existing contracts. Some mill contracts expire May 1, and others May 11. The manufacturers met in N. Y. City March 30th to consider the demands of the Unions, and it was unanimously declared that because of business conditions a substantial reduction in wages is absolutely necessary.

### CONFERENCES WITH MANUFACTURERS

A conference between a committee of manufacturers and representatives of the labor unions followed on April 8, when the manufacturers presented the following proposition:

"Thirty per cent reduction in wages, no extra rate for overtime, nine-hour day for day workers, no union jurisdiction over labor outside mill structures, one year contracts re-adjustable on 90 days' notice from either side."

Union representatives decided to submit the proposals to a referendum vote of locals on Sunday, April 17th, together with the following:

"In case satisfactory agreements are not made between now and the time of expiration of present agreements, work will automatically cease in the mills of the companies represented, with the termination of agreements now in force."

The referendum vote of the labor unions overwhelmingly rejected the reduction in wages proposed by the employers.

A meeting of news-print manufacturers was held on Monday, April 25th, to further consider the matter. Officers of the Great Northern Paper Company, which is not a member of the manufacturers' group represented in the dispute, held a meeting with Union officials in Boston, April 26th.

### HEARINGS BEFORE THE WAYS AND MEANS COMMITTEE

Early in December, 1920, the Association received information that a measure had been tentatively agreed upon for the introduction and passage by Congress of a bill as an emergency measure, for tariff and customs purposes, to put foreign exchange on a parity with the American dollar. As such action would have nullified to a large degree the eight-cent provision of the present tariff law, which allows news-print valued at not above eight cents per pound to enter this country duty free, your Committee immediately undertook protective measures. This was followed within a few days by the announcement that the plan to put foreign exchange on a parity with the American dollar had been definitely abandoned.

Hearings on Schedule M covering papers and books were had February 5th and 7th, 1921, before the Ways and Means Committee which was considering tariff revision. Your Committee was represented by Mr. S. E. Thomason, who forcefully opposed any tariff on news-print or wood pulp and filed a brief (Exhibit D), on behalf of the Association.

The news-print manufacturers did not attend the hearings but filed a brief as part of a special report of the American Paper and Pulp Association (Ex-

hibit E). They asked a duty of \$15 per ton on news-print with the suggestion that such duty be suspended in the case of Canada and applied only by executive order whenever it may be shown that the Canadian provinces are maintaining or imposing restrictions that are inequitable or unfair.

The Sub-Committee of the Ways and Means Committee which is drafting the tariff clauses on lumber for incorporation in the new Tariff bill, has under consideration a duty on spruce logs of \$1.50 per thousand, which affects spruce used in the manufacture of paper.

Your Committee has made application for a hearing by the Sub-Committee, to ask exemption from tariff of spruce logs used in the manufacture of news-print.

### SPOT MARKET

European paper was offered during January, 1921, at prices ranging from 5½ to 6 cents f.o.b. dock N. Y. City which were lower than the average contract prices of domestic mills for the first quarter of the year. Domestic paper was offered in considerable quantities at prices ranging from 5 to 5½ cents f.o.b. mill.

The market continued to soften until in the latter part of February and through March the price of domestic paper averaged between 4½ and 5 cents mill. Early in April, domestic quotations were made at 4¼ cents mill and we learned of the purchase of one car at 4 cents. The market today is between 4¼ and 4½ cents mill.

Offers of Scandinavian paper, side-walk delivery New York, in 1,000 ton lots, have been made at prices better than 3½ cents, although from 4 to 4½ cents is the generally quoted price. German news-print is offered on contract at a price which will approximate 4¾ cents New York.

At the time of the 1920 Convention news-print was selling on the spot market at 15 and 16 cents per pound. Resolutions were adopted by the Convention calling upon publishers to pledge themselves to make no further purchases of the spot market and to hold consumption for the balance of the year with the same tonnage used between May 1st and December 31st, 1919. During the last week in April a number of leading newspapers in New York, Chicago and other major cities announced they would make no further purchases of the spot market, the publishers having individually decided to keep within their contract tonnage. The action of the Convention, together with this action on the part of representative publishers, had an almost immediate effect on the spot market, for early in May quotations ranged from 13 to 14 cents with some offerings reported at 11 and 12 cents. Spot market quotations continued with slight fluctuations until August when the quotations for domestic spot were from 11 to 12 cents f.o.b. mill and European paper 10 to 11 cents c.i.f. New York.

Immediately following the Convention your Committee took steps to ascertain as nearly as possible the amount of European news-print which might be available for importation into the market on the theory that if a sufficient amount of European tonnage were available it would have the effect of stabilizing the spot market and bringing it down more nearly to contract prices and at the same time would have a beneficial effect on 1921 contract prices.

(Continued on page 96)

For other A. N. P. A. Committee Reports See Index on Page 6

# JOHN P. YOUNG, DEAN OF MANAGING EDITORS, DIES AT 71

His "History of Journalism on Pacific Coast," Was History of San Francisco Chronicle, "Coast" and Himself—Recently Told Editor & Publisher of His Career

(Special to EDITOR & PUBLISHER)

SAN FRANCISCO, Cal., April 23.—John P. Young, for forty-four years editor of the San Francisco Chronicle, died here today. He was 71 years old, and was born in Philadelphia, August 9, 1849.



JOHN P. YOUNG

He came to California in 1877, and was the first man to assume managerial duties on the Chronicle. During his long career here he was identified with many phases of the civic development of the city.

To have been associated with one newspaper for forty-three years as managing editor was a distinction held by Mr. Young of the San Francisco Chronicle. In fact he was regarded as the dean of American managing editors, his history of "Journalism on the Pacific Coast" being at once the history of the Chronicle, the "coast" and himself. Unique also was the fact that during his long connection with the Chronicle Mr. Young always was under the régime of one person—M. H. de Young, noted editor and publisher of the Chronicle.

### RECORDER STIRRING EVENTS

John P. Young lived through and helped to record many stirring events that have gone to make up the history of the Pacific slope in general and the state of California in particular. His was an adventurous and notable career. When 16 years old he ran away from Philadelphia and enlisted in the Navy. He obtained his release while he was on his first long cruise.

After four years' work in a Philadelphia store he went to Arizona, where he had several thrilling experiences with Indians while he was engaged in the mercantile business. He continued on to San Diego, Cal., where he became business manager of the Union. Soon he changed to the editorial department. There his success was immediate.

Seeking broader fields, Mr. Young in 1873 went to Washington, D. C., where during four years he served as city editor of the Washington Chronicle. He then returned to California to take a place with the San Francisco Chronicle. After covering the 1877-78 session of the California legislature he was appointed managing editor of the Chronicle.

### CAREER OF CEASELESS STUDY

He then entered upon a career of ceaseless study and activity that did much to win the Chronicle a place among the foremost newspapers of the United States. He wrote a number of books and monographs on historical subjects, notable among them being "Protection and Progress," "Growth of the Modern Trust System," "Journalism in California," "Development of Manufacturing Industries in Japan," and "Bimetallism and Monometallism." Mr. Young was married in 1884 to Georgina Brown of St. Louis.

The rounding out of Mr. Young's 40 years' service with the Chronicle in 1917

was marked by an unusual ceremony, when he was presented with several handsome gifts by M. H. de Young and the business and editorial forces of the paper. Mr. Young traveled widely and was one of the founders of the Commonwealth Club of San Francisco, a leading civic organization of the Pacific Coast.

### MERGED WITH CHRONICLE

J. R. Young's devotion to M. H. de Young, publisher of the Chronicle, and the latter's son, the late Charles de Young, is a matter of common knowledge. Mr. Young, in a reminiscent mood recently, talked of his experiences of the last half century to EDITOR & PUBLISHER.

"I consider myself," he said, "so completely merged in the Chronicle organization that I find it difficult to separate my identity from it since my connection with the paper on the first of April, 1877. I am sometimes pleased to think that my life has been part of the history of the Chronicle since that date and when I review it I find that it is with the less hustling part of its career that I have been more closely identified.

"Perhaps my most interesting experience in the news gathering line occurred immediately after my first connection with the Chronicle. On May 7, 1877, the Chronicle received a dispatch from its then Washington correspondent, A. M. Gibson, detailing the confession of a man named George M. Pinney, whose meteoric career in San Francisco was linked with the leading politicians of California. Pinney was an enlisted man in the United States Navy. The enlistment, however, was a mere formality. He was placed in the Navy Pay Office to help carry out the schemes of some higher up politicians who were interested in helping certain naval contractors.

### STARTED ON PINNEY CASE

During his incumbency Pinney was at one time worth over a million dollars, an amount accumulated by him in mining stock gambling. Unfortunate ventures put him on the toboggan and political and other complications suggested flight. Men glad to get rid of a dangerous associate provided him with money which he soon got rid of and suddenly turned up in Washington where he surrendered himself as a deserter with no other object than to unload his story and get even.

"Being first from Washington, it naturally occurred to Charles de Young to utilize my knowledge of the national capital, and I was at once plunged into the midst of the biggest newspaper sensation experienced by San Francisco since the Vigilante Affair in 1856. I was the new reporter, but the editor recognized that I had the goods, and day after day I had the leading story to care for, although some of my associates in the local room were much more experienced newspaper men and better writers. If there was any rivalry, however, I was unconscious of the fact. I simply went about my business without waiting to be detailed by the city editor and it was only some years after Charles de Young's death that I learned I was known about the office as 'his man.'

"Out of this sensation grew a big libel suit and its outcome was the political death of a number of men who had managed the affairs of the Republican party for a number of years, and one of its after effects was connected up with the sand lot troubles in a fashion calculated to mislead observers who failed to get to the bottom of things. There had been a serious depression due to the almost complete failure of crops in the season 1876-7 and the working men were up in arms against what they called the Chinese invasion. Naturally they seized upon the disclosures of the Chronicle concerning governmental affairs, and added them to their list of grievances. Kearney and the other sand lot orators were violent in their denunciations of the existing order of things, and the newspaper offices were kept in a turmoil, but the so-called riots so much commented on by the Eastern press were really mild affairs, a statement borne out by the fact that a citizens' committee armed with no more effective weapons than pick handles had no trouble in subduing the rioters.

### THE CONSTITUTION OF 1879

"The constitution of 1879 has been referred to as a product of this uprising, but there is no ground for such an assumption. The convention which formed the instrument was called in 1876, and while the Workingmen's Party had a small representation, its members were too insignificant numerically to make any impress on the document. As a matter of fact the constitution was the product of the best legal talent of the state, and despite its alleged radical character the authors of the principal articles were corporation lawyers.

"The Chronicle was the only paper in the state with the exception of one or two small interior journals, advocating the adoption of the instrument. It went into the fight for all it was worth. Its columns were filled with arguments, and its proprietors hired halls and secured speakers. When the votes were counted it was found that the instrument had carried by over 10,000 majority. Subsequently its critics who had denounced it as the apotheosis of radicalism admitted that it was a very conservative organic law.

"Charles de Young could detect a piece of news as quickly as any man in the business, but he had some peculiar ideas concerning 'scoops.' On occasion he could be very original in that regard. During the contest I spoke of I prepared an article which I headed 'One Hundred and One Reasons Why the Constitution Should Be Adopted.' He was much taken with it and it was put into type. In the course of the evening he dropped into the office and asked me what position I had given it. I told him that we were so crowded I was forced to hold it over. 'It's got to go,' he said. 'Show me where,' I retorted.

### DOMINANT NOTE OF CHRONICLE

"The paper was crammed with matter pertaining to the constitution, and he looked over the forms and considered throwing some of it out. He was reluctant to omit a single item. Finally he settled the question by ordering the foreman to leave out the market reports, remarking at the same time that no markets would be needed if the constitution was beaten.

"Perhaps this was the dominant note of the Chronicle when I joined it. The paper was not a big one but Charles de Young believed in spreads. The opportunity to make one presented itself when General Grant, after his tour of the world in 1879, landed in this city. The welcome took the form of a water

pageant which the Chronicle reported with all its attendant circumstances, devoting seventeen columns to the descriptions which were written by sixteen reporters. It was conceded to be the fullest report of a single event ever made in a newspaper up to that time. Apparently it set the pace, for extended reports soon became the fashion in this country and abroad.

"Some years after this event the Chronicle created a mild sensation by printing a nine-page monogram on the subject of bimetallism. It was the first time that a daily newspaper ever attempted to print a book in a single issue. Not long after the paper followed the example it set for itself by writing an Industrial History of Japan. It occupied eight pages and was reproduced as a United States Senate Document.

### THE EARTHQUAKE CATASTROPHE.

The monograph on 'Bimetallism or Monometallism,' although copyrighted, was liberally printed by Senators and Representatives who compensated by making due acknowledgment. Both of these books were written by me, and represented a desire to familiarize myself with the burning questions of the day.

"The same comment extends to my 'Protection and Progress,' which, by the way, secured for me recognition in the Britannica as an authority on the subject of protection, and the declaration by the American Protection Tariff League that it was 'the best ever.'

"It doesn't often happen that an editor is called upon to help resurrect a paper. When a paper reaches the condition of requiring help it is usually beyond the possibility of resurrection. But San Francisco's little trouble in 1906 added to my experiences and I was called upon to help put the Chronicle on its feet again.

"The antecedent circumstances are a good deal more interesting than the slower work of rebuilding, but the story of the fire and the way it was handled by the Chronicle has already been told. All that I can add to it is a fact of peculiar interest to newspaper men. Every one connected with the editorial department of the paper reported for duty before seven o'clock. Many of them had wives, but in some way they convinced them, as I did mine, that devotion to the paper superseded every other consideration, and all of that exciting Wednesday they joined with me in a vain effort to get out an extra.

### THE SAME OLD STORY

"The then city editor made his assignments as coolly as if he were dealing with an ordinary, extraordinary affair, and the boys brought in their stuff and wrote it up in a matter of fact way which testified that it needed something more than a city on fire to disturb their serenity. The contributions to the joint daily issued under the auspices of the three morning papers from the office of the Oakland Tribune proves that this is no vain boast, for that tripartite journalistic product is singularly free from exaggeration. The rest of the world was much more agitated than the men who wrote the stuff. I might add that I have preserved the copy of an editorial which never saw the light, that would have made the fabled Phoenix stare with wonder if it had been allowed to see it.

"I could go on babbling this way indefinitely, but the stories I would have to tell would all be of the same sort, a tribute to the organization of the Chronicle and to the efficiency of the men who have worked for it since I assumed the duties of managing editor."

## TURNING LOSING DAILY NEWSPAPER INTO A PAYING PROPERTY

Experience of Harry Talmadge and N. C. Wright with the Newark Star-Eagle an Object Lesson—They More Than Quadrupled Its Value and Circulation in Five Years

By CHARLES GRANT MILLER

THAT newspapers, like men, cannot serve two masters is a fact that finds no more striking illustration anywhere than in the recent history of the Newark (N. J.) Star-Eagle. The personal political organ, serving the selfish interests of its owner, must pay its own way, and the cost is heavy.

The Newark Star-Eagle, that is credibly said to have cost its former politician proprietor \$2,000,000, was suddenly turned overnight by its new owner into a paying newspaper that, in the five years that have passed, has run up its circulation from 20,000 to nearly 70,000, increased its income five-fold, built the finest newspaper plant in the state and is now making



HARRY S. TALMADGE

substantial profits as a reward.

Newark, a city of only 400,000, within a half hour of New York and dominated largely financially, industrially, socially, and journalistically by the great metropolis, would seem to afford little opportunity for extraordinary newspaper development. Before the Civil War the old Newark Advertiser was for many decades a journalistic giant, until it fell captive in the camp of politics, and declined in prestige. The Register and the Journal, both once strong morning papers, fell under the same baleful influence. Eventually all became merged in the Morning Eagle and the Evening Star, owned by Senator James J. Smith.

It is doubtful whether the Eagle and Star at any period turned a profit for Senator Smith, unless it was at the very last, under the management of his son, George Smith. The latter says that when he took charge in 1910 the combination was losing a quarter of a million a year, but that he forced the personal political element out of the management and made about \$12,000 the last year he had it.

When the property was sold under the hammer in November, 1916, it was bought by Harry S. Talmadge and Nathaniel C. Wright of the Toledo Blade for \$235,000 in association with Paul Block and Clarence Vernam. They killed one of the papers, and have since been offered \$1,000,000 for the one that remains. Since then, Talmadge and Wright, in association with Vernam and Block, have bought the Detroit Journal.

Talmadge is convinced that only a few cities can support more than one morning paper, two evening papers and two Sunday papers. He doubts if even in New York more than two morning papers and two Sunday editions are really profitable as newspaper enterprises. The passing of the Philadelphia Press, the St. Louis Republic, the Cleveland Leader, the Chicago Inter-Ocean, Herald and Chronicle and other once-powerful papers is evidence to his mind that under present publishing conditions there are very few cities indeed where two or more morning papers exist that more than one makes a real profit.

He cited, for example, the Cleveland Leader. "As publishers of the Leader Wright and I worked tremendously hard to make it successful. We certainly had the same business ability there that we have had in making other properties pay. When Wright and I took over the active management of the Toledo Blade under a leasing arrangement with the owners we often wondered as we rode back and forth between Cleveland and Toledo how it could be that the same men could be failing at one end and winning at the other. We were impressed by the fact that personality and methods do not entirely account for the success or failure of any newspaper. Hard as we tried, the losses of the Leader, the second morning paper, could not be stopped. We know now, that Cleveland is a one morning paper city. In the old days when the Leader was making money the Plain Dealer was not.

SUCCEEDED FROM START

"When we, with our associates, bought the combination of Morning Eagle and Evening Star in Newark," Talmadge continued, "we found that the financial records of the two papers were not kept separate. The business of the two was so interlocked that there was no possible way to find out whether the morning paper was making or losing money.

"The purchasers of the Eagle and the Star had to decide their course quickly, for they had no money to pay out in experience. They could lose what they had put in and go broke, but they could not carry any continuous losses."

"How did you make your decision?" I asked Talmadge.

"It just seemed to us that a morning paper in Newark could not pay. The New York morning papers traveled to us by night and were delivered as early as the home paper; and our best chance was with an evening paper which could beat its metropolitan competition in daylight delivery and which afforded us the additional advantage of daytime gathering of local news. We decided, therefore, to abolish the morning paper at once. To our astonishment, the first month the evening paper alone turned a surplus of income over outgo that assured us we were on solid ground. Every month since has brought steadily increased profits. There also has been a fair increase in advertising rate based on a circulation increase of nearly 50,000.

ADVICE FOR SECOND PLACE PAPERS

"The mistake made by a second-place newspaper in attempting to imitate as closely as it can its leading competitor was declared by Talmadge to be as disastrous as it is common. Many a paper that might force its way to first place by developing an individuality of its own continues in second place because it

is content to be the mere shadow of another.

"So far as we have been consciously influenced by the policies of our competitors," Mr. Talmadge said, "we have sought to observe their shortcomings and mistakes and avoid them ourselves. The best of newspapers make mistakes, even in their fixed policies, and while not suspected in their own offices, may readily be seen from across the street. We are sure we're not putting it too strong in saying that some of our best strokes for success have been made by taking advantage of the mistakes of competitors.

ALL KINDS OF MINDS IN COMMUNITIES

"There could be no help to anybody else in telling in just what ways this has been done, because conditions are never twice alike. But in general in the spots where we have found the other paper weak in either an editorial or a business practice we have tried to make our paper emphatically strong. A competitor, for instance might have been neglecting special appeal to women. That was our cue for the adoption of an especially appealing line of women's reading. The jealously guarded dignity of a long established competitor might have precluded comics and the lighter features. Very well; we get the best comics and features attainable and play them up strong.

"On the other hand, we keep our balance by being sedate and solid in the lines in which the other paper is too light or deficient. All kinds of minds make up a community and all degrees of tastes are to be catered to in one way and another; and when one paper has a long established following it is easier to work around him on all sides than to go right over him."

Referring to Talmadge's remark that particular methods may not be of general value because conditions are never twice alike, I asked him if there were not some methods he had found effective which might be useful to other publishers. "In general," he replied, "methods that are good in Detroit may not fit Newark, and some of our best methods adopted in Newark would not work in Toledo. Conditions are so different in different cities. The peg must be fitted to the hole.

BONUSES TO ALL EXECUTIVES

"But some methods have been successfully applied in all three cities—the bonus system and the advertising counsel department, for instance. For the last two years we have given a bonus to all executive heads on increase of business and this has amounted to about \$100,000 in the two years. The advertising counsel department—'Make It Pay You,' it is called—is maintained in each of our offices for the benefit of our advertisers. We help them make their advertising more effective. We know our mediums are good and if any of the advertising carried is not bringing maximum results, the trouble usually lies in copy or in selling methods. We furnish free the services of experts to solve the business man's advertising and merchandising problems. These services are frequently wonderfully helpful and our clientele appreciate them highly.

"Another characteristic of our management is that no positive orders are ever issued in our offices. If we want any policy adopted it is up to Wright and myself to present an argument that will convince the head of the department that it is the right policy; for he is held responsible for results. We all understand that; and in our staff meetings we arrive at the real collective judgment of the staff."

"With prices generally declining, what are the publishers going to do about their rates and prices?" I asked.

Talmadge replied that he and Wright had gone into this exhaustively and had concluded the best policy was to "give more for the money. By that we don't mean more in bulk but more service. Neither advertising rates nor circulation prices of newspapers are too high. The fact is that these have always been too low. Conditions of the last five years have brought them up only to about what they normally should be. We don't look for any general cut in newspaper prices. The alternative is better newspapers—better and more complete in every way.

"Newspapers in our opinion are too big. Regardless of the cost of newspaper print the papers ought to be smaller. Sixteen to twenty pages generally might be about right. Advertising spaces ought to be smaller and all businesses more fully represented. News ought to be more carefully edited and condensed, with all space-grafting propaganda excluded."

FOR THE COMMUNITY ONLY

Newspaper that Suppresses News Cannot Endure, Says Prof. Spencer

Unless the editor takes the stand through his columns that his newspaper is run for the community as a whole from day to day he cannot endure, Prof. M. Lyle Spencer, head of the University of Washington School of Journalism, declared in a recent address before the University Club in Seattle, Wash.

"News often is suppressed in the newspapers. This I know from personal experience," he said. And Prof. Spencer gave instances in which news had been suppressed for one reason or another. To protect character to protect community interests, and to guard against selfish ambitions of ruthless publicity seekers the newspapers are compelled to take the position of a sifter of the news brought to its attention, the speaker asserted.

"The editor must put into the paper the things he thinks are vital to the public as a whole. I know the newspaper is not ideal. Things that a human cannot be ideal and I say that the newspaper is a human institution."

Dealing with the pressure advertisers are reputed to bring to bear on newspapers, Prof. Spencer cited instances in which such attempts had to his knowledge been made without success.

"Newspapers are not run for the advertisers," he declared. "And the advertisers do not run the newspapers. The one cannot get along without the other and news usually is handled independent of the attitude of the advertiser."

Canadian Meetings May 4-5

Following the decision arrived at during the last annual meeting in October, the Canadian Daily Newspaper Association will convene this year on May 4 at the King Edward Hotel, Toronto. The object in holding the meeting in the week following the convention of the A. N. P. A., was to enable the far-Western Canadian members to attend both meetings at a minimum of expense and inconvenience. The gathering on May 4, will deal strictly with business affairs. A meeting of the board of directors of the Canadian Press Limited has also been called for May 5, and a general meeting for the following day.

The New York Business Publishers' Association will meet May 6, at 6 P. M. at the Machinery Club.



N. C. WRIGHT

—with economic conditions

changing overnight, where does the medium get off that requires copy weeks, months in advance?

When intensified selling is the need of the day, where does that medium fit in that scatters thinly all over the country?

There is a noticeable trend toward Newspaper advertising.

Daily Newspapers are the only mediums equal to any emergency—the most flexible, adaptable, and powerful of any, bar none.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency  
Established 1888  
Publishers' Representatives

Chicago  
Kansas City

New York

Atlanta  
San Francisco

Of a Series, Number 58.

*It is the Katz policy to send their men to visit the cities and territories where they represent publications so that they will learn conditions authoritatively, and at first hand.*

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



CHARLES EDWARD RUSSELL

## Charles Edward Russell

World-famous reporter, will send a series of dispatches from the Far East answering these three questions:—

**G**ENERAL WOOD is now making an official investigation of the Philippine situation; our relations with Japan are a matter of every day concern, and the truth about China where American capital has at last obtained an equal opportunity for trade is a fascinating story that will appeal to everybody.

*Exclusive Right*

# The Series Begins on May 6th

*Address Required*

ROBERT B. McCLELLAN

## Consolidate

Executive Offices—Commerce

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



# Shall the Filipinos Be Given Their Independence?

# Must We Fight Japan?

# Is China Coming Back?

Charles Edward Russell has a simple style that makes his writings understandable and gripping. There will be twenty-seven dispatches of fifteen hundred words each—ten from the Philippines, seven from China and ten from Japan.

What Charles Edward Russell finds in the Philippines alone will be worth the price of the series.

*Right Available Now*

**6th and Runs Daily**

*Require Service to*

**Business Manager**

**Press Association**

Building, Washington, D. C.

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

## WANT ADS GUARANTEE INDEPENDENCE

**Publisher with Strong Classified Business Better Able to Defend Himself Against Store Combines and to Get Better Rate on Display**

By C. L. PERKINS

This is one of a series of articles. Mr. Perkins, who is executive secretary of the National Association of Newspaper Classified Managers, is writing for EDITOR & PUBLISHER on the possibilities of classified advertising—treating the subject from the viewpoints of both the space seller and the advertiser. Everyone is invited to bring classified problems and individual views to Mr. Perkins' attention.

THERE has been a tendency in the past among the publishers in smaller cities—publishers with circulations of less than 5,000—to consider want-ads as a nuisance. The average publisher, outside the larger cities, has never given much thought to the possibilities of classified advertising. Therefore he has not taken any steps to develop this type of business which could yield a worthwhile profit.

More publishers of smaller dailies are realizing, however, the value of this field. This awakening is shown by the fact that many of their state organizations have considered classified advertising at the various meetings this year. The Association of Newspaper Classified Advertising Managers has been instrumental in this, furnishing speakers on the subject for numerous meetings.

In all things there are exceptions. Some publishers in smaller cities have proven that want-ads can be developed on papers with a circulation of 5,000 as well as on those numbering their readers by hundreds of thousands.

One of these exceptions is William Southern, Jr., of the Independence (Mo.) Examiner. For the benefit of those publishers desiring to build want-ads, EDITOR & PUBLISHER has asked Mr. Southern to explain the methods that have proven successful in Independence. He writes:

### A SMALL PAPER'S EXPERIENCE

"Our paper, The Independence Examiner, is a daily published at Independence, Missouri, a suburb of Kansas City, two and three-quarter miles east. It has a population of 12,000, many doing business in Kansas City. The Kansas City papers circulate freely in our territory, delivered at the homes and maintaining reporters in our town. We have 3,000 paid subscribers, 2,000 of their papers delivered by carrier and the balance by mail. We charge the same subscription price as the Kansas City Post and Journal, 10 cents a week. We print from six to eight, seven-column pages a day and sometimes a four-page paper. This explanation is necessary to make plain what follows.

"We are now averaging one whole page of 'Want-ads.' These ads are set in 7 point, the same type as the body of the paper and are not classified. Our rate is one cent a word each insertion. The only different rate we give is one dollar a line for an ad which does not change for a consecutive run of 26 days. We charge the big lines according to the space they occupy. I think the rate is wrong and believe we would get just as many ads at two cents a word as at one cent and expect to put in the higher rate immediately.

"Our want-ad business has been cumulative and the growth of ten years. We had the advantage of not having to educate our people to use the small

ads. The Kansas City Star, probably the biggest want-ad paper in the West, has made the small ad familiar to our people and they understand the use of such advertising. Therefore it was only necessary for us to show that we could get results as well as the Star. Being in Missouri and from Missouri we 'showed 'em.'

"We started out ten years ago by advertising in our own columns, three lines three times for 25 cents. This brought trials, trials brought results and we began to have a department. Presently we had two columns, then we gradually grew to a page. Now we have as many as fifty or sixty new ads each day.

### CALL ATTENTION TO IT

"We never miss an opportunity to call attention to the little ads in our paper. We run our only comic strip on this page. We run front page notices about remarkable results some customer has reported. We always give these stories such a turn that they will bring a smile if possible. We run a series of display ads frequently, always keep some ready when space offers. A few weeks ago an advertiser defaulted on a five column ad and we filled this space with a big automobile cut and text telling how the little ads would sell used machines. We run ads in the picture shows and link together our want-ads and subscription.

"We have a special blank upon which all small ads to go in these columns are written whether they come in by telephone or otherwise. These blanks are spaced, six words to the line and carry all the information the book-keeper needs. The copy is returned with the proof and the record made complete. These blanks in pads we leave at every real estate office, every dealer in automobile parts and used cars and in every business house where small ads might originate. Every morning a girl visits these places and very often as she comes in the door the man behind the counter hands out one or more ads for the day, already prepared.

"Every morning a girl at the desk marks every ad which has expired the day before. She then calls the number given in the ad, asks if the ad has done the work, says something cheerful about the service. If the purpose of the ad has not been completely carried out she asks if it may not be repeated. We get about half favorable returns on these inquiries.

### APPEALS TO FARMERS

"We have many farmers who buy and sell exclusively through the want-ad page. Poultry, calves, cows, horses, harness and everything else sold or bought on the farm uses this place as a market place. The farmers were quicker to adopt this than the town men. We have, I believe, 200 or 300 regular subscribers who take the paper primarily to see this page. The women all read it, the babies cry for it.

"I figure out that the want-ad habit is a disease, that is grows on the user, that it stimulates curiosity, that it causes experiments in buying and selling much like an auction house. Working on this theory, I try to inoculate everybody with the want-ad germs. We are planning to have two pages within a short time.

"I want to add one paragraph which, I think, well worth the thought of any newspaper—the importance of many small ads.

"We know how the big stores too often regulate and demand special prices and how dependent most of us are on the big advertiser, how fearful we are of losing a big account. We like

to see page ads. A labor boycott or a department store boycott is vital to a paper which depends on the big display. The paper with a sufficient clientele for small ads, ads which come from the subscribers and not the merchant, is safe.

"One day last week we charged up \$52 new want-ads. Only a few years ago \$52 would have paid the expenses of operation for a day. Now our expenses are more than twice that much, but with a possible \$50 a day advertising which no boycott can take away, we feel reasonably able to meet all conditions and to jump into any fight we please and call on the reader to come through with the support. We can also hold prices for display at a stiffer figure."

## OHIO CIRCULATORS MEET

### Report on Checking Child Labor Law To Regulate Newsboys

The eighth semi-annual meeting of the Ohio Circulation Managers Association held in Columbus, Ohio, April 20 was the most successful and the best attended since this association was formed. Leslie E. Neafe of the Toledo Blade presided at the meeting and C. S. Wilson of the Columbus Dispatch acted as secretary in the absence of E. J. Ullman of the Youngstown Vindicator. The following were some of the subjects

that were discussed at the suggestions of various members:

Are there any new ideas regarding the usefulness of the A. B. C.?  
Getting rural subscriptions, methods, etc.

The best method of handling subscribers in small towns through agents.  
Are magazine club offers a good proposition for a small newspaper?

What is the best plan for following up on "Have Expired" mail subscriptions?  
Is the A. B. C. helpful to the circulation manager?

The use of premiums.  
Circulation vs. Advertising Rates

On what should rates be based?  
Has there been a tendency to "break over" and give returns in the last few months?

What can be done to make this association of greater value to its members during the year?

One of the best results obtained by this association during the last few months, was the success in their efforts in killing a bill before the State Legislature regarding hours and ages of newsboys and carriers. The Ohio Commission on Child Welfare had prepared a petition to be included in a school code which would regulate hours and ages of newsboys and carriers could be newspapers.

Several new members were admitted to membership bringing the total up 44.



ALEX. C. WEILLER



## Let's Create an Endless Chain of Enthusiasm!

ONLY recently the Hacker Cereal Company successfully launched their new product, "Jiggtime," upon the market within the metropolitan district of New York in 21 days. "How did you do it?" the Sales Manager was asked. "By creating what might be called an endless chain of enthusiasm from factory to consumer," he replied.

From this we gather the thought that if newspaper advertising men would create a similar chain of feeling all along the newspaper line, it would unquestionably make for a more rapid development of more national newspaper advertising.

At this writing the enthusiasm of THE NEWS and THE AMERICAN finds expression in the anticipation of what could be done with the Kleiner line represented in Baltimore by Alex. C. Weiller. The other lines handled by Mr. Weiller are already good newspaper advertisers, and like unto them the Kleiner products lend excellently to newspaper advertising; therefore, we have every hope of imparting our enthusiasm in this particular to the Kleiner Company, convincing them that their goods would sell in much greater volume if in addition to being pushed with dealers they were simultaneously pushed with consumers through INTENSIFIED NEWSPAPER ADVERTISING.

Through THE NEWS and THE AMERICAN a message on any of these products could be going, with more than 187,000 copies, daily and Sunday, into practically every buying home in Baltimore and suburbs, reaching every nook and corner in the State of Maryland and circulating through the nearby portions of the adjoining states as well.

We newspapers can form a chain of enthusiasm for developing more national newspaper advertising if we will develop the manufacturing prospects in and near our own markets, remembering that the strength of the chain itself is dependent upon the strength of each individual link.

## THE BALTIMORE NEWS

Evening, Daily And Sunday.



## The Baltimore American

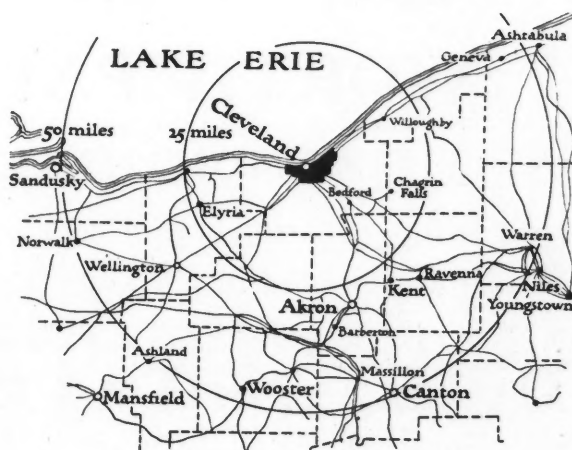
Morning, Daily And Sunday.



DAN A. GARROLL  
Eastern Representative  
150 Nassau Street  
New York

Howell & Webb  
Advertising Manager

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



## A Great Territory Covered by a Great Newspaper

One look at the map tells you the greatness of the territory — where Pennsylvania's coal meets the Superior District ores at low rates. Where the raw materials of East, West and South flow along lines of least resistance to a common mart.

In this great workshop a single newspaper has moulded thought and guided sentiment for 80 years. The PLAIN DEALER grew up with the country, has led in every progressive

move and is today stronger, more influential than ever.

Not only Cleveland, but all Northern Ohio, reads, looks up to, follows The PLAIN DEALER.

The PLAIN DEALER goes into the homes of the thrifty, buying Northern Ohioan seven days in the week, and the advertiser who goes along with it insures himself a place in their confidence and buying plans.

You can win this worth-while market solely with .

# The PLAIN DEALER CLEVELAND

Western Representative  
GLASS & IRVIN  
1216 Wrigley Building, Chicago

Eastern Representative  
JOHN B. WOODWARD  
Times Building, New York

# ADVERTISING LINEAGE

## FORT WORTH PAPERS

FIRST THREE MONTHS 1921

Shows that discriminating advertisers appreciate the superiority  
in its field of the

# Fort Worth Star-Telegram

*FIRST PAPER IN TEXAS*

### Excess Over Second Paper

Local display	- -	35%
National display	-	155%
Classified	- - -	80%
Total all classes	- -	51%

### Star-Telegram Circulation

Daily and Sunday Average

Six Months Ending March 31, 1921, as per  
Post Office Statement

Net paid	- - -	78,337
Unpaid	- - -	763
Total	- - -	79,100

Net Paid Average for March, 1921

**Daily - - - - 79,344**

**Sunday - - - 92,735**

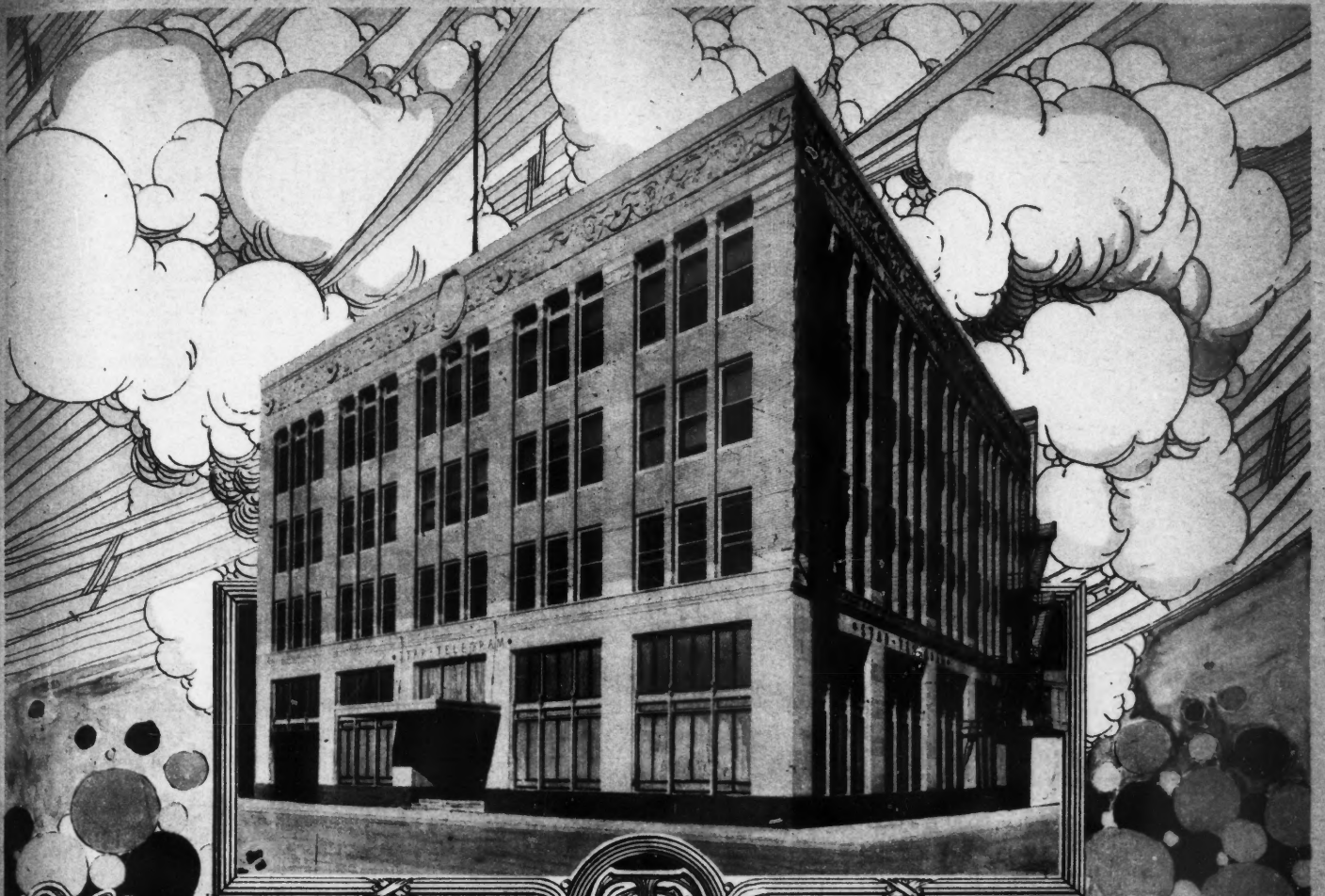
If you want to cover the richest territory in the Southwest with more circulation in that section than any other two papers combined,  
include the Star-Telegram in your next list

# Fort Worth Star-Telegram

*Charter Member A. B. C.*

AMON G. CARTER,  
*Vice Pres. & Gen. Mgr.*

A. L. SHUMAN,  
*Advertising Manager*



*The Star-Telegram's*  *New Million Dollar Home*

Formal Opening and Housewarming  
New Million Dollar Home  
**FORT WORTH STAR-TELEGRAM**  
Fort Worth, Texas

*May Thirtieth,*  
*May Thirty-first,*  
*June First*

**NINETEEN TWENTY-ONE**

You are cordially invited to be present

*Luigi Wortham* *H. J. Carter*  
President Vice Pres. and Gen. Mgr.

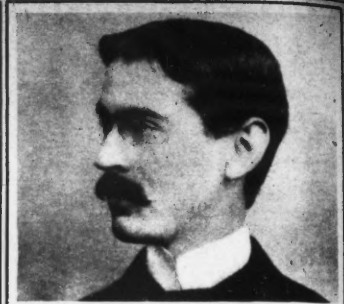
*A. L. Shuman*  
Adv. Mgr. and Treas.



Thomas R. Williams, of the Pittsburgh Press. He looks like he means what he has just said, and between ourselves he does, for while he has passed the school teacher age, he is president of the A. N. P. A.



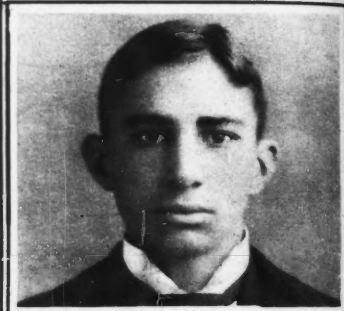
Who would have thought that William C. Deming would cast aside his stiff collar to play on the plains of Wyoming or own the Cheyenne State Leader and State Tribune?



We have William B. Dimon, of the Portland Express-Advertiser, who made his first mustache endeavor at the tender age of 20. Note the results.



The Carringtons and the New Haven Journal-Courier have always been one, and even when this was taken Edward T. was hanging around the office.



Even in 1891 William A. Hendrick, of the New Haven Times-Leader, had the general appearance of wanting to say things to advertisers.



"Oh, you Bill Rogers!" is the way the crowds yelled when the present advertising manager of the Boston Transcript carried the ball for Boston University.



Even at the early age of 17, E. Lansing Ray, of the St. Louis Globe-Democrat, was serious, very serious.



The cares of the New Haven Union and a postmastership combined have not borne down very hard on Philip Troup since he was 20.

## Maintaining Leadership—

The convincing lead in Rotogravure advertising for the first three months of 1921 serves to accentuate the position of the **BUFFALO COURIER** as the dominant advertising medium in Buffalo and Western New York.

### These Figures Tell the Story:

Rotogravure Lineage in the Buffalo Sunday Newspapers for January, February and March, 1921

	Local	Foreign	Total
<b>JANUARY</b>			
Courier . . . . .	14,343	4,543	18,886 lines
Express . . . . .	3,178	1,025	4,203 lines
Times . . . . .	2,716	1,057	3,773 lines
<b>FEBRUARY</b>			
Courier . . . . .	15,820	3,114	18,934 lines
Express . . . . .	2,597	524	3,121 lines
Times . . . . .	7,084	984	8,068 lines
<b>MARCH</b>			
Courier . . . . .	15,932	9,239	25,171 lines
Express . . . . .	3,675	2,821	6,496 lines
Times . . . . .	2,886	683	3,569 lines
<b>SUMMARY</b>			
Courier . . . . .	46,095	16,896	62,991 lines
Express . . . . .	8,661	4,370	13,031 lines
Times . . . . .	12,688	2,724	15,412 lines

47,500 lines more than the nearest competitor, and more than double their combined total.

Prudent advertisers seeking complete coverage in Buffalo and Western New York always use the **COURIER**.

## BUFFALO COURIER

BUFFALO, N. Y.

W. J. CONNERS, Proprietor

W. J. CONNERS, Jr., Editor and Publisher

# A Comparison in Rochester, N. Y.

Every space buyer and space seller should study this analysis of Rochester newspapers. Note particularly cost per line per thousand circulation based on minimum rates.

	A. B. C. Circulation	Minimum Rate per line	Cost per line per 1000 circulation
<b>TIMES-UNION (Evening)</b> .....	<b>64,018</b>	<b>.18</b>	<b>.0028</b>
Democrat & Chronicle (Morning).....	52,982	.17	.0032
Democrat & Chronicle (Sunday) .....	54,911	.20	.0036
 <b>TIMES-UNION</b> .....	<b>Circulation</b>	<b>Distribution</b>	
	<b>49,229</b>	<b>76.9% City</b>	
	<b>12,419</b>	<b>19.4% Suburban</b>	
	<b>2,370</b>	<b>3.7% Country</b>	
	<b>64,018</b>	<b>100.0%</b>	
 Democrat & Chronicle (Morning).....	25,371	47.9% City	
	18,581	35.1% Suburban	
	9,030	17.0% Country	
	52,982	100.0%	
 Democrat & Chronicle (Sunday).....	45,121	82.2% City	
	7,793	14.2% Suburban	
	1,997	3.6% Country	
	54,911	100.0%	

*We will be glad to explain anything or answer any questions*

# ROCHESTER Times-Union

*First in Circulation  
First in Low Cost  
First in Foreign Display  
First in Local Display  
First in Trade Service*

J. P. McKINNEY & SON, Representative  
334 Fifth Avenue, New York—122 South Michigan Avenue, Chicago.

## PEANUT VALUE WAS INCREASED \$1,580 PER TON BY ADVERTISING

**But This Is Only One Wonder Accomplished by Southland Through National Publicity—Why Dixie Appreciates Newspaper Booster and Selling Power**

HOW advertising is playing a most important part in the development of the Southland—rapidly changing it from purely an agricultural section into a manufacturing one, converting its agricultural products from their raw state into manufactured and trademarked brands which are sold, best, through advertising was told to members of the New York Council of the American Association of Advertising Agencies at their 10th anniversary dinner by Ernest E. Dallis of Atlanta, chairman of the Southern Council of the A. A. A. His story follows:

"The South, the chief source of rice production, has recently been the headquarters for a national campaign to encourage the consumption of that most healthful food; for years it has been famous for roasting and packing of some of the best blends of coffee on the market; the home of the largest soft-drink manufacturing company in the world, the daily consumption of which, if poured into a dry-dock, would be sufficient to launch the world's greatest battleship—and other products and commodities with which we are all familiar.

### NO MORE THE LOWLY PEANUT

"One of the latest food products to become fashionable and famous has been the lowly peanut, which for years found its largest sale in the circus—along with pink lemonade; and at the Zoo where they were fed to monkeys. But now, after careful selection while raw, roasting, salting and put into sanitary sealed glass containers, they grace the banquet boards throughout the nation, replacing the imported salted almond.

"Skillful handling in the roasting factory, plus advertising, has increased the value of this peanut from \$20 a ton, raw, to \$1,580 per ton—and advertising has done it.

"We all remember the wonderful transition that has taken place in that most popular vegetable fat, cottonseed oil. When I was a boy, we kept the cows from eating cottonseed, for fear that it would kill them, and now cottonseed has come to be the most valuable by-product of our principal Southern crop—cotton. Throughout the country refined cottonseed oil has, to a large extent, replaced olive oil for salads and animal fat for cooking.

### SOUTH'S TOBACCO INDUSTRY

"It is unnecessary for me to refer to the advertising, incident to the sale of the manufactured products of our Southern tobacco crop. An instance of the magnitude of this industry is evidenced by the fact that every day sufficient Revenue Stamps are bought by one cigarette factory in Winston-Salem, N. C., to pay for the Federal Building there, the pride of that famous city, the largest city in North Carolina.

"We of the South are voracious readers of the newspapers. The national advertisers throughout the country appreciate the fact that in order to merchandise their goods they must use the daily newspapers. While we have very few very large newspapers, yet every city in the South of 15,000 and over is the home of one or two daily newspapers, which carry the merchandising message into the homes of the

majority of the consumers below the Mason and Dixon line.

"The South has the smallest percentage of foreign born of any section of the United States, which makes the English paper pre-eminent in that section. The trend of the times today is toward the use of the daily press throughout the country, because this is the quickest method of presenting the varying changes in prices and at the same time is the most popular form of reading.

"The Southern Newspaper Publishers' Association, representing over 90 per cent of the daily press in the South, is conducting a campaign in the leading papers throughout the country to impress the fact upon advertising agencies, advertising managers, and other executives that—

"If you want to 'Sell it South,' you must 'SELL IT SOUTH THROUGH THE NEWSPAPERS.'

"In the South our problems chiefly concern our agricultural activities. Ours is the menace of the boll weevil, not of the bolshevist; that of the pink worm, not of the red anarchist; that of the hook-worm, not of the labor agitator. Our troubles are agricultural rather than industrial.

"No one has more aptly expressed the South's reliance on cotton as has our own beloved Henry Grady, who wrote:

"Amid this universal conflict, where stands the South? Cotton is King in the South."

"Not the fleeces that Jason sought can rival the richness of this plant, as it unfurls its banners in our fields. It is gold from the instant it puts forth its tiny shoot. The shower that whispers to it is heard around the world. The trespass of a worm on its green leaf means more to England than the advance of the Russians on her Asiatic outposts. When its fiber, current in every bank, is marketed, it renders back to the South \$660,000,000 every year. Its seed will yield \$110,000,000.

### LABORERS HAD UNDREAMED WEALTH

"There has never been a bread-line in the South.

"In common with the rest of the country, the South during the past two years, has seen labor inflated to the bursting point, and as a result, the negro population, which comprises 70 per cent of the laboring class of the South, rose to the point of undreamed wealth. "Only last summer, just before the bubble burst, my sister-in-law, rode through 'darktown' in search of a maid, and saw a colored woman sitting, rocking, on her front porch. My sister-in-law called to her from her car, and asked if she knew where she could hire a maid. 'No'm,' she replied, 'I'm lookin' for one myself.'

"This woman's husband, was making \$8 a day, six days a week, as a carpenter. But depression came and he lost out. Early this spring he was walking along the street in search of work when the whistle of a nearby factory blew. 'Dar now,' he said; 'Dat's dinner time for some folks, but only 12 o'clock for me.'

"The negro workmen of the South are leaving the cities and going back to the farms where their board, cloth-

ing and keep are assured, which means a lower cost of production on the farm which, in turn, means better conditions among the farmers, with consequent increase in agricultural wealth throughout the South.

"But agricultural and manufactured products are not all that the South produces best.

"We produce advertising men and artists of imagination, whose vision went beyond their Southern horizon, and who seem to need transplanting before their vision can come true.

"There are, within the sound of my voice, two advertising men from the South, and from my home city, who are now vice-presidents and directors in two of the largest agencies in New York. A third occupies a similar position in our sister city of Brothly Love; a fourth is an art director. So after all, the South, in addition to playing her part in feeding the world, clothing the world, is also helping in the matter of manufacturing and distributing through the vision of her stalwart sons of the South, temporarily loaned to the North. I am sure that these Southern sons join me in asking:

"Know'st thou that balmy Southern land,  
By myrtle crowned, by zephyrs fanned,  
Where verdant hills and forest grand  
Smile 'neath an azure dome?  
'Tis there the stars shed sotted beams  
As if to bless the woods and streams;  
'Tis there I wander in my dreams,  
Far—far from home."

### Verdict for Mrs. Goodspeed

A Federal Court jury at Buffalo returned a verdict of \$15,000 in favor of Mrs. Mae Goodspeed, widow of William P. Goodspeed, former business manager of the Buffalo Evening News. An insurance company refused to pay this sum following Mr. Goodspeed's death, claiming arterio-sclerosis and not injuries received in an automobile accident were the cause of death. The jury's finding was contrary to this claim.

### Sendoff for Stodghill

On the eve of his departure for Louisville, Ky., where he is to become circulation manager of the Courier-Journal & Times, H. W. Stodghill, circulation manager of the Syracuse (N. Y.) Journal, was tendered a farewell dinner by the management of the latter newspaper April 21st. A pair of diamond cuff links were presented by Harvey D. Burrill, publisher of the Journal, on behalf of the paper, while members of the circulation department gave a handbag.

### Open Philadelphia Branch

Johannes & Treybal, Inc., New York foreign language newspaper representatives, have opened a branch in Philadelphia. I. B. Tolins, formerly director of foreign advertising of the Day-Warrior, New York, has been elected vice-president and appointed Philadelphia manager.

As a "one paper in a town" proposition, the Standard Union is the choice of a considerable number of large National advertisers who depend upon it to give the most for the dollar in Brooklyn.

R. P. Shulman





# Retailers Value Newspapers

The RETAIL MERCHANT of today is "FROM MISSOURI." He, like the "ultimate consumer," must convincingly be shown. The newspapers—HIS HOME NEWSPAPERS—have done it.

Say what you please about UNDER-PRODUCTION and SHORTAGE of MERCHANDISE, delay in price adjustment, and the LOST ART of SALESMANSHIP, the cold fact remains that many a retailer fell short of the NECESSARY TURN-OVERS last year, and faced shelves filled with SLEEPY (because poorly or unwisely advertised) MERCHANDISE.

THE DAY IS DONE when clever and pretty layouts and splurge advertising in a few nationally circulated mediums can be used to STOCK UP RETAILERS under the idea that once well loaded they will simply have to FIGHT THEIR WAY OUT from under—they're from Missouri now.

Show retailers a SENSIBLY PLANNED ADVERTISING campaign, built around the MERITS OF THE MERCHANDISE, and which makes liberal use of the newspapers they know nearly every one of their potential customers read day after day, and they will back it up with OLD-TIME

SELLING WORK that will move the goods, and keep them moving.

Carrying on such a campaign is a matter of selected units, ONE CITY or TEN, or A HUNDRED or MORE. Fundamentally they are all much alike, they differ somewhat in habits, customs, traditions, and in requirements arising from climatic, manufacturing, or other conditions, but all are readily adaptable to the basic plan.

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

Our several offices are the offices of each of those publications—where complete files and data of all kinds concerning both FIELD and PUBLICATION

are in readiness for anyone interested.

Our traveling representatives are thoroughly familiar with the PUBLICATIONS and the FIELDS in which they circulate.

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



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

## The John Budd Company

*National Advertising Representatives of Newspapers*

9 E. 37th Street  
NEW YORK

Tribune Building  
CHICAGO

Chemical Building  
ST. LOUIS

Healey Building  
ATLANTA

Examiner Building  
SAN FRANCISCO

Title Insurance Building  
LOS ANGELES

Post Intelligencer Building  
SEATTLE

## TIRE DEALERS READY FOR GOOD BUSINESS

**Stocks Low, But Good Weather and Advertising Will Revive Demand, Ad Bureau Survey Finds General Belief**

A few days ago a tire manufacturer asked the A. N. P. A. Bureau of Advertising to help him gather quickly data showing the size and condition of tire stocks now on hand in dealers' shops in this country and Canada. The bureau's prompt communication with newspapers in every state in the Union and in Canada, has received sufficient information upon which to base a fairly accurate summary of the situation.

The data so far received discloses the following:

**First:** Tire stocks in the hands of dealers seem to be comparatively low—in many instances, abnormally low. In a few places stocks are reported as high, and in cities where large groups of dealers have been canvassed, a few dealers reported as being overstocked. But the general rule is that stocks are below normal for this season of the year.

### WAITING FOR WHOLESALE PRICES

**Second:** Dealers are reported as buying slowly and in small quantities, yet most of them express the opinion that Spring business will be good. In one instance the reason given for slow buying was that tire bills are usually payable May 1. In several instances dealers say they are waiting to see whether or not prices are going lower.

In one city, East Liverpool, Ohio, dealers stated that since the newspaper advertising of one manufacturer had started, business was picking up. One dealer here also complained he was under-stocked and seemed to be unable to get deliveries from the factory. This is the only instance reported of inability to get delivery.

**Third:** There is general emphasis put on the fact that the public is not buying, and the universal explanation seems to be that there is a disposition on the part of car owners to wait and see whether or not prices will go lower. In this connection it is pointed out that cars have been used more generally this winter than ever before; that tires are being patched up to their last extremity by the users and that even with no effort on the part of the manufacturers to revive business, natural wear and tear will soon make pressing demands on the dealers. New England and Northern state reports dwell especially on this, and one report from Asheville, N. C., says: "The dealers are under-stocked and the tire business is picking up rapidly. Open winter has brought cars out of storage as a very much earlier date than usual."

### ATLANTA'S BIG MONTH

Atlanta, Ga., emphasizes the same thought and says that "more tires have been sold here in the last 60 days than were sold in the preceding four months."

In Fort Worth, Tex., this interesting snap-shot of conditions is given: "There are only about 7,500 tires of all kinds in this community, and 20,000 cars are registered and in use at this moment."

On the other hand, Milwaukee reports an over-stock of tires, but says that a few warm days will send the owners to the stores and bring stocks to normal.

It was not practical in the limited time to make complete statistical reports of the large cities like New York or Chicago, but in some of these places interesting data was gathered.

A canvas on various groups of dealers in New York City disclosed the fact that stocks ranged from ten tires to 2,000. The general run of the smaller dealers seemed to be under-stocked rather than over-stocked, and this was particularly true of the garages visited.

Washington says the dealers are "well supplied, but are not overstocked. Good weather is creating a tremendous demand, but the dealers are buying lightly and relying on the branches to handle the stock and accommodate them." Only twelve dealers in Washington handle seconds and the total stock of this class of tires in the District of Columbia will not run over 4,000.

### PITTSBURGH IN GOOD SHAPE

In Pittsburgh, dealers were almost unanimous in saying that no concern in that city selling tires is overstocked. Some of the dealers and jobbers are carrying good-sized stocks purchased at top prices and all of the dealers are buying slowly and seem to be waiting for another break in prices. Tire buyers in Pittsburgh are also reported as buying on the assumption that by waiting a little they will be able to save money. "As a result of this conservation," says the report, "there are a great many automobiles running around Pittsburgh with their tires in bad condition, and some of the dealers go so far as to predict a shortage of tires when the public comes into the local market."

In St. Louis a rather comprehensive canvass was made which would indicate that the stock of tires in the hands of jobbers, excluding branch houses, was in the neighborhood of 58,000, of which 1,200 are seconds. In addition to this, about 17,700 tires are believed to be in the hands of dealers making a total of about 75,700 tires in St. Louis against an estimated requirement for the Spring season of 153,000. In St. Louis it seemed to be the belief of all persons interviewed that tire stocks, both in the hands of dealers and jobbers are extremely low for this time of the year.

St. Louis wholesalers expressed the opinion that the day is past when the average dealer will carry a large stock, which is what might be expected in face of a declining market. St. Louis jobbers were unanimous in stating that they anticipate a shortage of tires by the first of July, and yet they said it was extremely hard to secure orders of any size from the dealer. They were unanimous also in saying that aggressive advertising at this time would be of immense help in restoring confidence.

### RECORD AUTOMOBILE MILEAGE

This opinion was voiced in many other localities and it seems to be well borne out by facts.

Tire stocks are low. Dealers are holding off buying, and the public is holding off buying, yet there has been greater automobile mileage and harder use of tires than ever before at this season of the year.

If there were a feeling of greater confidence in the minds of car owners that the bottom had been reached, there is no question but that the public would respond quickly, and if there were a sign of such response and similar confidence in the minds of dealers, the latter naturally would be ready to buy.

The reports would indicate that the tire business has hit bottom, that the revival is in sight and that all that is now needed is a restoration of aggressive selling methods.

### False News Bill in Minnesota

The Minnesota house of representatives has passed a bill declaring the fur-

nishing to newspaper men of false information for publication a misdemeanor. The bill was introduced by two newspaper publishers and editors—Theodore Christianson of the Dawson Sentinel and R. W. Hitchcock of the Hibbing Daily Tribune.

## ADVERTISING TEACHERS MEET

### National Association in Pittsburgh May 6 and 7 For Joint Conference

The Association of Teachers of Advertising and the Collegiate Schools of Business will hold a joint meeting at the University of Pittsburgh May 6 and 7 at which a number of important papers will be presented. The program arranged is as follows:

**Friday Morning**—"Courses in the Financial Field," C. W. Gerstenberg, New York University, and H. G. Moulton, the University of Chicago.

**Friday Noon**—Luncheon at the H. J. Heinz Company's plant and trip of inspection.

**Friday Afternoon**—"Scientific Method: A Subject of Instruction for Students of Advertising," by Professor H. D. Kitson, Indiana University (Subject not yet announced), by Professor Daniel Starch, Harvard University. Discussion.

**Friday Evening**—Dinner and Regular Annual Meeting of A. T. A.

"Does Salesmanship *Deserve* a Place in the University Curriculum?" by Professor Whitehead of Boston University. Discussion by Professor Hess of the University of Pennsylvania, and by Professor Wellman of Dartmouth.

"Information vs. Inspiration." The relative values of technical training and general mental training as preparation for successful advertising work), Pro-

fessor Edward Gardner of the University of Wisconsin. Discussion by Professor Hotchkiss of New York University, and by Dean Marshall of the University of Chicago.

"A Proposed Course in Co-operative Marketing," by Professor Hugh E. Agnew of New York University. Discussioners have not yet been selected.

**Saturday Morning**—"General Aspects of the Curriculum," Hollis Godfrey.

**Saturday Noon**—Luncheon and Informal Discussion.

## EQUALIZES STORE LOCATIONS

### Newspaper Advertising Can Overcome All Such Disadvantages

"The newspaper is the only medium which reaches 100 per cent of the circulation you pay for," J. J. Keith, advertising manager for the Altior Brothers Company, told members of the Peoria Advertising Club. "We advocate to our jobbers," he said, "that they use 50 to 60 per cent of their advertising appropriation for newspaper copy, 25 per cent for direct by mail and the other 15 per cent for miscellaneous work."

"There are three things which we strive to do in our advertising: First, build permanent good will, second, arouse the public to the advantage of our product (electric washing machines), and third to 'sell goods NOW.' The advantages of location can be equalized to a great extent by judicious advertising 52 weeks in the year. There is a firm on a little traveled street which build up the trade equal to a firm on a much traveled street by spending the difference in rent in newspaper copy. "But there are three things to remember in all ad copy: be truthful and constructive and don't knock."

# Briggs' Weekly Business Review Page

*Helps Your Editor Maintain His News Schedule Saturday Evenings and Monday Mornings*

Newspapers, like mercantile houses, are up against a shrinkage in gross revenue.

But, different from mercantile houses, a material cut in the cost of the newspaper results in a loss of prestige.

Revenue on "light days" can be increased. Our Weekly Business Review Page, a permanent feature with many leading dailies, will make regular advertisers out of local manufacturers and wholesalers whom you cannot otherwise interest.

We sell it for you, on 26 to 52 week contracts. We renew these contracts. We keep the page alive. It is a real business review, the editorial matter is authoritative, of interest to business men.

Our methods are clean. We are a responsible firm with 20 years experience. Can refer you to present clients who have used our services for 5, 10, 15 to 20 years.

Let us send you the facts regarding our page.

## Thomas W. Briggs Co.

*Operating in United States and Canada*

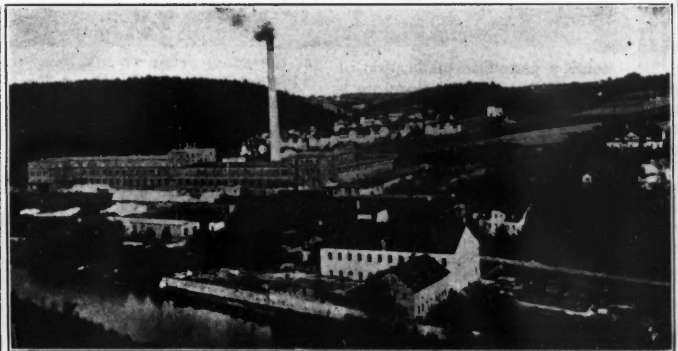
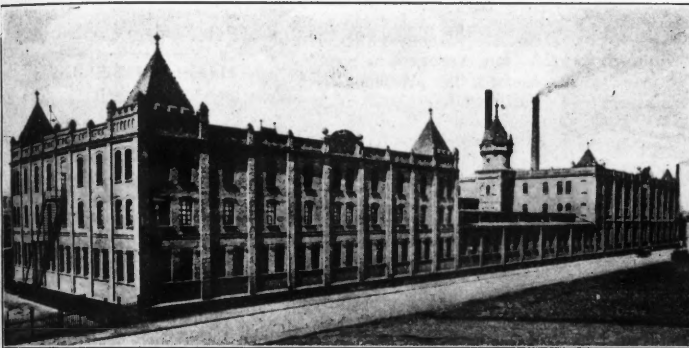
**Home Office, Memphis, Tenn.**

# 100,000 Tons of Good Quality Foreign Print Paper Is Now Available

After a three months' trip of investigation of paper conditions throughout Continental Europe, establishing dependable mill connections, we are in a position to take on contracts for paper supply from newspaper publishers up to 100,000 tons a year, which can

be delivered c. i. f. New York and other American ports at lower prices than domestic contract tonnage.

We are in position to give exceptional service, to facilitate and simplify the use of foreign tonnage.



Two of our six mills with annual output of 100,000 tons.

## AN UNSOLICITED TESTIMONIAL

Proving the High Quality of Our Paper



April 20, 1921.

Make your Rotogravure Section the most attractive. Results are in the paper.

PUBLISHERS OFFICE

Messrs. J. & J. Scott, Ltd.,  
33 West 42nd St.,  
New York City.

Gentlemen:  
In connection with the Dutch newspaper paper furnished us through your firm, on which we have been printing the Globe, I cannot refrain from writing you this letter of commendation regarding both the appearance of the printed paper and the wonderful running quality of it.  
The paper comes delivered to us finely barrel-packed, has the best paper cover that we have ever seen, and though only 30 lbs. to the ream, 24 x 36 - 500 sheets, produces less waste in our press room than any paper we have run for years.  
On the Mullan tester, this paper ran as low as 9 points, but it ran on our presses without breaks and gave us complete satisfaction.  
I sincerely trust that in covering part of our further requirements for 1921, you will be able to secure some of this Dutch paper for us, for in the opinion of the whole office - including the men who handle it on the presses - it is the best sheet we ever had.

Very truly yours,  
*John J. ...*  
PUBLISHER.

## 50,000 Tons Fine Rotogravure

Better stock means better results.

Price would sound ridiculously low if quoted here.

Get in touch with us at once—50,000 tons will not "go begging" very long.

—Only 50,000 Tons

Finest Foreign Stock Available

**IMPORTANT**  
Convention Week Call  
**Vanderbilt 1057**

Publishers: Consult us regarding our special plan for individual and group contracting. Phone us while at the convention.

**NEWSPRINT**

**J. and J. SCOTT, Ltd.**

**ROTOGRAVURE**

PULP AND PAPER

33 West 42d Street, New York City

LONDON

Phone Vanderbilt 1057

NEW YORK

## FUTURE OF MOTION PICTURE INDUSTRY LIES WITH NEWSPAPERS

Proper Censorship of Advertising and Fearless Criticism of Films Will Force Producers to Clean Up—Today Box Office View Governs

By FRANK T. CARROLL

Advertising Manager, The Indianapolis News

"PROHIBITION has caused this widespread agitation against the cinema" asserted a prominent exhibitor before a subcommittee of the Indiana State Legislature recently. "The reformers have nothing left to reform except the motion picture industry and the tobacco business and just now it's the moving picture sex film that's the 'goat.'"

A few upstate legislators seemed to incline to this version of the photoplay's troubles, but the exhibitors who have been most successful in taking advantage of the box office returns of "jazzed" up sex appeal movies realize the very dangerous features in the nation-wide demand that motion picture producers clean house.

Last month a periodical publication of general distribution carried a lead story by a prominent producer who put the cure of the disease squarely up to the public. His argument was based upon the theory that the public wanted rotten pictures because the public flocked to see a hectic triangle mess, but passed up a decent, clean photoplay on the opposite side of the street.

### ILLOGICAL REASONING

That such reasoning is illogical is obvious. The public is an unsafe guide. The public is fickle. It is history that that which the public applauds today is condemned by the same public tomorrow. In the motion picture industry, itself, the "vamp" picture was turning them away six months ago. Today the ordinary vamp picture is as dead as last night's cigar butt, and as evil smelling.

The shrewd entertainer of public fancy is the one who keeps a step ahead of public demand, who anticipates that which we dimly sense, who leads us on from one diversion to another before we realize that we have tired of the last. The motion picture producer who takes the public for his guide is riding to a fall.

Our friend, the exhibitor, says that a few crank reformers are behind the almost universal demand for cleaner photoplays. The producer says the public wants the type of motion picture which is most vigorously condemned, and Henry Ford's Dearborn "Independent" says the type of men controlling eighty per cent of the producing business is such that they can't recognize smut even when it's pointed out to them.

### NOT THE RAVINGS OF CRANKS

Certainly not all motion picture producers, nor all local exhibitors can be placed in the classes above. There are clean, elevating pictures being produced. There are, in every city, theaters in which one may be sure of seeing a decent photo play. But even in some of the better theaters the tendency is to play up the sex element and it is this over-emphasis of the sex appeal that is causing criticism.

Now, there is something more behind the movie reform wave than a few cranks. In practically every state of the Union the protest has made itself heard. In every state in which the Legislature convened this winter or spring, from one to ten movie censorship bills have been introduced. Lead-

ing newspapers everywhere have recognized the demoralizing effect of nasty, vicious pictures upon the community and have been urging the reform as a matter of common decency. In the Indiana State Legislature this session, half a dozen bills were introduced, fostered by women's clubs, ministerial bodies and by various civic organizations.

The motion picture people do not want official censorship. Many of the prominent people leading in the fight to establish legal censorship realize that conflicting censorship laws in the different states will greatly hamper the future of the motion picture industry and burden it with an additional cost that, in itself, may wreck the entire business—yet the smug producer sits back, rakes in his profits and says, "When the public refuses to see my unclean films then I'll give them clean ones."

### ISSUE UP TO THE PRESS

The issue is squarely up to the press of America. The newspapers of this country can establish sane censorship rules. The newspapers can almost prevent the appearance of an improper photoplay. By refusing its advertising the newspaper can kill the profits of the salacious film. If an exhibitor declines to abide by the decision of the newspaper censorship the press can quite effectually show the exhibitor and producer that filthy films are not wanted by the public when the public understands that some one is deliberately debauching a fundamentally clean amusement for the sake of a few dollars in extra profits.

Strangely enough the press which now must be the Moses of the Motion Picture Industry is largely responsible for this wave of protest which has swept over the land. Except in a few isolated cases, the press of America has had no standard of censorship of photoplay advertising. And it is the artificially stimulated, naked women type of photoplay advertising which has caused even more criticism than the films themselves.

### AN INDICTMENT OF THE NEWSPAPER

In a recent public protest a prominent minister stated that he always depleted the amusement advertising section of his Sunday newspaper before he dared let his children see the paper. Indeed newspaper advertising of motion pictures has become so debased that "The League for Clean Advertising" has been formed to carry on a national campaign to educate the newspapers along the line of decent photoplay copy. Surely any newspaper advertising man who has the best interests of his profession at heart will admit this is an indictment of the newspaper that should not be necessary and one that is possible only because of the careless, smug content of the advertising director who has preferred to accept motion picture advertising without reading it in advance.

Again, except in isolated cases, the press made no attempt to witness the advance filming of a photoplay, but have accepted the press story of the advance man without investigation. In many cases, newspapers have made no attempt to criticize a film through a well paid

critic as the drama is handled, but have published a perfunctory review, either illogically severe in criticism or glossingly banal in praise. As a result the public has been obliged to depend upon the advertising counsels of the paper for their information as to the attractions of motion picture theatres—and sadly enough the advertising has often been rotteness than the pictures.

The exhibitor who is out for the money has been quick to realize that in most cases he is paying a higher line rate than the commercial space user. He has seen the appeal of the salacious film and he has picked out the high spot of indecency and played it up in his quarter or half page advertisement with the knowledge that the average newspaper will not tamper with a piece of business paying fifty to one hundred per cent above the average space rate.

### THE ROAD TO FAILURE

More than two years ago a piece of local photoplay theatre copy was presented to an Indianapolis newspaper. It so reeked with suggestiveness and vulgarity both in illustration and text, that it was turned down immediately. The manager of the paper was curious to know how such an apparently immoral film could get by any censor, so he went over to the theatre the afternoon it opened.

As he stepped up to the box office a sad eyed young man came out. Business was not rushing and they were the only people in the lobby. Coming over to the newspaper man he said "Bo, if you're looking for something spicy, save your money. This is the bunk. It's about as devilish as the Thursday afternoon meeting of the West Side Ladies' Sewing Circle—never again for me."

It is significant that this theatre has never been a financial success; that the management has changed often and that at least one Indianapolis newspaper has not carried its advertising for several years—although the copy has been frequently offered.

Only last week the leading minister of a smaller Indiana city and the Chief of Police of the same town nearly came to blows while discussing a photoplay, the advertisement of which featured a statue of a male and female in embrace. The fact that this advertisement had been rejected by one Indianapolis paper on account of this illustration, made no difference to the film promoter. That it was suggestive and indecent and that it had absolutely no place in the picture itself, made no difference to the promotion man who was actuated by the one idea of getting the picture over.

The plea that worse things than those pulled in the photoplay theatre are shown without adverse comment on the spoken stage will not excuse a continu-

ance of the present evils of the silent drama. The photoplay theatre is the amusement center of the family. Father, mother the children and the adolescent boy and girl sit in the same row. It is not the audience of the three dollar Follies. And for this reason, if for no other, must the newspapers of America take definite action to clean the slate.

The producers and the exhibitors, as a class, have thus far shown little interest outside the box office. The newspaper, however, can force the issue by conducting an honest and fearless photoplay criticism, first before the film is presented, second after the pictures are shown to the public.

The advertising departments can require clean, truthful copy and can decline to continue to be the "come on" of the exhibitor who wants to traffic in debauched morals. And between these two departments with the co-operation of all the newspapers of any city, the photoplay atmosphere can be cleaned up in short order. The newspapers of America have a definite challenge in present day motion picture conditions. That they will accept the challenge and array themselves on the side of decency is inevitable.

### Honest Ad Bill Passed

ALBANY, N. Y., April 13.—The "honest advertising" bill has unanimously passed the assembly. Under the provisions of the bill the word "knowingly" is removed from that section of the penal law which prohibits the insertion of misleading advertisements in publications. A violation of the law is made a misdemeanor. Its passage in the senate and approval by the governor is expected.

### Judge Petty Retires

A farewell banquet was tendered Judge James Taylor Petty, retiring managing editor of the Times-Dispatch Sunday afternoon by the staff of the news department, together with the heads of the departments of the paper. Robert D. Ford, chief editorial writer acted as toastmaster.

### North Dakota Uses Newspapers

An attempt to market a \$3,000,000 bond issue through a newspaper campaign will be started by the State of North Dakota. The bond issue was authorized by the legislature nearly two years ago, but has been inactive pending determination of its constitutionality by the courts.

### Merger in Virden, Ill.

VIRDEN, Ill.—The Reporter and the Record have been merged as the Record. The proprietors are Norris Gossett and John Campbell. D. L. Buckles will engage in newspaper work in Iowa.

Super Calendered Newsprint  
33½ 66½ 70" Rolls

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

On Spot New York

Prices on Application

THE AGROS CORPORATION

Importers Finnish Paper

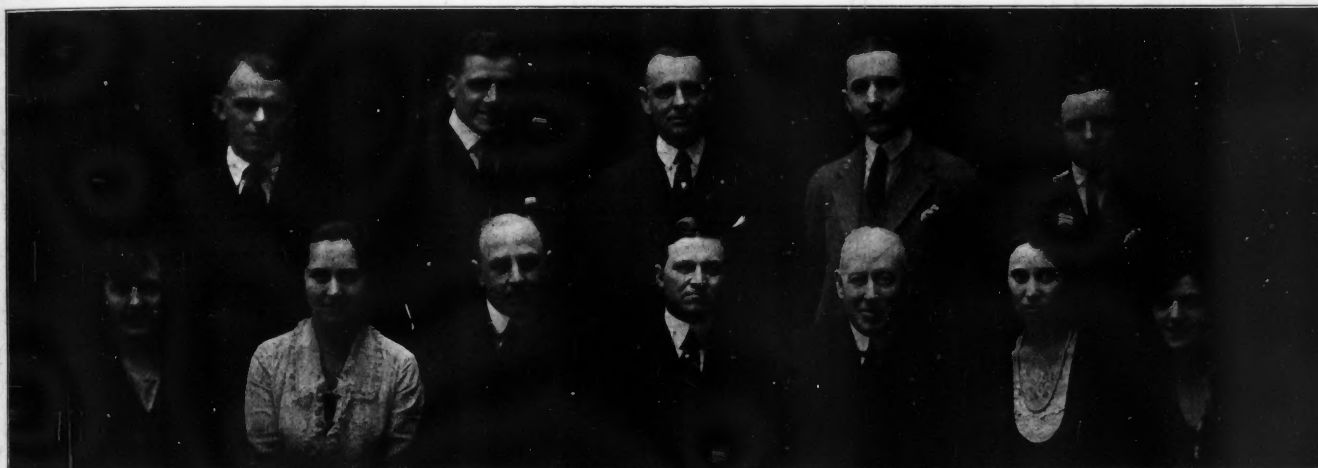
27 WILLIAM STREET

NEW YORK

100 Per Cent Efficient Representation in The National Advertising Field Afforded by an Organization of Experience and Character, with a large force doing intelligent, energetic and enterprising work.



OUR NEW YORK OFFICE FORCE



OUR CHICAGO OFFICE FORCE



A. D. GRANT  
Atlanta Office



ROY BUELL  
Detroit Office



O. G. DAVIES  
Kansas City Office

Our eighteen solicitors backed by our Merchandising and Co-operation Department, sell not only our newspapers but also the city and trading territory covered.

The comparative showing now being made by the newspapers we represent, under present business conditions, is proof of the superior value of our service. We refer to the Publishers of the papers on our list.

Consider: Five offices, eighteen solicitors, over forty-four thousand intelligent calls per year, an expense in salaries, traveling and other items of over \$154,000 per year. Ample capital. A standing in the Advertising World for effective service, honor, and reliability, second to none.

We can represent two or three more daily newspapers.

## CONE, HUNTON & WOODMAN, INC.

*Publishers' Representatives*  
225 FIFTH AVENUE  
NEW YORK CITY

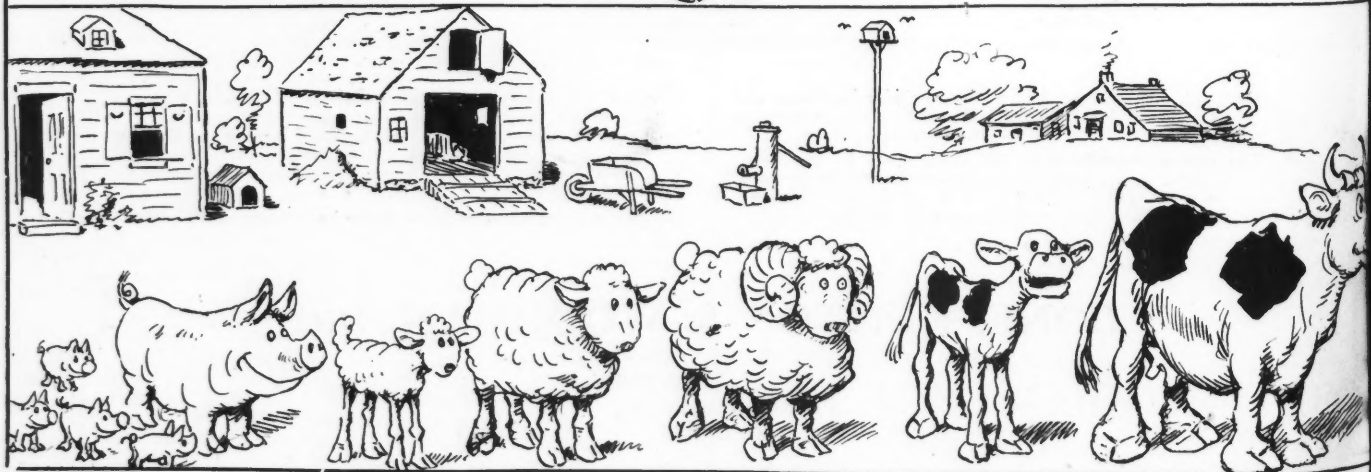
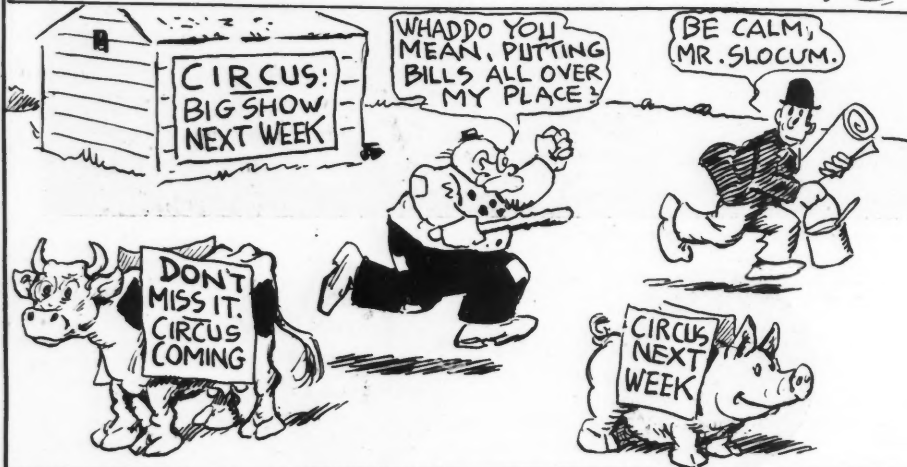
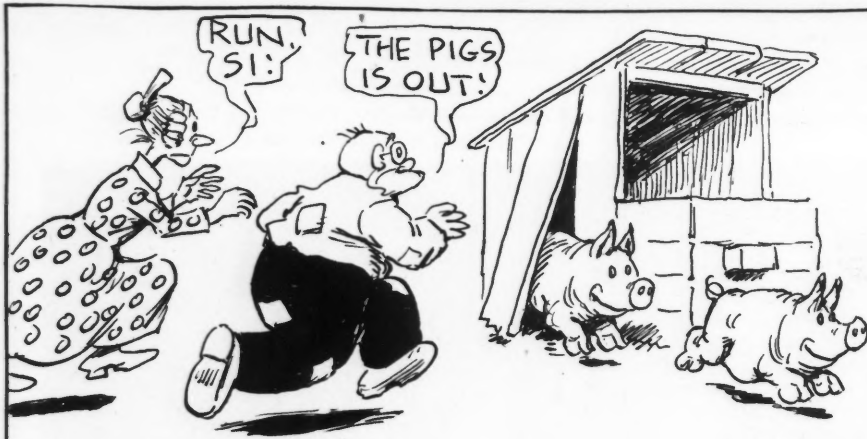
NEW YORK

CHICAGO

DETROIT

KANSAS CITY

ATLANTA



# O P

## In An Ar

Surpasses Hims Hi

# “Down on

Combining  
All

The genius whose magic has amused people for many years with his uproarious comic productions now returns to his most popular laugh maker.

Reserve it new

### International Feature

246 WEST 59th STREET

# PPER

## Far Revival

His Latest Production

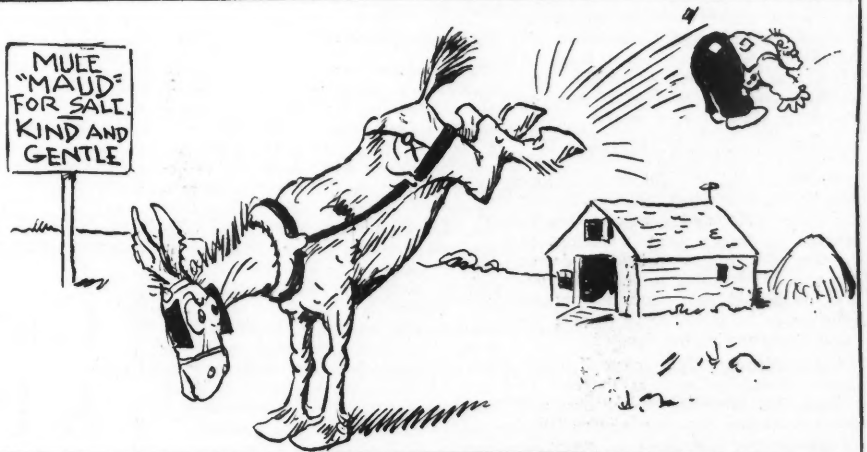
# the Farm"

and Sparkle of  
amous Comics

the comical farmer, is com-  
back! in the new Sunday  
ic page "Down on the Farm"  
c provides on a gale of hilarity. You  
say this is Opper's best.

newspaper now.

vice, Incorporated  
NEW YORK CITY



## FRENCH PAPER MAKERS NEED NO TARIFF

**Chamber of Deputies Hears Shortage  
Is Ended, Though High Prices  
Continue and Manufacturers  
Amass Gigantic Profits**

(Paris Correspondence EDITOR & PUBLISHER)

PARIS.—The French Government has been interpellated on the prohibition of importation of print paper, under the decree of October 23. The deputy who brought up the question, Paul Aubriot, said the decree "constitutes a measure of exaggerated protection for French manufacturers." He said the present price of French paper was from 1.20 to 1.25 francs a pound, with a reduction of from 7 to 9 centimes a pound when the coal supplied by the French Government underwent the same reduction, while paper could be bought in Finland, Sweden and Germany at .73 francs the pound, to which must be added 7 or 8 centimes for freight. The average consumption of print paper in France is 12,000 tons a month.

### 18 ASSOCIATIONS PROTEST

He read a list of eighteen newspaper associations which had protested against the decree. He tried to induce the government to declare what it intended to do after Dec. 31 next when the decree expires—was it going to renew the decree or would the customs duty on print paper be raised so as to give the same protection as the decree?

Other phases of the cost of paper were referred to, such as the cost of college and university text books, and the impossibility of a doctor in medicine or law printing the thesis by which he gains his degree, now that the cost of printing a thesis has gone from 1,500 francs to 25,000. If the decree was intended to save the French industry from ruin, Mr. Aubriot declared he would prefer to save the press and newspaper industries at the cost of the paper industry. They employed at least half a million workers while paper-making only employed from 25,000 to 30,000. But the French industry was not threatened with ruin; it had only to consent to a loss on the stocks it had accumulated at heavy cost.

Mr. Isaac, Minister of Commerce, replied on behalf of the government, that the decree had been issued at the proposal of the Commission on Print Paper, on which the daily press had more representatives than the paper makers. He quoted names of associations which had approved the decree. Before the war print paper paid a duty of 10 francs on 100 kilograms, which were worth about 30 francs. Now the tax has been reduced by 95 per cent., thus giving no protection to the industry.

### GREAT PROFITS LAST YEAR

The price of print paper in December has been fixed at 234 francs the hundred kilograms, 60 per cent. of foreign paper being used to 40 per cent. native. He said that the government would let the decree expire at the end of the month as well as other exceptional laws which originated during the war but he refused to bind himself on the question of what the customs duty would be.

A deputy, formerly a paper maker, gave some figures on the cost of manufacture, the item which caused the greatest surprise to the Chamber being that a pound of paper needs over a pound and a half of coal.

Mr. Aubriot quoted figures from annual balance sheets of paper-making

companies without naming the firms, showing that one had, in 1919, put over 9,000,000 francs to a special reserve while setting aside nearly 19,000,000 francs to a vague sinking fund. Another with a balance sheet of over 23,500,000 francs had set aside over 8,000,000 francs as sinking fund for buildings and stock.

Deputy Gounouilhou, who is part owner in some of the most important provincial French papers, said he had approved of the decree prohibiting importation except by the government but now opposed it as the situation had changed since Oct. 23; the crisis in the supply had been succeeded by superabundance. Delayed contracts had begun to be filled. The consumption had been reduced by the increase in price of newspapers to three cents. In April paper was unobtainable but after June papers did not know how to store their supplies.

### EXPECT AMERICAN COMPETITION

"Newspapers," said this deputy, who is an expert, "which have thrown themselves upon the German market have made a serious mistake. German paper in the first place is of a very mediocre quality, and secondly, when things become normal on January 1, German paper will pay a far higher duty than that from former allied or neutral countries. There are paper factories in France with sufficient stock of wood pulp to keep them working full time until August or September next, and now are only working 25 to 40 per cent. of their production. Finland and Scandinavian manufacturers, and perhaps soon American, are beginning to make offers on our markets because there is a world crisis of over-production.

The debate closed by a motion against increasing the duty on print or other paper, being voted by 347 against 262, although the Minister of Commerce asked the Chamber not to tie the hands of the government by such a vote.

### Farm Papers Meet in Atlanta

The Southern Farm Papers' Association, which held its annual convention with the Southern Newspaper Publishers' Association in Asheville last year, will meet with the Associated Advertising Clubs of the World in Atlanta, during the week of June 10.

### Stead Heads Ottawa Authors

An Ottawa branch of the Canadian Authors' Association was formed last week with Robert J. C. Stead as chairman; Duncan Campbell Scott, vice-president; Mrs. Madge Maebeth, secretary, and L. J. Burpee, treasurer.

### Geneva Signal Buys Weekly

GENEVA, Neb.—The Nebraska Signal has taken over the subscription list of the Milligan Times. Charles Smrha will conduct the Milligan Times news department, with the business end in Milligan in charge of Miss Mary E. Krisl.

## NEWSPAPER PRINTING AS IT SHOULD BE DONE

Our Printing Plant is now in a position to print newspapers of all kinds at particularly low rates. Our presses operate day and night and can handle newspapers from four to sixteen pages.

We will be pleased to give you all further particulars upon request.

## Bollettino Della Sera

178-182 Worth Street,

Tel. Worth 4700 New York, N. Y.

## NOTES OF ASSOCIATIONS AND CLUBS

E. F. BARBER has been elected president of the Advertising Club of Winston-Salem, N. C. The other officer are N. V. Stockton, vice-president; Miss P. Garner, treasurer, and William T. Ritter, secretary.

The Youngstown Advertising Club has been reorganized and affiliated with the Associated Advertising Clubs of the World. Frank Herrick, advertising manager of the George L. Fordyce Company, has been made president. Paul H. Bolton, vice president of Bolton, Meek and Wearstler, advertising agency is secretary and treasurer.

The Pan-American Advertising Association gave its third Latin-American Market Luncheon, in co-operation with the Argentine Chamber of Commerce at the Hotel Astor, New York, April 29.

The Advertising Club of the Brooklyn, N. Y. Chamber of Commerce, entertained at its regular luncheon on April 28. Harry Tipper, manager of Automotive Industries; spoke on "Merchandising Outlook In The Automotive Field."

The Advertising Club of Columbus,

Ohio, will send to the A. A. G. W. convention at Atlanta, June 12 to 16, a delegation of fifty. Arrangements have been made by the Columbus Dispatch for special cars to carry the delegation to and from the convention. Atlanta headquarters for the Columbus delegation will be at the Terminal Hotel. Harry M. Miller, manager of the foreign advertising and service department of the Columbus Dispatch, is chairman of the committee.

The Paper Makers Advertising Club held its eighth annual meeting at Waldorf-Astoria, New York last week when the following officers were elected: C. H. Barr, Crocker-McElwain Company, president; C. W. Dearden, Stramore Paper Company, and D. P. Whelan, Wright, George W. Wheelwright Paper Company, members executive committee. C. H. Cooley of the Taylor-Logan Company, remains as secretary.

### Hamilton-DeLisser Appointed

The Reading (Pa.) Times-Herald publisher of the Morning News-Times and the Evening Herald-Telegram, has appointed Hamilton-DeLisser, Inc. to represent it in the national advertising field.

# Carrier Service Is Personal Service!

The Kansas City Star now has a daily circulation of more than 440,000 copies.

Practically the entire output is delivered directly to the homes of subscribers by Star carriers—not by newsboys or independent dealers but by men employed *exclusively* by The Kansas City Star and devoting *all their time* to its interests.

Under this plan The Kansas City Star maintains personal contact with each individual subscriber and a delivery service of remarkable dependability. The result is that "everybody in Kansas City takes The Star." In Greater Kansas City—Kansas City, Mo., Kansas City, Kan., Rosedale, Kan., and Independence, Mo.—there are more Star subscribers than there are families.

# THE KANSAS CITY STAR

Average Net Paid Circulation during March:

MORNING	EVENING	SUNDAY
219,115	224,547	225,137

Chicago Office  
1418 Century Bldg.

New York Office  
2 Rector Street



# Before You Leave New York Come and See the Newsbox

**T**AKE the uptown subway at Broadway and 34th St.; get off at Times Square. You will then be within half a block of the Candler Building, 220 West 42d St.

It will pay you to see the Newsbox demonstrated, even though you saw it last year. A number of technical improvements have been made. And most important of all, the Newsbox has been adapted to papers selling at practically every price. The present mechanism can be set to vend papers at 1, 2, 3, 5, 7 or 10 cents. Any desired combination of these prices can be arranged to suit the publisher. For instance, the Newsbox can be made to sell papers for 3 cents during the week and 7 cents Sundays, merely by shifting a pin.

The Newsbox is now widely used for *weekly* papers as well as for dailies. Its ability to increase circulation in this field is now beyond question.

Over eighty-five papers, representing most sections of the United States and three foreign countries, now offer their readers the convenience of Newsbox Service.

Our office is a clearing house for information regarding mechanical circulation. We are prepared to present definite plans for adapting Newsbox Service to your local conditions. Our 30-Day Trial Offer enables you to prove without risk just what Newsbox Service means on your own paper.

*Call at our office before leaving town*

**Newsbox Sales Corporation**

Telephone, Bryant 8222

**Candler Bldg. - - New York City**



## Out of Our Mail Bag

The Newsbox which you sold to the *Brooklyn Times* has done all you predicted. Last Sunday (November 14th, 1920) we sold 110 papers, where there has never been a sale.—*Brooklyn Daily Times*.

We handle these boxes (Newsboxes) from the office, thus getting the full retail price for our paper. And I wish to say in connection with this, we have already secured enough money from the difference between our wholesale price to newsboys and the retail price of the paper to pay for these boxes. We have had these in for a period of almost a year.—*Raleigh News and Observer*.

A great thing for promoting street sales, and we have had very little trouble with them getting out of order.—*Augusta (Ga.) Chronicle*.

The three boxes (Newsboxes) which we now have in operation are giving excellent results from a sales standpoint, and in addition are worth a good deal to us from a publicity standpoint.—*Springfield (Ohio) Daily Sun*.



*This Newsbox, placed near the entrance to the Tampa Bay Hotel, catches the tourist trade.*

## MISSIONARY INSTINCTS DEVELOPED PRESS TO LEAD PUBLIC OPINION

English Cleric Traces Tendencies of Modern Journalism—Finds Its Great Power of Selection Wielded for Good with New Interest in Religion

By HERBERT C. RIDOUT

London Editor, EDITOR & PUBLISHER

THE tendencies of modern journalism are always a prominent subject for discussion whenever the leaders of any department of thought foregather and review the influence and power of the great newspapers as compared with the efforts of a single voice or party.

If there is one body of men who watch the press for its every indication of progress, its every attempt to stress or mould public feeling, though it is not suggested that the critical attitude is anything but dictated by the most admirable regard for public welfare, that body is among the associations of ministers of the gospel that periodically meet in conference.

### SEES TREND TOWARD RELIGION

At one such conference, the Bradford (Eng.) Minister's Meeting, the Rev. Arthur Hoyle, a leading light among Methodists in Great Britain and perhaps more tolerant than many (by reason of his journalistic association with the Methodist Recorder) reviewed and discussed modern journalism, its tendencies, and possibilities. He was merciless in his condemnation of the prostitution of the press to any base purpose, but noted in the English newspapers a trend toward the recognition of religious affairs and a greater effort to give more attention to such topics.

Mr. Hoyle offered first his conception of the scope and action of a newspaper as viewed through the critical eye. He divided its work into three sections, as follows:

(1) It offers to all within its reach a common subject of concern—human and fresh, and expressed in the same way for every mind with which contact is made. There is unity of interest—a certain bond of vital forces. There is something other than local domesticities and the weather. It is a considerable social and civilizing factor when whole communities are interested within a common area.

(2) The newspaper gives not only a common interest, but a common subject of thought—possibly a dozen subjects for common thought. The mind of the reader plays round the same items of tragedy, policy, comedy or business possibility. In the very variety there is discipline for the sense of the perspective.

### THE PRESS AND POLICIES

(3) The newspaper by the emphasis it lays, or by the opportunity it gives to others to lay emphasis, affords an opening for the development of a policy of general well-being. If the newspaper does not urge a policy, it provides the opportunity for the construction and the advocacy of a policy. Now, it is a great thing, and a responsible thing to offer wide ranges of territory, vast numbers of men—a common interest, a common subject of thought, and the possibility of a policy of general well-being. By these means the state is emancipated from the city, and the modern nation becomes possible. The vast inarticulate masses are gathered up into one body with one soul.

This, he thought, was the ground and

vindication of the newspaper—just as a paper giving news. But upon this function and service there have developed many parasitic growths. It was inevitable, from the moment the news-sheet appeared, that propaganda would seize the opportunity for an interpretation, whether by selection or by partisan exposition.

Quite early, propaganda invaded the news-sheet. It is generally supposed that the business of the paper is propaganda. It is nothing of the kind. The business of the paper is to inform fully and without prejudice. But the missionary instincts of men—and especially women—are, from the Garden of Eden downwards, always busy recommending some apple or another. That, however, is inevitable and is not a fatal parasitic growth—since if Joan says her tree bears the only apple, Jane may do as much for any other pippin in her orchard. Joan and Jane cancel one another out—so long as men have a decent taste in apples.

### POWER OF SELECTION

The great power of the public press lies in this—its power of selection. Papers must choose what they will print even in news. They cannot print all. It is natural they should print, first, that which they have a preference for, a fact or an event that supports their private purpose or their inner conviction on the good of the race. This power of selection is a really great power, is far more influential than argument, illustration or appeal.

It is more insidious, subtle, silent and never provocative. The power of selection organizes for you the whole world in which your thought moves. This power of selection may become nothing less than a conspiracy—as it was in wartime a conspiracy to win the war. In peace-time it may become a conspiracy for ends not so worthy; and one half of England may not know how the thought of the other half works.

But all is not so gloomy as you would think. There are encouraging signs, and very encouraging signs—

### BETTER WRITTEN THAN EVER

(1) Newspapers are today more respectful to religion than ever they were before. They are in fact keenly interested in it. They are not interested in orthodoxy or ecclesiasticisms, but in spiritual religion. They are ready to lend their columns and often invite help; only they find it very difficult to get what they want—a man of the world with a religious instinct and a decent style. They are not interested in Churches—as Churches. They are not interested in any of the fringes—but they do feel the soul.

(2) The newspapers are better written than they were, and make more of literature. The change here is as great as is the religious sphere. Some of the finest writings of the day is pure journalism.

And since a decent style is to the mind what the habit of personal cleanliness is to the body, there is moral value in the fact.

## A FIFTH ESTATE—THE COPY BOYS

COPY conveyors of the San Francisco newspapers and press associations, feeling the lack of a training school in the present scheme of American journalism for the kid with a nose for news, who is unable to attend a journalism college or is too young to become a cub, have formed an association and are publishing a monthly magazine entitled "The Fifth Estate" in an effort to bridge the gap between the news office copy boys and the legitimate newspapermen.

All copy boys are automatically members of "The Copy Conveyors' Association," which grew out of a practice of The Associated Press night check boys of gathering at an all-night restaurant on Sunday mornings at the close of the week's work and interchanging ideas on journalistic subjects. Later, copy boys from the newspapers of the city joined the meetings, and when Frank Manning, an Associated Press employee suggested "The Copy Conveyors' Association," the idea met with favor and he was elected president.

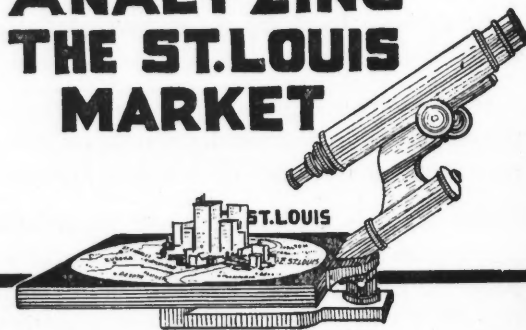
In the course of the meetings the fact came to light that many copy boys were turning to other pursuits due to the

apparent lack of interest of the newspapermen in the development of the boys and the difficulty of their getting positions as cubs. Elmer Feyling, also of the Associated Press, made up a dummy of a magazine containing an editorial on this subject and containing humorous stories and verse exemplifying the copy boy and exposing the vanities of the editor and reporter, which he called "The Fifth Estate" from the alleged statement of Edmund Burke that "There were three estates in Parliament and a fourth in the press-box, but dashing madly up and down the press-box stairs, conveying copy was a FIFTH ESTATE."

The contributions were representative of the copy boys on a number of the papers of the city and few restraining rules were laid on the character of the matter turned in.

The first number of "The Fifth Estate" was published in February and met with favor among the newspapermen of San Francisco. The March and April numbers were equally successful and the magazine, through utter facetiousness, is directing the attention of newspapermen to the copy boys as a source from which the mail of the profession may be replenished, and, it is hoped, making steps toward accomplishing its purpose.

## ANALYZING THE ST. LOUIS MARKET



THE close analysis of a market, for the purpose of determining facts relative to a specific product, often reveals points that are of vital importance to the advertiser.

The St. Louis Star's Bureau of Merchandising will diagnose the market on any product in St. Louis for seriously interested manufacturers or agencies.

Salesmen's route lists, files of data and local statistics are also available.

## THE ST. LOUIS STAR

don't say "Paper"  
—say "STAR"

Trade Mark Registered

National Advertising Representative—  
STORY, BROOKS & FINLEY  
Chicago Philadelphia New York

## COMING TO HONOLULU FROM ALL CORNERS

**Assurances for Attendance at World Press Congress Most Encouraging**  
—Governors of Kansas and Missouri Appoint Delegates

Journalists in every quarter of the world are looking forward to attendance upon the 1921 meeting of the Press Congress. They expect to be the means of advancing materially the interests of the profession in all countries. It promises to be one of the most significant gatherings of newspaper men ever assembled.

Jason Rogers, publisher of the New York Globe, believes the Press Congress can be made the greatest agency in the world to advance the aims and prosperity of the best journalism. Mr. Rogers has been one of the organization's strongest supporters since its beginning.

Harvey Ingham, publisher of the Des Moines Register and Tribune, a vice-president of the Congress, will be one of the representatives of the Mississippi Valley. The Congress meeting "should be one of the greatest interest," he recently wrote.

V. S. McClatchy of the Sacramento (Cal.) Bee will be a delegate. Mr. McClatchy, who is a recognized authority on communication with the Orient, has been a member of the Congress since its organization.

Robert W. Spangler, editor of the New West Magazine, will attend as a member of the delegation from the United States. "I want to do all I can to help make this meeting a success," he wrote after Honolulu was announced as the meeting place.

"If it is at all possible, I certainly shall go to Honolulu," writes Aaron Watson, from Wiltshire, England. William Davies, Cardiff Western Mail, requests: "Please keep me informed of all new particulars. I am greatly interested."

"I look forward to attending the Press Congress meeting," writes Joe Mitchell Chapple, editor of the National Magazine and well-known author.

This from K. Sugimura, of the Tokyo Asahi Shimbun: "Honolulu being near Japan, I can safely say that I can join you there in October." Mr. Sugimura is vice-president for Japan and a member of the executive committee.

B. W. Fleisher, publisher of the Japan Advertiser, Tokyo, writes: "I will consider it not only a pleasure but a privilege and an honor to be able to take advantage of your kind invitation. I promise that if I can at all make it possible I will attend."

If his present plans are carried out, W. H. Dennis, of the Halifax Herald and Evening Mail, will be one of the delegates representing Nova Scotia. This is indicated in a letter received from him last week.

L. Saxe, secretary of the Norwegian Press Association, expects to attend. He represents, besides the press association, the Norsk Presseforbund.

Robert Bell, of the Ashburton (N. Z.) Guardian, a member of the executive committee, writes that a good delegation may be expected from New Zealand. Mr. Bell has a place on the tentative program now being outlined.

"I trust I will be able to attend the important meeting," writes Dr. Mario Borsa from Milan, Italy, where he is editor of Il Secolo.

Thales Coutoupis, president of the

Union of the Athenian Press, says: "I shall be very happy to assist the Congress. I expect George Frangoudis, and possibly other eminent Greek journalists, to join me in the trip to Hawaii, the Philippines, China, and Japan." Mr. Coutoupis is manager and editor of Nea Elas, and a former Minister and member of the Greek parliament.

"I wish all success to the Press Congress of the World and hope I may find it possible to attend the next meeting," writes Rustom N. Vatchaghandy of the Sanj Vartaman, Bombay, India.

Will Wilke, publisher of the Grey Eagle (Minn.) Gazette and retiring president of the National Editorial Association has been elected by the executive committee to be chairman of the committee on transportation for the Press Congress. Mr. Wilke's election insures to Congress delegates the most satisfactory arrangements possible for the journey to Honolulu and the October meeting. He is to take up the matter of schedules and the organization of parties from the American and European continents at once, and inquiries having to do with such arrangements should be addressed to him at Grey Eagle, Minnesota, U. S. A.

Members of the National Editorial Association will recall the high degree of efficiency with which Mr. Wilke conducted three recent tours of that organization. Two were through Canada, and the last was a delightful journey through Florida last month. It is planned to make the trip to the western coast a vacation in itself for American delegates and those who come from Europe by way of America.

### MISSOURI AND KANSAS DELEGATES

Gov. Henry J. Allen has appointed the following Kansas newspaper men as delegates to the Press Congress of the World to be held at Honolulu October 4 to 14: Fred Brinkerhoff, Pittsburg Sun; Gomer T. Davies, Concordia; Will L. Townsley, Great Bend Tribune; Fay N. Seaton, Manhattan Mercury, and George Marble, Ford Scott Monitor.

Governor Hyde has appointed the following Missouri newspaper men to represent the State at the World's Press Congress to be held at Honolulu, October 4 to 14; E. Lansing Ray and H. P. Robbins of St. Louisville; O. D. Gray, Sturgeon; C. M. Hamilton, Boonville and W. C. Van Cleve, Moberly.

### Wisconsin Daily Incorporates

Wisconsin articles of incorporation have been issued to the Monroe Evening Times Company, with capital stock of \$40,000. The incorporators are Emery A. Odell, who founded the Times in 1898; Robert E. Knoff, editor, and Howard W. Chadwick, advertising manager.

### New Daily in Texas

The first issue of the Graham (Tex.) Daily Leader has appeared, using the day leased wire service of the Associated Press, and J. C. Bowren, editor and publisher, is issuing an eight-page paper every afternoon except Sunday.

### Best Seats for Newsies

Cedar Rapids (Ia.) newsboys, at a theater entertainment, were not obliged to view the stage from the darkness of the gallery, when William J. Slattery, manager of the Majestic Theater gave them a party here. The Republican and Times staff of street sellers were given front row seats in the first balcony.

## Watch Your Step!

Circulation, Quality and Quantity are the only result producing factors in newspaper advertising.

## Watch Your Step!!

The Circulation of the Worcester, Massachusetts, Newspapers as reported to the United States Post Office as required by law:

### April, 1920

Worcester Telegram, 34,474	} Total	64,629
Evening Gazette, 30,155		
Worcester's Other Daily.....24,292		

### April, 1921

Worcester Telegram, 39,007	} Total	72,922
Evening Gazette, 33,915		
Worcester's Other Daily.....23,785		

Telegram-Gazette gained 8,293 copies daily during the year. Worcester's other paper lost 507 copies daily during that period.

## Watch Your Step!!!

The Telegram-Gazette has THREE times the circulation of Worcester's other newspaper.

The Telegram-Gazette advertising rate is ONE-THIRD LESS per 1,000 copies than that of Worcester's other newspaper.

## Watch Your Step!!!!

The Worcester (Mass.) Telegram-Gazette circulation at the present time is in excess of 75,000 Complete Copies Daily.

## PAUL BLOCK, Inc.

Foreign Representatives

New York Boston Chicago Detroit

## ACCURACY AND FAIRNESS ONLY WIN CONFIDENCE OF READERS

**Libel Suits Stare Owners in Face When Newspaper Makes Charges It  
Cannot Prove—An Object Lesson to Impress  
Care Upon Editorial Workers**

By **ROBERT JONES**

Assistant Professor of Journalism in the University of Washington.

**PEOPLE** buy newspapers to find out the truth. That's why accuracy and fairness are most important among the qualifications demanded of his newspaper by the American. Half the newspapers of the world are published in the United States. The characteristic common to all Americans is that they read newspapers. In a democracy of over a hundred millions the very success of government itself depends on the accuracy and fairness of the newspapers, for without accurate and fair newspapers to rely on, how can good counsel and good policies prevail? The bulk of the American people can be reached in no other way.

From the standpoint of the newspaper, good business and good morals point to the same things. Unreliable, unprincipled newspapers fail. The most successful American newspapers are those that have the belief and confidence of their readers. The advertiser knows that the "responsiveness of the reader," that is, the confidence he has in the newspaper he reads, should be learned with accuracy before circulation figures can be appraised correctly.

### INACCURACY DISGUSTS READERS

Accuracy and fairness gain the confidence and good opinion of the reader; inaccuracy and bias disgust him and stand in the way of making him an interested friend of the newspaper. When the newspaper deals with assertions of fact it is necessary for the basis of the assertion to be truth. To err is human, as the textbooks on logic say, and editors are included in the assertion. The battle with inaccuracy, however, has to be carried on incessantly.

Joseph Pulitzer, editor of the New York World, speaking to his secretary, Mr. Ireland, once said: "It is not enough to refrain from publishing fake news, it is not enough to take ordinary care to avoid the mistakes which arise from the ignorance, the carelessness, the stupidity of one or more of the many men who handle the news before it gets into print; you have got to make everyone connected with the paper—your editors, your reporters, your correspondents, your rewrite men, your proofreaders—believe that accuracy is to a newspaper what virtue is to a woman."

Libel suits stare the owners in the face when a newspaper makes charges of any kind which can not be backed up with facts.

### LIBEL IS A DANGER

Libel has been defined as "an injury affecting an individual's reputation by printing, writing, pictures, signs, or the like, which, by setting a man in an odious or ridiculous light tends to damage him in his relations with society."

The St. Louis Republic used to furnish its copy readers with a card of warning that gave these suggestions for avoiding libel suits:

"1. Heads are danger points. Never make, in a head, a damaging assertion which is not borne out fully in the text.

"2. Make no assertions against any person's conduct or character unless you are ready to supply complete legal evidence.

"3. Do not draw conclusions adverse to conduct or character. Never leave the plain faces. Let the facts tell the whole story.

"4. Be sure the wrong person is not made to appear. This is often done, either by slips in writing names or mistakes about identity of persons involved. Get every name absolutely right.

"5. Be careful about using names given by unknown persons. It is a common practice for criminals and other delinquents to assume the names of respectable persons.

### PROFESSIONAL REPUTE

"6. Court Reports. Any court news affecting business standing or business transactions is dangerous ground. Watch names. Be careful about reporting business failures or embarrassments.

"7. Be careful of stories affecting the professional repute of doctors, lawyers, preachers and other professions dependent upon personal esteem.

"8. Equally dangerous are stories affecting the character of women. Use no epithets or adjectives unnecessarily. Never on hearsay connect a woman with a detrimental action. Watch names.

"9. Be careful of statements from one side. Never base an assertion on these *ex parte* statements. Get both sides or say that it is from one side and be careful even then. The fact that a petition has been filed does not necessarily justify publication."

On the last point in the Republic's list it might be well to add that no lawsuit is a public proceeding in the sense that a paper may publish the assertions of both sides by way of news, until the issue is joined in the pleadings. That is, the newspaper can not escape responsibility by saying that the quoted matter is court proceedings until the issue is joined.

### SOME STATE LAWS

In Massachusetts, Nebraska and South Dakota a paper may establish the truth of the statements made and still have to pay damages for libel unless it can further prove to the satisfaction of a jury that the publication was not malicious but was a public service. The proof of the truth of the assertions made must be known and must be susceptible of proof by the newspaper at the time of publication. Truth, once established, justifies the statement, provided it be published for the public good. Truth does not justify libel when the libel is published with obvious malicious intent to injure, but it does justify it if it can be shown that the public was best served by publication. It is libel, on some occasions, to allude to a man who has been a convict as an ex-convict, merely, to hound him with a blot on his record.

However, in the other states the truth of the charge is a complete defense to a civil suit for damages for libel, though not a complete defense to a prosecution for criminal libel. This view proceeds upon the theory that no man has a right to any other than a reputation fitting his past record and his earned and rightful reputation can suffer no damage from the publication of any true charge. Even though the charge be made maliciously and would not reasonably be believed to be true by the reader, if truth can

be proved by the publisher, the defense is complete, as was held in the case of McCloskey vs. Pulitzer Publishing Company, 152 Mo. 339.

The jury will often award a plaintiff only one cent damage, as in the famous Henry Ford libel suit. But damages, even of one cent, carry costs and the newspaper has all the costs of the case to pay as well as its own attorney's fees, which it has to pay even if it wins the case. A libel suit means expense and vexation, win or lose, and should be avoided, too, for the sake of the good esteem of the general public.

As to criminal libel, the question of intention is important as in all criminal cases. Whether the publisher acted with malice is essential.

A word as to malice. Malice in law means any unlawful act done without just cause or excuse. The law presumes any false statement which is derogatory to a man's reputation is made with malice. That the statement was made without malice must be proved by the newspaper, if that fact is to be used to mitigate the damages.

Damage of some sort to the plaintiff is another essential. If the malicious false statement has caused no damage—has done no harm—then the plaintiff can mulct the newspaper only in nominal money damages. But here again damage is presumed in law when any individual is said to have committed an indictable offense, to have an infectious

or loathsome disease, is said to be incompetent in his trade or business or profession or when any false statement about him is made which works to his damage or prejudice in his trade, business, or his profession. Damage here is presumed, and the newspaper has to prove that the plaintiff has not sustained damage.

### NEWSPAPER HAS LABORING OAR

In a libel suit the newspaper has the laboring oar. Unless the statement is true and witnesses can be advanced to establish this fact, then the newspaper is in for trouble.

But why is the burden of proof consistently laid upon the newspaper in a libel suit? Because the plaintiff says in his petition, or complaint, that the newspaper printed certain statements that lowered him in the estimation of others, quoting the statements and giving the date and issue of the paper in which they appeared. The newspaper replies with an admission that the statements were printed, but declares that they were true and were published without malice and in the public interest. Having asserted these things the defendant newspaper has them to prove. The reason the newspaper has to assume them is that, anciently, the English Common Law rule was that "the greater the truth the greater the libel;" that is, the law took the stand that the publication

(Continued on Page 46)



## The National Capital Is a Busy City

Washington (D. C.) is the one city in this country where business conditions change only for the better. The busier the government the busier our people. Things are going at high speed now—and must so continue.

The volume of advertising carried by The Star during the first three months of this year is *materially greater than during the corresponding period of 1920*. A significant fact, indicating as it does the conspicuously favorable conditions prevailing at the National Capital for active and aggressive business campaigning.

The advertising problem here is easily solved. All you need is ONE paper—The Star with its comprehensive circulation *completely covers the entire field*.

The National Newspaper at the Nation's Capital

# The Evening Star

WASHINGTON, D. C.

Write us direct or through our

New York Office  
Dan A. Carroll  
150 Nassau Street

Chicago Office  
J. E. Lutz  
First Nat. Bank Building



# The WELL-DRESSED MAN

## Weekly Fashion News Feature

BY ALFRED STEPHEN BRYAN  
Foremost International Authority On Men's Dress

What To Wear And When And Where To Wear It

### To Managing Editors!

AS in woman's dress, so in man's, Style has become standardized and national. The same styles prevail in Phoenix, Ariz., as in Pittsburgh, Pa.; in Cheyenne, as in Chicago. All men want and all merchants sell New York Fashions.

Most men have not the time to study fashions, except through shop windows. Most men would enthusiastically welcome and eagerly read News about Men's Dress that is authoritative, that is informative, that is well-written, that is sensible without being "solemncholy" that says just enough and knows when to stop.

It has remained for Alfred Stephen Bryan, the International Authority upon Men's Dress to originate such a Newspaper Feature, THE WELL-DRESSED MAN, which touches the reader upon his most susceptible spot—his appearance.

That this Feature has powerful man-reader interest is proved by the fact that it was bought on sight and is now running in such nationally known newspapers as those named in the centre panel.

Women read Fashion Information only casually, because they know all about style. "'Tis woman's whole existence". Men read Fashion Information carefully, because their observation and opportunities to know about style are limited.

The Editor who publishes THE WELL-DRESSED MAN Weekly Fashion News Feature is creating concentrated man-reader interest and he is a year in advance of his contemporaries, because every Editor will be casting about for such a feature next year.

If the franchise is yet open in your city, wire or write, and we will reserve exclusive rights and quote terms. We have had to disappoint some mighty fine newspapers, because they waited too long to make up their minds.



ALFRED STEPHEN BRYAN

### Now Appearing In

- NEW YORK, N. Y.  
*The Evening Post*
- CHICAGO, ILL.  
*The Tribune*
- PHILADELPHIA, PA.  
*The Public Ledger*
- ST. LOUIS, MO.  
*The Globe-Democrat*
- BOSTON, MASS.  
*The Herald*
- BUFFALO, N. Y.  
*The Courier*
- PITTSBURGH, PA.  
*The Gazette-Times*
- MILWAUKEE, WIS.  
*The Journal*
- WASHINGTON, D. C.  
*The Evening Star*
- NEWARK, N. J.  
*The Ledger*
- CINCINNATI, O.  
*The Commercial-Tribune*
- NEW ORLEANS, LA.  
*The Item*
- SYRACUSE, N. Y.  
*The Herald*
- NEW HAVEN, CONN.  
*The Journal Courier*
- HOUSTON, TEX.  
*The Chronicle*
- HARTFORD, CONN.  
*The Courant*
- SCRANTON, PA.  
*The Republican*
- SPRINGFIELD, MASS.  
*The Union*
- FALL RIVER, MASS.  
*The Herald*
- NEW BEDFORD, MASS.  
*The Standard*
- ALBANY, N. Y.  
*The Times Union*
- WATERBURY, CONN.  
*The Republican*
- PAWTUCKET, R. I.  
*The Times*
- ATLANTIC CITY, N. J.  
*The Press*
- LEXINGTON, KY.  
*The Leader*
- LIMA, O.  
*The News & Times-Democrat*
- JAMESTOWN, N. Y.  
*The Journal*
- NEW LONDON, CONN.  
*The Day*
- GLENS FALLS, N. Y.  
*The Times-Messenger*

### To Business Managers!

MOST Syndicated Newspaper Features only cost you money. Here is one—and the only one—that makes money for you. The country's ablest Newspaper Publishers have for years had this idea in mind—Alfred Stephen Bryan has put it into type.

Apparel and Textiles constitute about 60% of all the Advertising carried by newspapers. Every manufactured product of Men's Wear, except only underwear, is bought, sold and advertised upon Style.

THE WELL-DRESSED MAN, by positive published proof, has delivered within two months many thousands of lines of local business to its subscribers. It is beginning to deliver choice accounts in foreign business never before placed in daily newspapers but heretofore confined to wasteful, haphazard "general publicity" in magazines.

The General Manager of one of the biggest dailies in Ohio writes: "Within one week after taking on THE WELL-DRESSED MAN, our local advertising staff signed up most of the men's wear stores in this city for space on the Bryan page at an increase of approximately 40% over their contract rates. It is the most quickly saleable feature we have ever published". The original of this letter is on file in our office.

No more constructive work in behalf of Daily Newspapers has ever been done than through THE WELL-DRESSED MAN by Alfred Stephen Bryan, a newspaper enthusiast for 20 years and recognized at home and abroad as the Foremost International Authority upon Men's Dress under the pen name of "Beaunash".

Write for Prospectus and Specimen Articles, together with facsimiles of published pages showing the actual Advertising that this Feature is delivering week by week, and it's all new Advertising, not simply regular advertising placed upon the Feature Page.

If In New York, You Are Invited To Meet Mr. Bryan At His Office Or Elsewhere, By Appointment

## ALFRED STEPHEN BRYAN MEN'S FASHION FEATURE

I. L. HEUSLEIN  
General Manager

665 Fifth Avenue, New York  
TELEPHONE, PLAZA 1600

M. BLACKWOOD  
Sales Manager

of charges or assertions which tended to set a man in an odious or ridiculous light and thus to damage him in his relations with society (for this was the Common Law meaning of libel) constituted an unwarranted invasion of the right of privacy and if the harmful assertions were true the victim of publicity was damaged all the more. However, as people grew accustomed to newspapers it became apparent that the public interest was served when the public was warned against a scoundrel, and because of this, an exception was made where the harmful published statements were true, could be proven true in a court, and where their publication came within the exception,—where they were not published maliciously to persecute the person exposed, but because of the duty to serve the public by unmasking dishonest and unprincipled individuals.

#### MUST LOOK TO FACTS

Today, the newspaper pleads in defense under this same exception which is now generally embodied in the statute law of the several states. The tendency is slow to extend this exception and where reputations are at stake it behooves the newspaper writer to step with care and look to his facts and to the reason for their publication.

The power of the newspaper to ruin reputations or bring financial ruin on a business concern by damaging assertions, the tremendous power of the printed word, makes it fair to impose on the newspaper the penalties laid upon it by the libel laws. The individual attacked by a newspaper must be protected from unjust and mistaken attacks.

Calling a man a murderer, a dishonest scoundrel, a thief, or a confidence man is hard to justify when the facts, if well told, would be more convincing, but when any such assertion is made and can not be backed with facts a libel suit is almost certain to convince the newspaper owners that a change in style is advisable and greater accuracy is essential.

To avoid libel suits and to gain the reader's friendship because of the newspaper's implied spirit of fair play, the newspaper often prints, on its editorial page, an offer to correct any damaging mistake.

Here is a notice that appeared at the head of the editorial column of the Sioux City (Iowa) Tribune:

#### SIoux CITY TRIBUNE POLICY

"Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of The Tribune will be gladly corrected upon its being brought to the attention of the manager."

The Fulton (Missouri) Gazette printed this notice at the head of its editorial column:

"The Gazette does not print, either free or as advertising, signed or unsigned statements from committees or individuals concerning neighborhood or personal quarrels. It also denies space to anyone to attack the character of any person. This newspaper does not permit itself to be used by anyone as the means of satisfying grudges, or venting spleen or hatred.

"No matter how important they may be, unsigned and anonymous communications to The Gazette are ignored. The name of the sender is wanted as an evidence of good faith and not for publication. If you have something you want to appear in the Gazette, you must sign your name to it.

"The Gazette is glad to correct state-

ments in its columns that do an injustice to any individual, institution, or community. Every effort is made to get exact facts concerning all matters mentioned in this paper, but mistakes are made sometimes. It is always a pleasure to correct them, for the Gazette does not intentionally misrepresent anybody or anything."

#### ACCURACY OF STATEMENT

Factual accuracy is no more essential than accuracy of statement. The right word or phrase is worth seeking, and is its own justification when found.

Unless the words fit the ideas and unless the ideas are advanced in understandable order the truth is misrepresented, although each sentence, word for word, be utterly beyond dispute.

To say, for example, that funds are missing from the First National Bank, and that the cashier of the First National has been gone since the day before the shortage was discovered, is tantamount to saying the cashier is a defaulter although each of the separate assertions of fact be susceptible of complete proof.

Less sinister misrepresentations are

always creeping into the columns of the paper unless the writer strives constantly for accuracy of statement.

#### FAIRNESS

Accuracy in fact and accuracy in statement are made easy by fairness. Bias and prejudice have their roots deep in individual experience, but they should be kept out of the newspaper. The editor's private dislikes are out of place.

The blind men who went to "see" the elephant were at variance, because one felt the elephant's leg and thought the elephant like a tree, another ran his hand along the elephant's side and thought the elephant like a wall, a third took hold of the elephant's tail and said the elephant was clearly like a rope, a fourth touched the elephant's curling trunk and said the elephant was like a snake, and a fifth touched the elephant's tusk and declared an elephant was like a spear.

Just as false is the view of the newspaper writer who can not climb up above his own personal likes and dislikes and look the facts squarely in the eyes. Fairness in seeing the facts is

the first step toward factual accuracy and accuracy of statement.

The reader buys his newspaper to get out the truth. His interest is entitled to first consideration because his subscription makes the newspaper possible and his payment of the subscription money charges the newspaper business with a public interest.

#### EDITORIAL DISPUTES UNFAIR

Staying inside the libel laws does not satisfy the demand for fairness. It is performing a negative duty—refraining from damaging individuals by the power of the newspaper. A positive duty likewise rests on the editor. He must give the reader that for which the reader has paid his money—accurate and fair information.

Personal quarrels and editorial controversies belong to the old era. Newspapers today engage in the art of tearing down the public's good opinion by making newspapers ride through unmannerly bickerings and snarlings in the editorial column.

Examples can be found, however, and they are too numerous, despite

(Continued on Page 48)



#### UNSEEN POWER

There is unseen power in every man: "Books and Study" will bring it out.

**"Remember This—A Man is More Interested in Himself Than in Anything Else in the World."**

—HORACE GREELEY.

Correspondence schools are flourishing. Vocational and inspirational books are being sold by the thousands.

Is it a fad?

No!

It is the logical result of the transition from a period of reckless prosperity to one of enforced industry and self-denial.

Men are being compelled to think seriously.

When a man thinks seriously, he realizes his own handicaps. He studies to overcome them. He devours whatever helpful reading matter comes his way. He goes after more.

A real need exists today.

There are just three groups of men that can meet it:

1. Book publishers.
2. Magazine editors.
3. Newspaper editors.

So far, the first two have done considerably more than the third.

Think what it would mean to you if your newspaper were to help more men and women attain the one thing that concerns them most vitally—the betterment of themselves—success, increased prosperity.

"Books and Study," a new weekly department to start June 4th, will help you do this. Wire now for complete information.

"Books and Study" will be far more than one small copy sheet a week. Behind the scenes we will carry on a direct-to-your-reader pamphlet service that will give him exactly the information and personal advice he wants, in a manner so simple, concise, and authoritative, that you will wonder why no one has ever done it that way before.

Wire! Let us tell you all about it! Wire!

(Remember that book advertising, more than almost any other kind, gravitates immediately to the newspapers that give most attention to the subject editorially).

#### ASSOCIATED EDITORS

35 North Dearborn Street, Chicago

#### THE BOYS AND GIRLS NEWSPAPER

"The Biggest Little Paper in the World"

ROBERT QUILLEN  
"America's Greatest Paraphraser"

J. P. McEvoy  
"A Comic Strip in Type"  
Not many, but each the best in its line.

# First

In the prompt and comprehensive collection and presentation of the news of the world, The New York Times leads all other newspapers.

In volume, quality and authenticity of news, The New York Times is not surpassed by any other newspaper. Students in journalism, at the University of Illinois, numbering more than 1'00, after a study of the various American newspapers, selected The New York Times as the newspaper "giving its readers the best and most complete accounts of all happenings of the day, local, national and international."

Seniors of the Sheffield Scientific School, Yale University, in April, 1921, voted The New York Times the favorite and leading newspaper of the United States.

The New York Times possesses, in an unusual degree, the confidence of its readers, who represent the greatest purchasing power in the world.

Advertisements offered for publication in The New York Times are carefully scrutinized. Hundreds of columns of advertisements are declined, under the strict censorship maintained.

In three months of this year, The Times published 5,146,300 lines of advertising—1,629,278 lines in excess of any other New York newspaper.

The average net paid circulation of the daily and Sunday editions of The New York Times, as reported to the Post Office Department for six months ended March 31, 1921, was 352,528.

## The New York Times

*"All the News That's Fit to Print"*

tendency to better things. How heated an editorial controversy may become is apparent from the following editorial from the Paris (Mo.) Appeal:

"It has been suggested that at the candidate's meeting in Paris next Wednesday the Appeal and Mercury editors give a public discussion of the matters, whatever they are, that have occasioned so much newspaper agitation during the last three years. The Appeal editor is willing. Let Mr. Bodine have all the time he wants to present his grievance.

#### STAY OUT OF CONTROVERSIES

"I will be right there ready, willing and anxious to meet the issues. If I fail to prove beyond the shadow of a doubt that he is utterly dishonest and insincere about the things he has been discussing—my service to the state, my salary as a public official, my inconsistency as an editor, the record of the state administration or any of the other things that have given him offense—that he has been inspired by personal animosity and not by principle—I will agree to retire permanently from the newspaper game. Now this is a fair proposition. Having made these issues, Mr. Bodine should not be afraid to meet them before a crowd of Monroe county people."

The best way to win an editorial controversy is to stay out of one. Nothing takes the heart out of an editorial attack like silence. No other reply to an attack of vilification and abuse can be as effective as silence.

Including private disputes in the newspaper is unfair to the newspaper because it lays the paper open to suspicion. The editorial column ought to be above any suspicion of bribery. The newspaper whose editorials are influenced or colored by private interests, whether those interests are its own or the interests of an individual or business concern, loses its influence as soon as the readers come to believe this. So damaging is such an opinion that any appearance that would stir suspicion should be avoided.

Private business must come into the news and editorial columns when private business collides with, or is connected with, public affairs and public interest. This question of policy may as well be disposed of here. It is unfair to the reader to make his newspaper the mouthpiece of a private interest.

#### SUPPRESSING REAL NEWS

The advertising columns of the newspaper furnish its chief income. Sometimes the advertising columns hinder instead of help the attempt to develop the opportunity in the editorial. To say in the editorial column that adulterated foods and fake medicines are evils that must be stamped out, and yet accept advertisements from such concerns; to attack vice and immorality in the editorial column and still run questionable or immoral advertisements in the classified columns; to hold up to ridicule the clairvoyant who mulcts the superstitious poor, and at the same time run "fortune teller ads" on another page; in short to advocate one thing editorially and yet to allow its opposite to be advocated in the advertising column, for money, is an inconsistency that the public nowhere overlooks.

The newspaper that is bribed by its own business income is not far above the newspaper that charges blackmail for keeping statements out of print. The public press should never be used for private ends.

To compromise when an advertiser wants news "kept out of the paper" is to encourage further trouble, for to sur-

render to the advertiser once is to invite the same request, in the form of a demand, later on. Yielding to one advertiser will compel equal complaisance toward others. Nowhere is the truth of the old saw, "give a man an inch and he will take an ell," more clearly demonstrated.

When the news story is printed, over the advertiser's protest, editorial comment is rubbing salt in his wounds. To compromise here is just as blameworthy as in the initial clash over printing the news. If the news story affects public interest, as it generally does, then editorial comment must not be withheld.

#### LEAVE NO ROOM TO COMPROMISE

An eastern newspaper ran advertising for two breweries. Brewing companies of that city were prosecuted on the ground of violations of state laws regulating breweries. The newspaper printed the list of the indicted brewing concerns, but omitted the names of its two advertising customers, and it, in its editorial columns, omitted reference to the same two breweries. Every other newspaper in the city printed the list of indictments entire, and commented on the news.

There is no room for compromise. Print all the news fit to print. Comment fairly and fully on all news that affects the public interest. Let nothing drag the newspaper from this path. The advertiser will in the end respect the newspaper. The people will believe in it, and will see that its circulation figures are so large that advertisers can not boycott its columns.

Just as character determines a man's manner, his attitude, the tones of his voice, and his opinions about life, so the newspaper's underlying policy, servile or independent, is reflected in its style and its tone. Accuracy and fairness in style depend on accuracy and fairness in policy, fundamentally and inseparably.

Fairness to the reader and to the newspaper can be emphasized by understatement. Prove more than is necessary to carry the point, and this effect of understatement is made doubly effective. Conviction is bred in the reader's mind because he perceives the newspaper is restrained in what it says, and he is led to regard what it does say as dependable. Exaggeration breeds lack of confidence, just as in the third reader story of the boy who shouted, "Wolf, wolf," when there was no wolf. Understatement convinces the reader that the conclusion is unassailable because he would have been willing, on the same facts, to go farther than he was asked to go.

#### VALUE OF UNDERSTATEMENT

The paper that tells the facts truthfully and conservatively is effective when events really call for emphasis. The newspaper that used multi-colored headlines and double-column leads every day, whether the news justifies big heads in Gothic type or not, is hard put to it to give emphasis to a world-rocking disaster story.

To see the facts clearly, to be sure of the facts, to state them in accurate English, in a style not warped and marred by servile editorial policy, to avoid appearance as well as the actual presence of bias, is being fair to the reader and to the public to which the newspaper is under a duty.

#### Now Glass & Irvin

John Glass this week announced that his publishers' representative office will be conducted in the future under the name of Glass & Irvin, with offices in the Wrigley Building, Chicago.

## Obituary

L. A. PETIT, one of the best known newspaper men in Texas, died at Austin last week, aged 60. He suffered a stroke of paralysis about two months ago during the session of the Texas legislature. Mr. Petit, born in Buffalo, N. Y., came to Texas about 25 years ago. For a number of years he was Austin correspondent for the Houston (Tex.) Post, and also served in an editorial capacity on this paper for several years.

WILLIAM L. TOLLEFSON, business manager of the Monroe (Wis.) Evening Times succumbed after a three weeks' illness of pneumonia.

JAMES M. HALL, editor and publisher of the Philadelphia Sunday Dispatch, died suddenly last Sunday following an attack of indigestion, in Philadelphia. Mr. Hall came from England in 1882 and has been owner and editor of the Sunday Dispatch since 1886.

MAJ. WEIDNER HARVEY SPERA, a former Philadelphia newspaper man and a veteran of the Civil War, died this past week at his home in Council Bluffs (Ia.). He was 86 years old and one of the few surviving members of the cavalry that made the famous ride with Gen. Sheridan from Winchester to Cedar Creek.

HARRY E. BOWMAN, veteran printer and the eldest son of Col. John M. Bowman, one-time owner and editor of the Johnstown (Pa.) Tribune, died April 16 at his home in Philadelphia.

FRANK ENDER, aged 66 years, a prominent farmer of Nelson, Wis., and father of A. F. Ender, publisher and editor of the Chippewa Falls (Wis.) Daily Press, was killed by a falling tree on April 13.

CHARLES T. KELLEY, owner of the Managha (Minn.) Journal and deputy state immigration commissioner of Minnesota, died in St. Paul April 22, aged 60 years.

J. E. FORD, director of advertising of the American Fruit Grower, Chicago, died last week following three weeks' illness with pleurisy. He was 41 years old and had been with Lord & Thomas for 14 years, later with Hearst's Magazine and Cosmopolitan, and with the American Fruit Grower since its establishment.

CHARLES H. GOVAN, for many years a proofreader on the New York Herald and other New York newspapers, died in Hoboken, N. J., April 24 after a long illness, aged 71 years.

LORENZO GATI SUSPICJ, an advertising man of New York, died April 23 at his home at Mount Vernon. He was a graduate of the French College in Rome and came to America about nineteen years ago, entering the advertising firm of Murray, Howe & Co., New York, later becoming a member of the firm.

JOHN GAINES PULLIAM, for many years editor of the Harrodsburg (Ky.) Herald, died a few days ago in Harrodsburg, aged 64 years. He founded the Herald in 1887 and was its editor until 1916, when he sold his interest, but was connected with the paper until his death.

MARCEL RIBANTE, editor of the Franco-American Gazette, New York, died last week from a fractured skull sustained in an automobile accident. He was 40 years old.

ARTHUR H. A. RICHARD PARKHURST, who had served on the editorial staff of the New York American, World and Evening Telegram, died in New York April 23, following an operation. He was 52 years old.

## Why Not New Jersey?

Mr. Advertising Agency Man,

New York, Chicago, or Elsewhere.

April 28, 1921.

Dear Sir:

Have you a new client who is particularly sceptical about advertising results in newspapers? If so, start his campaign in New Jersey. A little state, we admit, but mighty in its resources, which offers a large and productive consumers market.

A dozen newspapers or so, in as many cities in this progressive state, will bring home the bacon to any manufacturer that has anything of merit to sell.

If it is his desire to start in one city at a time, we respectfully suggest PATERSON, the third city in the state, because PATERSON has now a population of 135,866, and a total in savings deposits of \$46,296,466, with other deposits of \$25,000,000. There are 1,200 manufacturing establishments, employing 40,000 people, with annual wages of \$38,000,000, which in 1920 produced \$250,000,000 worth of goods.

May we further suggest the use of the PATERSON PRESS-GUARDIAN, a constructive newspaper with remarkable reader confidence, which is willing to cooperate with national advertisers to secure representation, to furnish information about their particular market, etc. Business is GOOD in PATERSON and is getting better every day.

Over 100 national advertisers use the PRESS-GUARDIAN with success.

Try out the possibilities of the PATERSON market. It will make you solid with your client.

Very truly yours,

W. B. BRYANT,  
Publisher.



# Why Grope in the Light?



Pull off your blinders. Work in the illumination of Audit Bureau Circulation Reports. Naturally you'll look up circulation figures.

But don't stop there!

Read pages two, three and four of your Audit Bureau Circulation Report and throw the light of common sense on the *kind* of circulation.

Who gets the publication?

Where does it go?

What is paid for it?

Does it fit in with your plans?

You'll find all this information on the *inside* pages, further along than mere "Net Paid."

The inside pages of an A.B.C. report give you the inside story of circulation.

Look further into your A.B.C. reports and your advertising appropriation will go further.

Right now more scientific selection of mediums is of particular value.

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

## BRITISH OBJECT TO IMPORT DUTY ONLY

Lord Beaverbrook and Sir Edward Hulton Say Such Tariff Will Upset World Markets—Question of U. S. Supplies

By HERBERT C. RIDOUT  
London Editor EDITOR & PUBLISHER

The House of Commons has under discussion a proposal to impose a thirty-three and one-third per cent tax on the imports of debtor nations, and British paper manufacturers are asking that this duty be applied to the newsprint industry owing to the lack of employment which affects it. The resolution under which it is being discussed has, in fact, been postponed on account of Parliament devoting its time to the coal strike and its grave possibilities, but taking advantage of the position created, two prominent newspaper proprietors have issued a warning that there are other considerations to be weighed. Lord Beaverbrook, who is associated with the London Daily Express, and Sir Edward Hulton, who is responsible for some six or eight daily and weekly newspapers in London and Manchester (The Daily Sketch among them) signed the communication jointly, and point out that the proposal would tend to create disturbance of all newsprint markets, including that of the U. S. A.

### KEEPING MEN EMPLOYED

These authorities quote one paper manufacturer as saying that the manufacturer here is actually selling below the cost price of production in the effort to keep men employed, and that this state of affairs is due to the competition from Norway, Sweden, Finland, and Germany—owing to dumping and to the low rate of exchange with Finland and Germany. Supposing this to be the case, what is the remedy? To put the 33½ per cent tax on newsprint imports from those countries. To begin with, the tax cannot be imposed on the import from Sweden any more than on that from Canada, Newfoundland, and the U. S. A., because the rate of exchange is against us in all four countries.

The first result will be that Sweden, taking advantage of the European monopoly thus conferred on her by the British Board of Trade, would export her entire production to Great Britain and make good her own deficiency by importing that of her excluded neighbors. The newsprint industry in this country would not be a penny the better for the transaction, or employment increased in any way. If Norway or Finland still had a surplus, they would be obliged to ship it to the New World, disturbing the American and Canadian market and ultimately our own, and setting free more exports to Great Britain from those countries.

### BLOCKADE NO HELP

You cannot help a British industry by blockading the imports of a certain number of countries while letting the imports of others in free. Apart from the European supply altogether, so long as Newfoundland, Canada, and the United States of America can send us newsprint free they will continue to fix the world price, which our manufacturers will be unable to alter. Nothing except a tariff on the newsprint imports of all countries will be of the slightest use to British paper manufacturers.

The statement that the manufacturing industry is selling here below cost price is perfectly true. The further suggestion that this state of affairs is

due entirely to competition from European debtor countries needs qualification. It is also due to the fact that manufacturers are working off raw materials (groundwood and pulp) bought in foreign countries under contract at the very high prices of the past year.

At the best these contracts will not run till June, 1922; but the materials have to be used at some time or another and the consequent losses faced. The consumers of newsprint in this country certainly ought to consult together with a view to arriving at some means of assisting within the limits of their power an industry which employs so many thousands through a bad time. But do not let the manufacturers rush blindly to Parliament and a tariff remedy which will not cure a single one of their troubles and will do nothing except cause a general upset in the newsprint markets of the world.

## FRANCE NOW TEACHES JOURNALISM

A "DEPARTMENT of Journalism and Preparation for Public Life" has been organized at the Ecole Interalliée des Hautes Etudes Sociales in Paris, and its courses are proving to be among the most popular offered by the school.

The teaching is entirely in the hands of men who have achieved notable success in practical newspaper making. "How Newspapers are Made" is the title of one series of weekly lectures, of which the organizer is Fernand Hauser, Parliamentary editor of the Paris Journal. M. Hauser himself delivers lectures on interviewing. Other subjects treated by experts in their respective lines are: reporting and news-writing, management of newspapers, technical organization, political reporting, dramatic criticism, book-reviewing, sports-writing, crime-reporting, newspaper photography, corresponding for foreign papers, foreign correspondence for French papers, and the peculiar problems of the small local paper in the provinces.

The detail of instruction is carried so far as to devote special lectures to "covering" the Municipal Council, the Courts, and each of the various departments of the government, not to mention the French Academy and the learned societies.

A prominent lawyer lectures on the reporting of big trials, telling the students what distinguishes a "cause célèbre" from a banal lawsuit and giving them an insight into legal theory and practice.

The psychology of the successful journalist is taken up in other lectures and the student is enabled to judge what mental qualities are required. Combined with this is a course in journalistic ethics.

Advertising has a prominent part in the curriculum, and is covered in all its branches by an advertising engineer.

One subject that rarely figures in American courses in journalism is public speaking. The French journalist is expected to be an effective public speaker and practical development in oratory is part of the training offered.

Another unusual department deals with "French Interests Abroad," and is what Americans might call a course in French propaganda. Each foreign country is taken separately by a different lecturer and the students are made familiar with the legitimate objects of French influences in those countries. A great part of the purpose is to spread French culture, literature, art, music, etc., throughout the world.

## "IT'S MUH," SAYS BOB DAVIS



ROBERT H. DAVIS

ROBERT H. DAVIS, whose retirement as editorial director of the Munsey Magazines, to devote himself exclusively to the syndicate interests of a group of magazine, book, stage and screen contributors, as was recently announced, was born in Nebraska in 1869, started young manhood as a printer on the Carson (Nev.) Appeal and shortly afterward crossed the Sierras for a career on the San Francisco Examiner, Call and Chronicle, also venturing as a publisher of a fortnightly paper which he called Chic. Leaving the coast in 1895, he spent the next eight years with the New York Journal and American and then went with the Sunday World for a year.

His connection with Mr. Munsey's interests began shortly afterward, first as managing editor of the New York Sunday News, then on the editorial staff of the Frank A. Munsey Company. He was associate editor of Munsey's Magazine, started and was the first managing editor of the All-Story Magazine, Scrap Book, Railroad Man's Magazine, Woman, The Ocean, The Live Wire, and The Cavalier.

He is the author of a number of successful plays and several years ago wrote "I Am the Printing Press," a short prose poem which has been widely plagiarized and imitated.

Especially friendly to young writers, Mr. Davis "discovered" Sidney Porter and contracted for five years the O. Henry stories, which are again enjoying popularity. He also published all the early stories of Mary Roberts Rinehart, Fannie Hurst, and Charles E. Van Loan, and Ben Ames Williams and indeed Montague Glass to remain in literature after an unsuccessful start, with the result that the "Potash and Perlmutter" stories were written and the bar lost a good prospective member.

Mr. Davis' new firm is the Robert H. Davis Corporation, 229 West 42nd street, New York City.

### South Georgia Dailies Meet

The semi-annual meeting of the Associated Dailies of South Georgia was held at Moultrie, Ga., April 20, and attended by publishers, editors and representatives of newspapers in the South Georgia cities of Thomasville, Valdosta, Dublin, Tifton, Waycross, Albany, Brunswick, Americus and Columbus. The next meeting of the association in October will be held at Columbus, Ga.

# The New York Globe

America's Oldest Established  
Daily Newspaper—Founded 1793

A Newspaper of Great Virility and  
Strong Individuality

An Absolutely Fearless,  
Independent Newspaper

170,000 a DAY

MEMBER A. B. C.

LORENZEN & THOMPSON, Inc.

Special Representatives

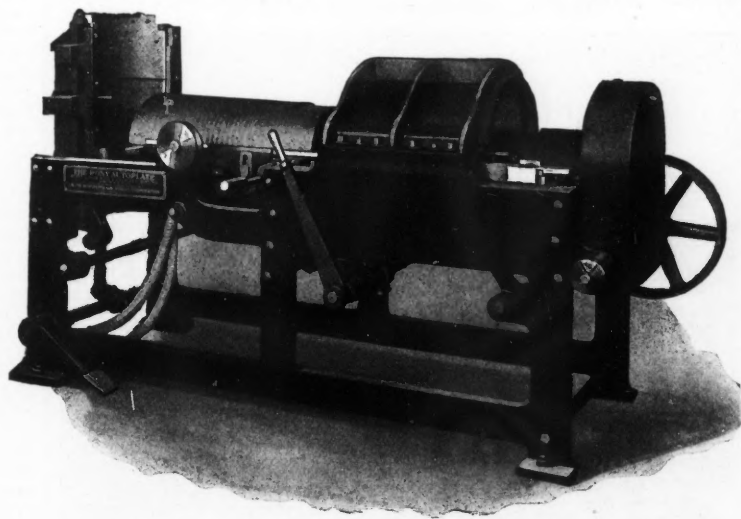
Chicago—Peoples Gas Bldg. New York—19 W. 44th St.

# THE PONY AUTOPLATE

*is the latest addition to the Autoplate line*

**I**T COMPLETES the AUTOPLATE series and brings the advantages of automatic stereotyping within the reach of every newspaper, however modest its requirements.

It enables a publisher to dispense with several separate machines. The stereotyper need no longer perform the operations of plate making separately and with several pieces of apparatus. The plate may now be made at one operation, with ease and great celerity.



The PONY AUTOPLATE, when its operation is compared with hand stereotyping, reduces the weight to be lifted in the making of a plate *by 150 pounds*. Thus it cuts out of the making of every fifty plates the lifting of 7500 pounds of dead weight.

Not only is its speed greater and the quality of its work better, but its use is more humane than that of the hand apparatus now in vogue.

The machine is exceedingly simple. It possesses only a small number of parts, which are strong and durable and require little attention.

Hand boxes and finishing machines need no longer be used. These the PONY AUTOPLATE has rendered obsolete.

"We switched from our old stereotype equipment to this new equipment just at the starting of the World Series baseball games, and when we tell you that we were able to go to press every day during this Series with a baseball extra in three minutes or less after the last out, you will know with what rapidity these machines are capable of operating."

*Publisher, Akron (Ohio) Press.*

*Time is of the essence of success in newspaper publishing.*

## Wood Newspaper Machinery Corporation

25 MADISON AVENUE  
NEW YORK CITY

## WHEN OLD HERALD BUILDING WAS THE CENTER OF N. Y. NEWS ACTIVITIES

Reminiscences of Good Old Days That Are Gone Forever—Famous Bell First Rang in 1895—Many Successful Executives Developed Under James Gordon Bennett

By ROBERT E. LIVINGSTON

A SPECTRE by night, a forsaken, empty and memory-awakening building by day-light, with its picturesque Venetian architecture still standing to remind us of the days and nights when Herald Square was the uptown centre of news-gathering activity, and the news of the world was focused in the New York Herald building. And only recently a committee of the Board of Aldermen was listening to those who, in this short space of time, since the Evening Telegram moved to new quarters, would have the name of that neighborhood changed from Herald Square to another name with less significance perhaps. There are those who want to perpetuate the name of James Gordon Bennett by having that plot at the junction of Sixth avenue and Broadway rechristened "Bennett Square." The matter will be determined next November.

### 'PHONE NO LONGER RINGS

On Monday last, through habit, and in a moment of abstraction, a man picked up his telephone and gave the number "Fitzroy 6000, please." In years gone by he asked for "Greeley 6000." It was the Herald's call. He heard the "bur-r-r" that tells one that the operator is calling the number. He waited and waited, and was then told that "they don't answer."

"Don't answer?" the man exclaimed, "Don't answer? Why that's the — O, no, that's right. Excuse me," and he hung up the transmitter. It was the first time in thirty years there was no response to the Herald's telephone in the Herald building in Herald Square. The Telegram was elsewhere. The hands on the Herald clock had been removed. The two artisans who for twenty-six years had swung their giant arms alternately and brought their sledge hammers against the sides of the immense bronze bell every quarter of an hour were missing from the facade of the Herald building. So, too, were the twenty-odd bronze owls that for all these by-gone years had stood at the cornices of the building and at night had blinked their electric eyes in accompaniment to the peals of the bell. These and other ornaments on and in the Herald building were the personal property of James Gordon Bennett and as such are a part of the Bennett estate, the trustees of which ordered their removal and storage.

### SLEDGES FIRST SWUNG IN 1895

It was on March 21, 1895, at noon that the bronze figures first swung their sledges and tolled the hour. It is my impression Hamilton Peltz, still with the Herald, wrote the article describing the initial performance of the bronze men, while thousands of persons cluttered up the neighborhood and gazed at the two figures that subsequently became best known as "Guff and Stuff," and after an office "shake-up," as the "hammer-throwers." Minerva who formed the background, and the remainder of the group were designed by Antonio Jean Carlos, a brilliant French sculptor. This group, it was always said, cost Mr. Bennett about \$200,000. Mr. Bennett would

never permit the use of his name in the Herald columns. The accomplishments of the newspaper could be chronicled, but only to the credit of the Herald. When Mr. Bennett selected the new site at Thirty-fifth street he would not permit anything being printed in the Herald about the intended removal from the corner of Ann street and Broadway.

He had made two leases of the site with William De Forest Manice, the owner. One was for a period of twenty years and the second for ten years. The yearly rental for the first ten years was \$55,000. The second

duce as nearly as possible the City Hall in Verona, Italy, adapting it to the triangular lot between Thirty-fifth and Thirty-sixth streets, Broadway and Sixth avenue. The plans for the Herald building were filed in June, 1892. Even then the Herald was silent so far as any original article was concerned, but it re-published articles from newspapers published in every part of the world as to the intention of the Herald to move uptown.

There were many editorials that questioned the wisdom of the undertaking and many others that condemned the step Mr. Bennett had taken. In the meanwhile the excavation work had gone on and the foundations had been laid and the brick walls were fast creeping upward. Over in Bayonne, N. J., the terra cotta facings were being moulded. Articles then began to appear questioning the use of the "artificial stone," the opinion in many cases being that it would not last, that it could not withstand the weather and climatic changes. To

"It looks a little 'squatter' than I thought it would. It could have had one more story." There are only a few who remember the last issuance of the Telegram and Herald at the corner of Ann street and Broadway and the first publication of these papers in the new edifice. The location of the immense presses on the Broadway side where, through immense windows, the printing of the morning and afternoon newspapers could be watched by passers by was an unceasing novelty.

### MILLIONS WATCHED THE PRESSES

Every night up to the time the Herald was "run off" for the last time, new more than a year ago, crowds gathered before the windows to look down upon the presses through which the ribbons of paper were fast running to come out as printed, folded and counted newspapers. Distinguished visitors from all parts of the world visited the Herald building and were given personal escort through all the departments. Everybody marveled when they learned that Mr. Bennett was in daily contact with the Herald giving his instructions by cable, his cablegrams being veritable letters. His use of his "cable code" was comparatively infrequent. On the other hand his orders for one or two of the heads of departments to make trips to Paris for the purpose of consultation were exceedingly frequent, and always unexpected. His disciplinary cables were not wholly infrequent and at times the wording was more forceful than you have ever read in the correspondence of diplomats.

In speaking of the Herald building as the uptown news center where the news of the world was brought together I had in mind the telegraph room where Peter Flynn, the chief operator or manager, has been in charge for forty years and still has charge of the Evening Telegram's telegraph room. At times nearly thirty telegraph operators were at the Herald instruments. On several occasions between 75,000 and 100,000 words were received over the wires during the night.

### \$12,000 FOR CERVERA DISPATCH

The elaborate arrangements made months in advance for the covering of the Spanish-American war in 1898 were well known. "Skipper" Walter S. Merswether, now owner of the Mississippi Sun, down in Mississippi, was in Havana at the time the Maine was blown up. When Admiral Dewey sailed for Manila, Lieutenant J. L. Stickney, U. S. N., was on the Oregon with the Admiral as the New York Herald representative, as Mr. Bennett always had a naval officer on detached duty as a member of the Herald staff. Lieutenant Stickney stood alongside of Admiral Dewey when the latter turned to Captain Gridley and said, "You may fire when ready, Gridley." The guns fired and Lieutenant Stickney cabled his story of that historical event. The cable tolls amounted to \$8,000 for that piece of news. It was in connection with this that I think the Herald paid its largest sum for a single dispatch, \$12,000. It was at the time Cervera's fleet made its dash for the sea. Harry S. Brown and "Jack" Mitchell filed their dispatches from two different cabling stations. That was the night when men were detailed to prevent any copies of the Herald from being surreptitiously delivered to those who might have good "news" use for them.

The Herald on Sunday, June 4, 1894.

(Continued on Page 57)



By Courtesy of Robert E. Livingston, Gas Logic

The Herald Building, center of Herald Square, a land-mark of modern New York and journalism that must go to make way for a sky-scraper. This has long been one of the outstanding newspaper buildings of the world.

ten years the annual rental was \$65,000 and \$75,000 a year for the last ten years, this lease expiring on May 1 next. So for the thirty years Mr. Bennett, and now his estate, has paid a total of \$1,950,000 for the use of this piece of ground. At the time of the execution of the leases, that neighborhood and north of it had not been developed and the annual rental of \$55,000 and \$65,000 was considered a very high figure. So Mr. Manice thought.

Mr. Bennett had determined to erect a building that would be ornamental and unique in picturesqueness. He had Stanford White, the architect, make a trip to Paris for consultation and then asked Mr. White to repro-

duce the very roof the workmen were shielded by what looked like a solid board box that enveloped the building. Many thought this was built so that, when removed, the few thousands who passed this way on the streets and the other and more thousands who rode by in the "L" trains would "stop, look" and be lost in admiration. They were, but only a day or two ago a member of the firm of McKim, Mead & White explained that the boarding in of the building was only to protect the workmen against the elements.

The building had been completed but a short time when Mr. Bennett made a trip to this country. He stood on the street a block below and said:

### Crazed Aunt Hurls 2 Babies From Window; Leaps Herself

#### Police Prevent Mother From Jumping, White Crowd in Bronx Looks On; Woman Insane From Suffering in Russia; One Boy Dies

Celia Purgan, crazed by sufferings in Russia, threw her seven-month-old nephew, Harry, from a window of her brother's home, on the third floor of 2005 Mottman-Avenue, the Bronx, yesterday.

Women watching their babies in the street screamed as the blanketed bundle tumbled at the impact and disclosed the infant. Heedless of the confusion beneath her, the young woman withdrew from the window a moment and returned with the baby's brother, Abraham, two years old, in her arms.

#### Second Child Thrown Out

The crowd in the street fell to the right of the figure in the window with the second child. There a sudden movement and the elder came hurtling to the sidewalk.

The young woman climbed to window sill and plunged after all three babies were being swung in front of the house when Patrolman and Corporal Egan of the 101st Avenue police station came to the scene.

### Grand Jury Calls Wall Street Bias A Dastardly Crime

#### Presentment Filed With Court Upholds That One-Horse Was Took Explosives to St

A long presentment filed yesterday with Judge Joseph F. McGuire in the Criminal Sessions by the Grand Jury declares that the Wall Street explosion last September in which the persons were killed was not the result of an accident, but "a dastardly and intentionally committed."

To make a similar occurrence it while the jury recommends the appointment of a commission of inquiry and report on the laws governing the explosive-risk in New York City and to propose the formation of a bureau independent of the Fire Department to control the distribution of explosives and their use.

The jury also recommends the city increase its reward for the seizure of the perpetrators of the explosion to \$50,000 and also that the oft-maintained force for an indefinite period to and including the explosion sound it impossible to get any private individuals who gave testimony to agree on the most plausible charges.

"From the mass of evidence on hand, the fact stands out as a certainty," reads the presentment, "that there was a one-horse wagon standing near the curb at the time of the explosion. The wagon and horse were of a rubber-tired character and the horse appears to be a broken down animal, it is believed and of poor age generally. The wagon was also loaded with the horse was killed by explosion."

"After carefully sifting the money the grand jury has reached its conclusions that the explosion was not due to an accident, but on the contrary it believes that a dastardly and intentionally committed and the infernal machine was brought to Wall Street in the above described horse-drawn wagon and exploded."

### Court Rejects Plea to Quash Hettrick Case

#### Prosecution Closes Evidence Against Code of Practice Head and Three Others Accused of Coercion

#### Defense Opens Monday

More Contractors Tell of Methods Under Which Alleged System Operated

The case for the prosecution against John T. Hettrick, originator of the code of practice system, and his three labor co-defendants, on charges of coercion, was concluded before Judge

Victim Dies in Hospital  
Abraham died from his injuries within an hour. Harry was still alive last night, although his skull was fractured and he was injured internally.

## The John Wanamaker Store

Broadway at Ninth Street, New York

It is not big type and big talk in the newspapers—but the quality, fashion and low price of the goods in the Store which make value and give lasting satisfaction.

### A Substantial Quantity of Furniture at Hand

Marks the seven close of the February Furniture Sale of Sterling Silverware

We Men Housekeepers Are Naturally Proud

### These are the Lines You Should be Setting on Display Linotypes

All display type within the range of 18- to 36-point can be handled with the swiftness and economy that result from keyboard composition and slug make-up. The use of hand-set types has always been a source of confusion, lost time, and errors. Display Linotypes eliminate the use of hand-set types, establishing a unified system throughout the composing-room.

And in addition, Display Linotypes afford the necessary factor of flexibility to meet the emergencies of late news, late advertising copy, and heavy editions.

### TRADE LINOTYPE MARK

These are the Lines You Should be Setting on Display Linotypes

And in addition, Display Linotypes afford the necessary factor of flexibility to meet the emergencies of late news, late advertising copy, and heavy editions.

### THE MEN'S

More Suits

Men's Raincoat sale extraordinary

Yes; these are the genuine HODGMAN raincoats for men.

They are as plain in a clothing store as sugar is in a grocery store.

Every coat is guaranteed by the HODGMAN CO. and the variety includes plain colors and fancy mixtures.

\$4.75 to \$13.75

At \$4.75—476 coats made to sell for \$12.

At \$5.50—300 coats made to sell for \$8.

At \$11—120 coats made to sell for \$22.50.

At \$12.75—200 coats made to sell for \$25.

Workmanship

—In all of these coats—a sure indication of their real value. Examine it to your heart's content.

Men's Overcoats now only \$38

## Stern

West 42nd and 43rd Streets

FOR TO-DAY.

The Book Department will feature a number of INTERESTING BOOKS on Mystery and Adventure

The Mystery of the Sycamore..... Carolyn Wells

The Chestermark Instinct..... J. S. Fletcher

The Crooked House..... Brandon Fleming

A Case in Camera..... Oliver Onions

The Wolf of Purple Canyon..... Charles K. Ulrich

Overlook House..... Will Payne

Blue Pete, Half-Breed..... Luke Allen

The Man in the Jury Box..... Robert O. Chipperfield

Call Mr. Fortune..... H. C. Bailey

Val of Paradise..... Marie E. Roe

\$2.00 each

The Unlighted House..... James Hay, Jr.

The Knight of Lonely Land..... Evelyn Campbell

#### Local Official Record

The following official record shows temperature during the past twenty-four hours, in comparison with the corresponding date of last year:

Jan. 29, 1921	1921	1920
6 a. m.	51	51
9 a. m.	51	51
12 m.	51	51
3 p. m.	51	51
6 p. m.	51	51
9 p. m.	51	51
Mean	51	51

Weather Conditions  
WASHINGTON, Feb. 15.—Forecast was abnormally high, with a strong wind from the northwest and a heavy snowfall. The temperature was in the upper 40s and the wind was in the upper 40s.

#### CHICKERING piano which leads the Wanamaker Roll of Honor to a very good upright piano at \$375, we have more than seventy styles, makes, sizes and grades of pianos, player-pianos and Reproducing pianos, for lovers of good music to choose from.

#### Dance Matinee

At 2:30 today, in the Wanamaker Auditorium, for young pupils of the C. and D. Studio.

#### Sweets!

The week of surprise—our famous, delicious caramel of the vanilla flavored filling, covered with sweet chocolate, 6c lb.

#### Briefs

Wint' Loads for miles 14 to 20 are being cleared out at \$28 and \$45.50.

#### Children's Socks from Abroad

Mighty fine socks, too. Three-quarter length.

#### TAFFETA frocks

another new silhouette—upon upon the side of the skirt give a decidedly old line.

#### TAILORED frocks

and serge present new lines and trimmings—latter include bindings of duvety in Burg color, fancy braids, and striped crepe de chine. One model has the new skirt of many narrow panels that flare over a foundation of black satin.

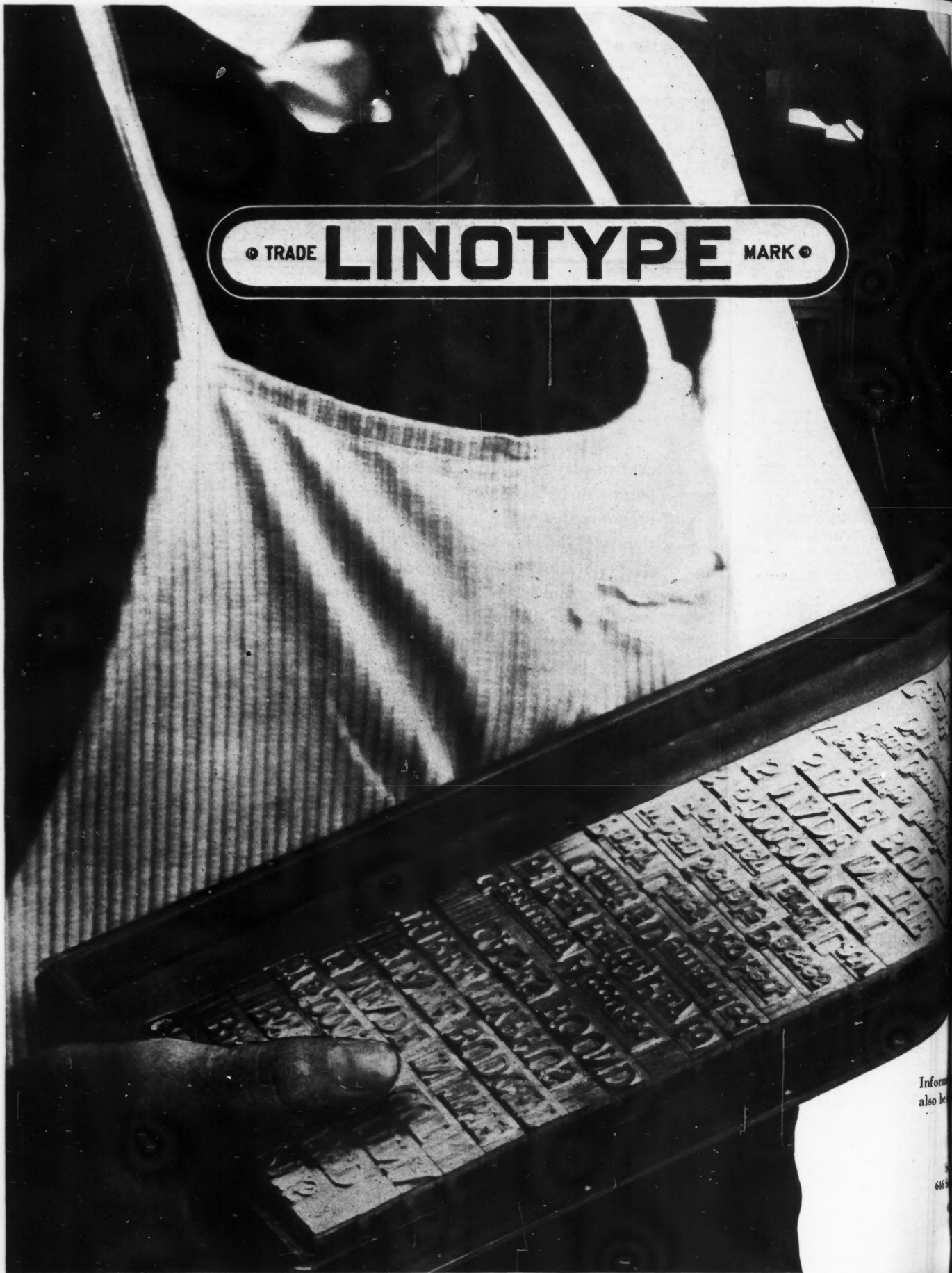
#### Regulation length

—at 75c, medium weight, fancy turn-over top; white with black; blue, black; sizes 5 to 10.

#### Workmanship

—In all of these coats—a sure indication of their real value. Examine it to your heart's content.

TRADE **LINOTYPE** MARK



Inform...  
also be...  
CHI...  
S. Wal...  
San...  
64... Street...  
Linotyp...  
Temp...



## Twenty Minutes' Work on the Display Linotype

In the time that a half-dozen hand-compositors would spend waiting for cases, hunting sorts, and laboriously setting each letter beside its neighbor, the operator on the Display Linotype composes a whole galley of new, clean-cut display type and delivers it to the make-up man in big, substantial slugs which can be handled quickly and accurately without fear of mishap.

**MERGENTHALER LINOTYPE COMPANY**

*29 Ryerson Street, Brooklyn, N. Y.*

Information regarding Display Linotypes may also be obtained from the following agencies

CHICAGO

100 S. Wabash Avenue

SAN FRANCISCO

646 Broadway Street

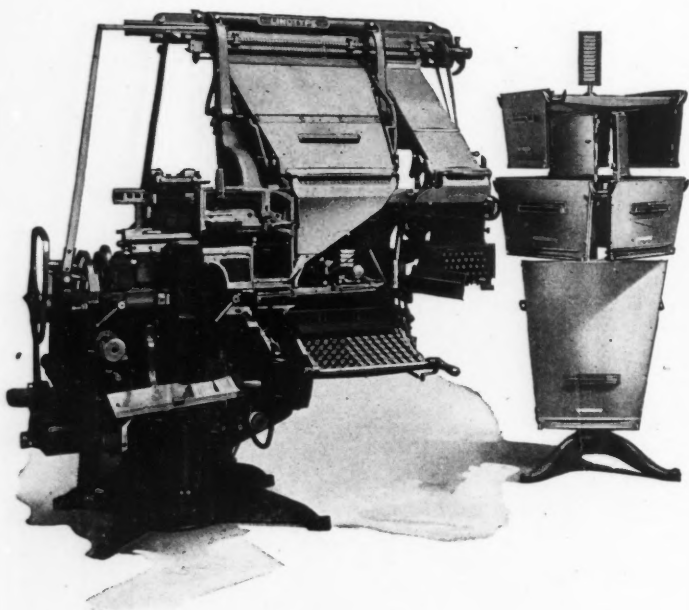
NEW ORLEANS

549 Baronne Street

Linotype Limited, Toronto

40 Temperance Street

## The Display Linotypes Which Apply the Economy of Keyboard Composition to the Setting of Display up to a Full 36-Point

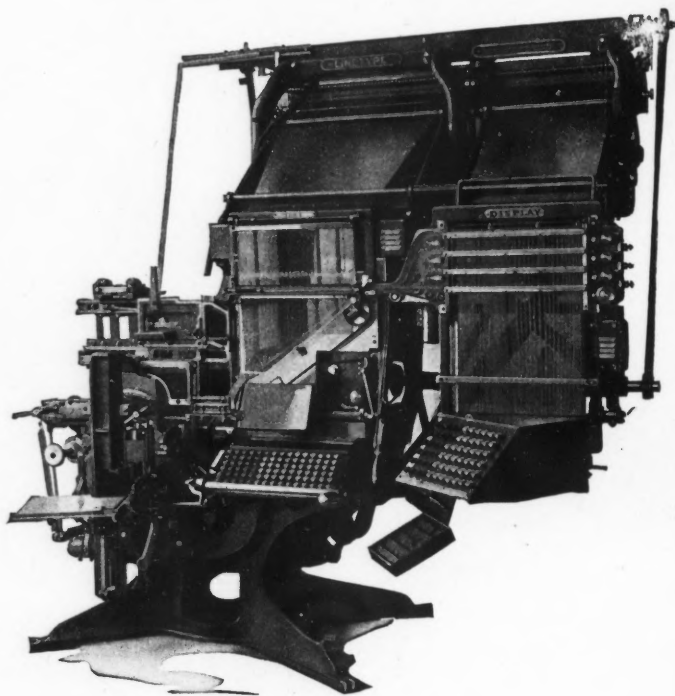


### MODEL 22

**MODEL 22 LINOTYPE** enables the operator to produce, direct from the keyboards, composition from 5-point to full 36-point. The machine accommodates either full- or half-length main magazines of seventy-two channels, and auxiliary magazines of twenty-eight. The Model 21 Linotype is the same as the Model 22 except that it has no auxiliary. Magazine changes can be made in fifteen seconds, and any one of four different slug sizes is instantly available. A special rack with a capacity of eighteen magazines permits of a convenient grouping of the fonts most frequently used. The quickness with which any of the magazines can be changed permits of the efficient production of a wide range of both text and display matter.

### MODEL 24

**MODEL 24 LINOTYPE** is substantially a Model 9 four-magazine machine with the addition of a Display Unit. The main magazines are the same as those used on the Model 9, and accommodate the same range of faces. The Display Unit accommodates two fonts of display matrices (caps, lower-case, figures, and points), up to and including extended 36-point. Matrices from all magazines can be mixed at will, and continuous composition can be carried on from all magazines even while matrices are being distributed. *Model 24 gives uninterrupted production of both text and display matter.*



TRADE **LINOTYPE** MARK

## MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO  
646 Sacramento St.

CHICAGO  
1100 S. Wabash Ave.

NEW ORLEANS  
549 Baronne St.

Canadian Linotype Limited, Toronto  
68 Temperance St.



**DAYS OF THE OLD HERALD**

(Continued from Page 52)

devoted several pages to photographs and short biographies of all the employees of the Herald in the Herald Square building. In the center of the page devoted to the editorial department was a picture of Mr. Doane, the leading editorial writer, a lawyer by profession and the author of the standard work on copyright. It's an interesting collection of photographs that fill that page. William C. Reick is there, as Charles Edward Russell and John G. Dater, now a successful stockbroker, who from the first and for many years conducted every summer the Herald's "Free Ice Fund." Al Steimer, sporting editor of the Herald today, just as com-

ager of the Herald, cabled the proposition to Mr. Bennett and the latter replied "give them the space they require."

Back and forth flew cablegrams, Mr. Bennett insisting that he would accept no rent and finally agreeing to accept the nominal yearly rental of one dollar. Mr. Howland kept replying that the post office department rules compelled the payment of \$600 a year. Very reluctantly (and I think, after the first year's rent must have been spent in cable tolls) Mr. Bennett agreed to accept the yearly rental. That substation, finally became one of the most important post-office branches in the country and handled more business than many post offices in fairly large cities.

It would be impossible for me in the space the EDITOR & PUBLISHER wants to "hold this down" to in this issue, to give the many hundreds of incidents and

turn of affairs, so far as the Herald was concerned after he had gone. He was greatly interested in providing a home for journalists who, on account of illness or other misfortune, might need it. I believe that had Reick remained with Mr. Bennett there would have been no sale of the properties.

It is believed that there will be about \$6,000,000 available for the carrying out of Mr. Bennett's plan for a home for newspaper men. No report has as yet been filed by the Guaranty Trust Company as trustee of the Bennett estate. The James Gordon Bennett Association, which has more than one hundred members, expects that the report may be filed at any time now. This association was formed for the purpose of giving all assistance possible to the trustees of the estate and to do everything possible to render assistance to those who might become beneficiaries of James Gordon Bennett's intended kindness and generosity.

The James Gordon Bennett Association was desirous of having the Herald building moved to a site in Westchester County to become the Home for ill and aged newspapermen. It would have furnished quarters for a library and museum; but the firm of McKim, Mead & White, the architects, said that the terra cotta facing would not permit of removal.

**TRADE BUREAU IN PHILADELPHIA**

**Foreign Language Papers Unite in New Merchandising Plan**

There has been formed in Philadelphia the Consolidated Merchandising Bureau, maintained by the Philadelphia Gazette-Democrat, the Jewish World and L'Opinion, all published in Philadelphia. This is said to be the first time in the history of foreign language journalism that three newspapers published in three different languages have been combined to promote the interests of the national advertiser in that city. These newspapers are represented in the east by George B. David Company, New York, and in the west by A. R. Keator, Chicago.

**Polish Daily Owners Change**

Controlling stock of the Buffalo Telegram Company, publishers of a Polish daily newspaper of the same name, has been purchased by Frank Dalkowski and Charles J. Urban on the Broadway Finance Corporation. Publication of the paper is being continued with all former employes retained.

**GATHERED AT RANDOM**

MRS. W. T. BECK, one of the best known newspaper women of the Middle West, recently startled her readers and the Kansas paragraphers by printing the following:

"In tearing down our front porch the other day the carpenters unearthed, among several baseballs, tops, croquet balls, an old copy of the Kansas City Star, which had been thrown there by the carrier. When one of the boys went out to get the morning paper, he grabbed up the old copy of the Star, mistaking it for the new paper. When mother started to glance at the daily news she thought the heat was affecting her brain, until she noticed the date line, July 17, 1912.

"The chief headlines—"The Colonel Coming Here" and "A Party of Human Rights"—indicated that the smoke of the battle of Armageddon was in the air. Later military feats have somewhat dimmed the glory of that historic fray. There was a fine picture of Champ Clark congratulating Governor Wilson on his nomination.

"The market price quoted on hogs was \$7.45; eggs, 18 cents; butter, 24 cents; potatoes, 60 cents a bushel.

"Truly it's a long long way from Armageddon."

\* \* \*

Eddie Tigue, Buffalo (N. Y.) Enquirer police reporter, was sent to get a story of Mrs. Wroblowski, who was attacked and locked in the ice box of her store in Fillmore avenue here. As Tigue entered the store the woman screamed:

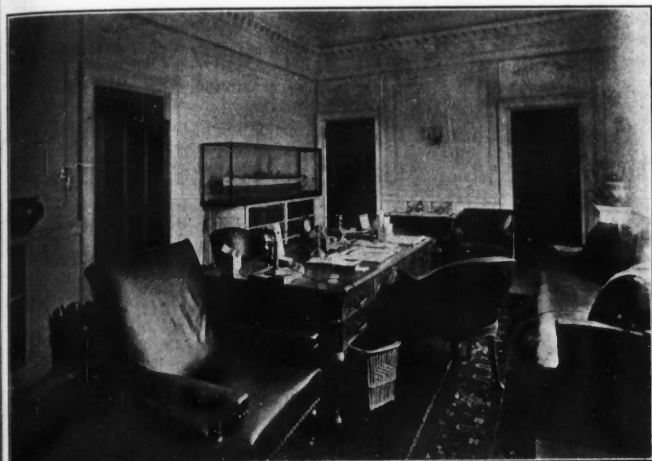
"That's one of them."

Her husband and several other excited Poles who had been listening to her story of the attack by three men started toward Tigue. The reporter didn't stop to explain. He made good use of athletic training and in a short race distanced the irate followers.

His alibi for falling down on an assignment was given the editorial O. K. and another reporter covered the story.

MUSKOGEE, Okla.—Miss Alice M. Robertson, anti-suffragist, who recently won a seat in the House of Representatives, made her campaign with want ads. She owns a cafeteria here and advertises it liberally in all the Muskogee papers. During the campaign, her copy, with usual headings and style, was different in that it carried "heart-to-heart" paragraphs in the

(Continued on Page 70)



By Courtesy of Robert E. Livingston, Gas Logic

The office of the late James Gordon Bennett just as he left it. Not even his chair was moved out of its accustomed position when this, the first picture of it, was made.

petent as he has been as sporting editor for thirty-odd years.

There are photographs in this group of many who filled important places in those days but have now passed beyond. Nicholas Biddle, world traveler, was one of them. Another was John P. Jackson, London and St. Petersburg correspondent of the Herald, who was sent to bring back the victims of the Jeannette expedition that Mr. Bennett sent forth in quest of the North Pole. I shall never forget the difficulty we had in compelling Mr. Bennett to accept \$50 a month as rental from the Post Office Department for the sub-station in the counting room of the Herald building. With the direction of the Herald building a remarkable impetus had been given to the commercial development of that section and real estate values began to soar.

VALUED AT \$3,130,000

This year (1921) the assessed value of the Herald site is \$2,970,000 and the building \$160,000. In 1892 the city's assessed value of the land was \$275,000. H. Macy & Co. had moved up to Herald Square and the southwest corner of Broadway and Thirty-fourth street had been purchased for the Saks building. The post office substation was in Wilson's drug store on that corner and had to be moved. Edward W. Morgan, the postmaster, and Joseph E. Jacobs, a post office inspector, were looking for a new location for the substation. Together we discussed the possibility of getting the substation in the Herald's counting room. The advantages to both sides was countless. I saw the potential value to the Herald of those who would be drawn to the post office station. Gardner G. Howland, the business man-

anecdotes which will now become traditions outliving the old Herald building and the name Herald Square, but I cannot close without expressing an opinion that I have always entertained.

I remember the day in the old Herald building at the corner of Ann street and Broadway that William C. Reick took his position as city editor of the New York Herald. His immediate predecessor was that dear old soul, "Doc" Cohen, now on the New York World. "Doc," as city editor, had given me an assignment. I was back within an hour ready to report "nothing in it." I reported to Reick. Reick, the new city editor.

Within a short time the city editors had been William J. Meighan, Ashley W. Cole, James Luby, now of the Herald (and by-the-bye they were city editors on alternate days), George C. Miner and probably others. We had one lone artist in a corner of the city room, a fellow named Lincoln. He did his drawing behind a screen. Perhaps he could work better in that isolation, or perhaps we did not want him exposed to draughts and lose him, or perhaps we were ashamed to "be caught with the goods." Anyway he was there.

The development of Reick as an executive was remarkable. His capacity for work was enormous and he had a remarkable "nose for news." His tenure of office lasted for years. His association with Mr. Bennett was to their mutual benefit. The esprit de corps in the Herald organization for years and up to the time when I resigned (and long afterwards), was most remarkable. In later years, I was told only a few days ago, Mr. Bennett during conversations with friends and business associates seemed to figure not at all on the

**AN AMERICAN'S CREED**

By CHARLES W. MILLER

CHARGE them that are rich in this world that they be not high-minded, nor trust in uncertain riches, but in the living God, who giveth us richly in all things to enjoy; that they do good, that they be rich in good works, ready to distribute, willing to communicate; laying up in store for themselves a good foundation against the time to come, that they may lay hold on eternal life (1 Tim. vi: 17, 19). Let not mercy and truth forsake thee: bind them about thy neck; write them upon the table of thine heart. So shalt thou find favour and good understanding in the sight of God and man (Prov. iii: 3, 4). The destruction of the poor is their poverty (Prov. x: 15). Whoso stoppeth his ears at the cry of the poor, he also shall cry himself, but shall not be heard (Prov. xxi: 13). I was a hungered and ye gave Me meat; I was thirsty, and ye gave Me drink; I was a stranger, and ye took Me in; Naked, and ye clothed Me: I was sick, and ye visited Me: I was in prison, and ye came unto Me (Matt. xxv: 35, 36). Inasmuch as ye have done it unto one of the least of these My brethren, ye have done it unto Me (Matt. xxv: 40). Inasmuch as ye did it not to one of the least of these, ye did it not to Me (Matt. xxv: 45).

Copyright released for publication in EDITOR & PUBLISHER, New York, N. Y.

## ESTABLISHING LINK BETWEEN SCIENCE AND THE PUBLIC

**E. W. Scripps, Founder of the Scripps-McRae League, Endows Service to Supply Newspapers with Scientific News Written for the Man in the Street**

By EDWIN E. SLOSSON

EDITORIAL NOTE—Edwin E. Slosson, Ph.D., has been selected by the trustees for the position of editor of the new Science Service of which he writes. Mr. Slosson was for twelve years professor of chemistry in the University of Wyoming and for seventeen years literary editor of the Independent, New York. He has been associate in the Columbia School of Journalism since its foundation and is the author of Creative Chemistry, Easy Lessons in Einstein, Great American Universities, Major Prophets of Today, Lives of Rumford and Gibbs and other scientific and literary publications.

THE American newspaper is a marvel in mirroring the manifold phases of modern life. In the speed, variety, amount and interest of its news it is unprecedented and unparalleled. But it has one undeniable deficiency and curiously enough that is just where we should expect it to be strongest. We are living in the age of science. There are more persons engaged in extending human knowledge and applying it to human problems than ever before in the history of the world. The wealth and power of nations are recognized as involved in the progress of science. The health and life of the people are dependent upon it. The community is vitally and financially interested in it. Yet we must confess that the average newspaper inadequately reflects the important part that science plays in the modern world.

If a file of American newspapers were the material from which the archaeologist of five thousand years hence were to judge of our civilization he would get much the same idea of it as we get of the civilization of the ancient Assyrians from their wedge-stamped bricks. He would come to the conclusion that



Horace Wheeler, Manager of the Science Service, Washington, D. C.

in America of the twentieth century, astrology had more adherents than astronomy, that our medicine was mostly magic, that our wisest men believed in necromancy and that pure science was but little cultivated and had nothing to do with the raising of skyscrapers like those of Babylon or New York or with irrigation engineering in the valleys of the Euphrates or Colorado.

As seen through the medium of the popular press the scientist is apt to appear as an enemy of society inventing infernal machines, or as a curious half-crazy creature talking a jargon of his own and absorbed in pursuit of futilities. The ordinary newspaper article on science is as incomprehensible to the scientist and the layman as it is to the reporter who wrote it.

This failure of the newspaper to deal

adequately with scientific happenings is in conspicuous contrast with its success in handling other human interests. The political editor understands his business. The financial reporter can use the language of the stock exchange. The critics of art, music and drama know



Edwin E. Slosson

what they are talking about or how to appear to. The men who write up prize fights or divorce cases, the ladies who prescribe for bad complexions or broken hearts, have acquired a familiarity with their respective fields which enables them to give to their opinions a weight that is often far in excess of their intrinsic validity.

The degree of accuracy attained in the immense mass of facts accumulated every day is one of the marvels of the age, and the newspaper has developed a new style of expression which is rapidly invading all other fields of literature. You can find in any paper paragraphs which for clarity, conciseness and exactitude will compare favorably with the best scientific text-books. But when it comes to science itself the ordinary reporter is all at sea. He does not understand the language of the laboratory. He does not know what he sees. He cannot distinguish between new and old, between the significant and the trivial. His nose for news loses the scent. His story becomes foggy, confused and conscious of incompetence.

Occasionally a brilliant exception appears in print and proves that it is not impossible to be both accurate and popular. But for the most part editors have to sacrifice one or the other of these qualities when they publish a scientific article, and it is not to be wondered at that they often escape from the dilemma by ignoring the subject.

For this deplorable discordance between science and journalism neither party is altogether to blame. The college professor has good reason to be "gun-shy" of the reporter. The journalist often destroys a scientific reputation in the endeavor to make one. On the other hand the editor is usually quite right when he rejects the papers of the scientist as "unfit to print"; not because they are immoral but because they are unintelligible or at least uninteresting.

They are written from the standpoint of the author instead of from the standpoint of the reader. But if our bachelors of science had a little more of the missionary spirit, and a little more appreciation of popular needs and tastes the deficiency might readily be remedied.

To the journalist there is something saddening about a great university. He is distressed to see so much good copy going to waste all the time. Here is a great knowledge factory in full blast, turning out books and monographs and well packed craniums, yet a large part of its profit is lost because there is nobody to gather up the by-products and put them into marketable shape. Every doctor's dissertation contains a good newspaper story concealed in it. A man could make a very fair living translating them into English. A single sentence of the thousands that are daily lavished upon the inattentive ears of students will suffice when properly diluted to provide material for an editorial of average length and consistency. I know this because I have done it many times.

### THE SCIENTIST'S VIEWPOINT

The scientist, pure and simple, is concerned only with the accumulation of knowledge. He usually does not care to bother about its dissemination. If he hears applause he wants the gallery cleared at once. But he is rarely troubled that way. For the most part the world is content to ignore him and leave him in peace to his own devices. What he writes is unread except by the few who are especially interested in the same specialty. And sometimes even they are not able to read it without propping their eyelids up with toothpicks. In consequence of the unfortunate feud between the literary and scientific wings of the faculty, the great mass of scienti-

fic literature remains unassimilated and utilized. Papers of the highest importance are sometimes quite buried and may be accidentally unearthed years after the world might have profited by the discoveries therein contained. Many a scientific paper should properly bear the inscription we sometimes see on the title page of a book, "printed but not published."

It is then not merely because of mental inertia that the average of public opinion lags some ten or twenty years behind scientific thought. It is partly because of lack of opportunity to become acquainted with the recent results of scientific research.

The need for better means of communication between the world of science and the world at large has led to the establishment of a new institution at Washington, to be known as Science Service. E. W. Scripps of Miramar, California, well known in newspaper circles as an unusually enterprising and far-sighted journalist, has long had in mind the endowment of some sort of an agency for the wider dissemination of scientific information. He realized the vital need of familiarizing the public with the aims and methods of modern science and he knew that the newspaper press offered the best means for such a nation-wide scheme of popular education. The task of working out the details of the plan he entrusted to his friend, Dr. W. E. Ritter, of La Jolla who during the last two years has personally consulted several hundred scientists and journalists as to the best means of accomplishing the prescribed purpose. He succeeded in enlisting the support of the leading scientific societies of the United States and as now organized

(Continued on Page 60)

## People Who Buy Have Money to Spend

People of the South have the means to meet their needs of necessity and to gratify their desires in other ways.

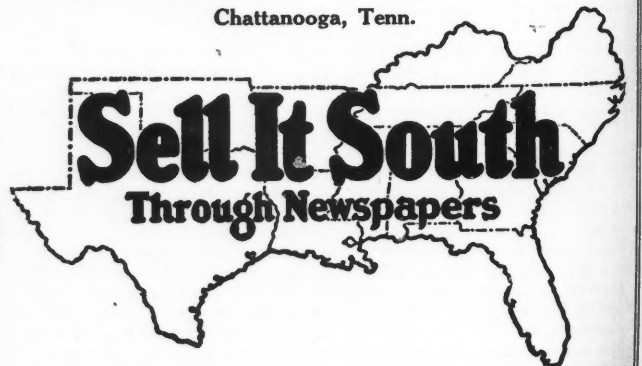
In the South, State Bank Resources jumped from \$827,316,222.64 in 1915 and to \$2,204,297,529.61 in 1919. The year of 1921 will see the \$2,500,000,000.00 mark passed.

No small measure of the South's success is due to its newspapers. They wield an influence which binds the South as a unit. Southern newspapers are an intimate part of the Southerner's life.

The press of the South is the dependable medium for reaching the Southerner and his family. They have the money to spend, and through the columns of their papers they seek the markets.

Advertisers using Southern newspapers have found Dixie a fertile field for quick results in selling their products.

**Southern Newspaper Publishers Association**  
Chattanooga, Tenn.



Compare Your Present Size With

# The New Standard

---

---

## 8 Columns—12 Ems—6-pt. Rules

size printed with dry mats on 68" or 34" rolls and figure the saving in newsprint. Though the paper situation may be easier now wise publishers will continue to save all possible.

Make your paper easy to handle and read. Rid your plant of steam tables before hot weather arrives; save time and better your printing.

More than 200 newspapers have adopted the dry mat and nearly that many already print 12 em columns.

To standardize your size and install the dry mat costs but a trifle. Ask us.

---

---

## Wood Flong Corporation

25 Madison Avenue :: :: :: :: New York

## LINKING SCIENCE AND THE PUBLIC

(Continued from Page 58)

Science Service is under the control of the following Board of Trustees:

### SCIENCE SERVICE TRUSTEES

#### Three representatives of the National Academy of Sciences.

Dr. A. A. Noyes, director, chemical research, California Institute of Technology, Pasadena, California.

Dr. R. A. Millikan, professor of physics, University of Chicago, Chicago, Illinois.  
Dr. John C. Merriam, president, Carnegie Institute of Washington, Washington, D. C.

#### Three representatives of the American Association for the Advancement of Science.

Dr. D. T. MacDougal, director, Desert La-



Headquarters of Science Service

boratory of the Carnegie Institute of Washington, Tucson, Arizona.

Dr. J. McKeen Cattell, editor, *Scientist and Scientific Monthly*, Garrison-on-Hudson, New York.

Dr. George T. Moore, director, Missouri Botanical Garden, St. Louis, Missouri.

#### Three representatives of The National Research Council.

Dr. Vernon Kellogg, permanent secretary, National Research Council, Washington, D. C.

Dr. George E. Hale, director, Mount Wilson Observatory of the Carnegie Institution of Washington, Pasadena, California.

Dr. R. M. Yerkes, chairman, Research Information Service, National Research Council, Washington, D. C.

#### Representatives of the Scripps Estate.

E. W. Scripps, Miramar, California.

R. P. Scripps, Cleveland, Ohio.

Dr. W. E. Ritter, director, Scripps Institution for Biological Research of the University of California, La Jolla, California.

#### Representatives of the Journalistic Profession.

Edwin F. Gay, president, New York Evening Post Company, New York City.

Chester H. Rowell, former editor, *The Fresno Republican*, Berkeley, California.

William Allen White, editor, *The Emporia Gazette*, Emporia, Kansas.

Science Service is charged as a non-profit-making corporation and all receipts from the sale of articles, books or films will be devoted to the development of new methods of popular education in science. The governing board of fifteen trustees consists of ten scientists and five journalists.

### CHARTER A WIDE ONE

The charter is a wide one, authorizing Science Service to publish books and magazines, to conduct conferences and lecture courses and to produce motion pictures. Science Service will not at present undertake to publish any periodical of its own, for it is believed that much better results can be obtained by devoting the same effort and expense to reaching a wider range of readers through newspapers and to directing attention to the various well-edited periodicals of popular science already in existence rather than attempting to rival them.

Whether Science Service comes to "fill a long felt want" or not remains to be seen. The editor and manager have both had sufficient experience on both sides to know how difficult is their task and to realize how little they personally can accomplish in the way of bridging

the gap between science and the public. But they will do their best to carry out the unselfish purpose of the founder and the men of science who are giving their services free to the cause.

Science Service is not, however, a charitable concern. It is intended to be self-supporting. All writers will be paid as high a price as the marketability of their manuscripts will warrant. The newspapers and magazines subscribing to Science Service will be assessed according to the value of the service to them. The scale of prices and form of articles will have to be determined by experience. Science Service will spare no pains or expense in the endeavor (1) to get the best possible quality of popular science writing and (2) to get it to the largest possible number of readers. If in doing this it can make both ends meet, so much the better. If not, it will do it anyway.

### SCRIPPS MAN IN CHARGE

As manager of the new enterprise the board has selected Howard Wheeler, formerly editor of the *San Francisco Daily News*, Pacific coast manager of the *Newspaper Enterprise Association*, managing editor of *Harper's Weekly* and for five years editor of *Everybody's Magazine*, war correspondent and author of "Are We Ready?"

The manager wants to learn from newspapers and periodicals what sort of scientific news they need. If editors will notify Science Service by mail or telegraph whenever they want an article on any scientific subject, an effort will be made to find the best authority to write it.

The editor of Science Service desires to receive advance information of important researches approaching the point of publicity in order to arrange for their proper presentation in the press. He also wishes to secure correspondents in every university and center of research who have the time, disposition and ability to write for non-technical journals. He particularly wants to get in touch with young men and women in the various sciences who have literary inclinations and would be willing to submit to a rigorous course of training with a view to making the writing of popular science a part of their life work.

As a first lesson to inexperienced writers the Editor of Science Service has sent out the following sheet of

### SUGGESTIONS TO CONTRIBUTORS

In order to make a scientific article "as interesting as a story" it must be as well written as a story. The author should be willing to take as much pains in writing a 500-word scientific sketch, or even a 50-word caption to a picture, as he would in composing a sonnet or a bit of fiction. Care in composition in the case of popular science does not imply seeking to embellish the theme with flowers of rhetoric, but it means hunting for the plainest words and most effective form of presentation and getting as many points of contact as possible with the previous knowledge and interest of the reader. The sonnet may gain from obscurity and the fiction by inaccuracy, but the scientific sketch should be clear and correct.

After reading up on the subject and digesting the material thoroughly, consider carefully what is the most striking feature, what is most likely to interest the general reader. Look out of the window and pick out a particular man in the street and think what you would first say to him in order to catch his attention and impress him with the importance of the subject. Having selected your central theme, put that in the title and first sentence and write the rest of the story around that.

Cut out all unessential details. Avoid overloading the story with dates, figures, names, places and descriptions of apparatus. Put only such details as are necessary to the understanding of the question or help to make the story more complete, vivid, personal or picturesque. Do not include facts simply because they are facts and you happen to have them in your notes, but choose such facts as have significance.

A brief scientific article for popular consumption should be confined to a single topic. Devote the entire space to making that one point perfectly clear and effective and save your other ideas till next time. Make every article, however brief, complete in itself and comprehensible to one who has never read anything on the subject before. Remember you are not writing an installment of a serial story but are trying to catch new readers for scientific literature. Assume no previous knowl-

edge, yet avoid tedious preliminary explanations. Avoid a patronizing or didactic attitude. Tell the story as you would repeat a bit of interesting gossip to your next-door neighbor. Give some clue by which a reader especially interested in the subject may find the original papers in the journals. But avoid foot-notes and parenthetical references.

Try to connect every article with some recent event, announcement or current discussion so as to give it news value. One of the objects of the Science Service is to provide timely and accurate information on pending questions of public policy. But such information must be presented in an impartial and unbiased manner, explanation but not argumentation.

All manuscripts, even captions to illustrations, should be typewritten. If this is impossible in any case letter in capitals all technical terms and proper names. Put your name and address upon each separate manuscript or photograph. Attach to every picture a detailed description calling attention to all points of interest shown. Enclose stamp or self-addressed envelope if you want manuscripts returned in case they are unavailable.

Address contributions to Editor, Science Service, 1701 Massachusetts Avenue, Washington, D. C.

### NEW GEORGIA ASSOCIATION

#### Editors of Twelfth District Will Meet Again, June 10

The Twelfth District Press Association, affiliated with the Georgia Press Association, was organized as a temporary body at a meeting held in Dublin, Ga., Friday, April 22, attended by most of the newspaper publishers and editors of the Twelfth Congressional district of Georgia. The following officers were elected: President, F. W. Shepper, of the *Dublin Courier-Herald*; vice-president, N. C. Napier, of the *Vidalia Advance*; secretary, A. K. Smith, of the *Twiggs County Citizen*, of Jeffersonville, Ga.

A call has been issued to all of the newspapers in the district for a meeting at the Hotel Lanier in Macon, Ga., Friday, June 10, at which time permanent organization of the Twelfth District Press Association will be effected.

### RILEY ALLEN IN NEW YORK

#### Former Pacific Editor Completes Mission in Russia for Red Cross

Riley H. Allen, former editor of the *Honolulu Star-Bulletin* and for the past two years with the American Red Cross in Siberia and Halila, Finland, returned to New York on April 19 after completing his mission of returning 782 refugee Russian children to their parents from Vladivostok.

Col. Allen was stationed at Vladivostok when the children were sent there from Moscow and Petrograd during the several revolutionary movements. Later, it was impossible to return them overland to Petrograd because of the collapse of the Trans-Siberian Railroad. The Red Cross, under the direction of Col. Allen, chartered a vessel which took the children from Vladivostok, through the Panama Canal to New York, and thence to Finland.

Headquarters were established at Halila. November 10 of last year the first group of children, numbering a hundred, were sent over the border to join their parents. As soon as the parents of the remaining refugees were located through letters and the medium of a Russian commissaire, they were returned to their old homes.

Col. Allen expects to re-enter newspaper work. He will spend several weeks in Seattle, where he was formerly on the staff of the *Post-Intelligencer*, before sailing for Honolulu.

### H. B. Folsom Retires

H. B. Folsom, editor and publisher for the past eighteen years of the *Montgomery (Ga.) Monitor*, has leased the business to Fred M. Harris and Her-

First in Advertising—

First in Circulation—

Supreme in its Field—

## THE COMMERCIAL-NEWS

DANVILLE, ILLINOIS

Advertising for March . . . . . 543,574 lines

Morning Competitor carried 370,975 lines

Circulation for March . . . . . 18,070 (A. B. C.)

Morning Competitor—10,665 (Publishers Statement)

Local merchants are on the ground—they know the comparative value of the Danville papers—what they think of a newspaper is expressed by the distribution of their copy—a testimonial to pulling power which beats all arguments.

## THE COMMERCIAL-NEWS

DANVILLE, ILLINOIS

Published Every Business Evening

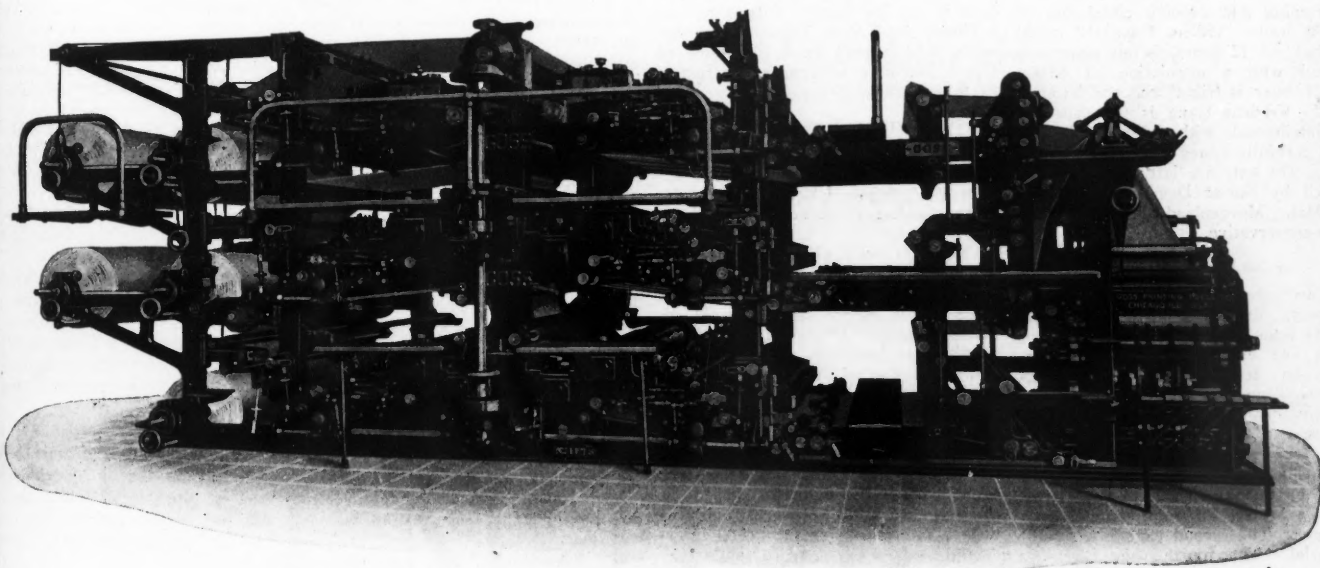
### Two Special Representatives:

D. J. RANDALL  
New York

G. LOGEN PAYNE CO.  
Chicago Detroit  
St. Louis Kansas City

# GOSS

## “High Speed” Straightline Sextuple and Octuple Presses



### Recent Orders Received

News, New York City, N. Y.	3-Octuples ( <i>Special</i> )
Vindicator, Youngstown, O.	1-Octuple
Gazette, Little Rock, Ark.	1-Octuple
News & Sentinel, Ft. Wayne, Ind.	1-Octuple
La Nacion, Buenos Aires, Arg. Rep.	2-Octuples
Herald, Melbourne, Australia	1-Octuple
Star-Telegram, Ft. Worth, Tex.	1-Octuple
Oklahoman, Oklahoma City, Okla.	1-Octuple
Telegram, Worcester, Mass.	1-Octuple
News, St. Paul Minn.	1-Octuple
Journal, Minneapolis, Minn.	1-Octuple
News, Dallas, Texas	1-Octuple
News, Birmingham, Ala.	1-Octuple
Every Evening, Wilmington, Del.	1-Sextuple
Times, Akron, Ohio	1-Sextuple
Telegram, Salt Lake City, Utah	1-Sextuple
Record, Wilkes-Barre, Pa.	1-Sextuple
Mirror, Altoona, Pa.	1-Sextuple
Tribune, Johnstown, Pa.	1-Sextuple
Herald, Los Angeles, Calif.	1-Quintuple

## The Goss Printing Press Co.

Chicago — New York — London

## NEWSPAPER COMPETITION IS KEEN IN NORWAY

**Christiania Has Eight Newspapers of General Circulation, Each Having Great Political Appeal—All Strong in Features—Poor Typographical Appearance**

NEWSPAPER rivalry in Norway is intense, but the standard of the newspapers is far below American publications. Such is the substance of an intimate discussion of the press in that country by Melvin Solve, graduate of the University of Oregon school of journalism who won a Scandinavian-American scholarship and has spent the past year at the University of Christiania. Mr. Solve's discussion, received by Colin V. Dymont, dean of the liberal arts college of the University of Oregon, follows:

"Christiania has eight newspapers of general circulation. Aftenposten, with a morning and evening circulation of 70,000, leads. Tidens Tegn, the infant prodigy of 12 years, is an aggressive second with a circulation of 65,000. The former is 'right' and the latter is 'left.' Verdens Gang is the paper of the intellectuals with radical tendencies. It is carefully edited and has a literary tone. The extreme 'left' is stoutly supported by Social Demokraten and 17 de Mai. Morgenbladet represents the ultra-conservative.

### NO SUNDAY PAPERS

"There are no Sunday newspapers in Norway. In their place the larger papers issue a special Saturday edition. With one exception newspapers here have no definite style of make-up. Tidens Tegn has, however, a definite make-up plan. Five days of the week it issues a 12-page, seven-column edition, with 20 pages on Saturday. In the ordinary editions the first page is given up to events of local importance, usually articles of some length, with pictures. The second page is general editorial. The fourth page carries a banner head across the top, 'Sidste Nyt' (latest news), and it is here we find European, American and general foreign news.

"The first column on this page is always headed 'Utlandet Idag' (foreign lands today) and editorially it contains a digest of the significant outside news. Pages six and seven are filled with articles of general interest, usually illustrated. Page eight is sports, in which there is a keen interest, as almost every Northman is a sportsman. Page nine carries the theater, concert 'Kino' (movie) advertisements. Page ten is the bank and foreign exchange.

### SATURDAY PAPER LIKE SUNDAY

"The next page is taken up with for sale and for rent, help wanted, etc. The last page is almost exclusively steamship advertising. General advertising is, of course, scattered throughout the paper. The Saturday edition resembles the American Sunday supplement somewhat condensed. The other papers, while they cover the general field about as well as Tidens Tegn, are loose in make-up and one never knows in what part of the paper to look for news of a particular kind.

"In writing heads the papers display very little skill, both as to content and form. 'Label heads' and heads in the form of interrogations are common. Two-column two-deck heads are usual. Here is a sample from the Dagbladet: "Can we export electric current? We have enough ourselves. Major Johansen in the chamber of commerce."

"Agence Havas and Reuter's Bureau are the chief sources of continental news. It is also usual to send out correspondents, as was done while the League of Nations council sat at Geneva, and to get the news of Constantine's return to Athens. Each paper maintains a rather large staff of reporters, who, judging from the frequent scoops, must work entirely independent of each other. Some of them are unscrupulous freebooters. Recently Aftenposten published a long interview with Fridtjof Nansen on the Vilna question. Nansen repudiated the whole, and said he had forbidden reporters even to use his name. This story was published by Tidens Tegn with prominence, and it read much like some of Upton Sinclair's newspaper experiences as told in 'The Brass Check.'

### FEATURES NOT UNUSUAL

"Special and feature articles are common in all the papers, particularly in the Saturday editions. Verdens Gang recently published interviews with the American fellows (American students in Norway) with pictures. Yesterday Dogbladet had quite a long story on 'who are the university students?' Most of the papers carry a serial romance, usually a translation of an English or American penny dreadful. Various human interest features appear from time to time. Last fall one of the papers had a half-tone cut of a tiny fellow, quite naked, toddling up the street. Over it was the caption, 'He didn't want to wash,' and the story explained how the child had slipped out the door when his mother's back was turned, and scuttled up the street.

"Illustrations are poor. Usually they are zinc cuts made from charcoal or pencil drawings which had but little merit in the originals, and which the engraving process did not improve. At any event of importance the newspaper artist can be seen busily sketching upon his pad. The papers also use half-tones, but they are universally poor.

"There is one class of advertising which must yield considerable income to the papers, and which they do not have to solicit. It is customary to advertise vital statistics, especially deaths, cards of thanks, etc. The rate for this class of advertising is four crowns per centimeter. Other advertising rates, first page, for instance, go as high as ten crowns per centimeter. In Tidens Tegn half a page or more is taken up each day with death notices, etc. I once said to a Norwegian woman that I thought this a very strange custom. She regarded me with the greatest astonishment and said: 'Why how else could folks find out about such things?'

### MATRIMONIAL ANNOUNCEMENTS

"Not so universally accepted as good form, but nevertheless very common, is the matrimonial advertisement. Here is a sample: 'Marriage. Homeless young man desires acquaintance with young lady—preferably without fortune but with her own home—in or out of town.'

"Competition between the papers is keen, especially between the two leading ones. Last fall they were both advertising as having the largest circulation. After a wordy battle they consented to arbitration, and the books of

each were audited by a committee of accountants. Aftenposten won. In the last month Tidens Tegn meant to put something over on its rival by getting Georges Carpentier to Christiania. Aftenposten found that Tidens Tegn had conducted its campaign through a Swedish newspaper which had contracted with the popular boxer for a visit to Stockholm, and while Tidens Tegn was advertising itself complacently, Aftenposten began negotiations with Carpentier's manager and closed a contract, taking the prize from under its rival's nose. Tidens Tegn has been sulking in its tent, so to speak, ever since, but no doubt is formulating dark plans for revenge."

### ECONOMIZE TRUTH, ADVICE TO AD WRITERS

**S**PEAKING before the Kansas City Ad Club at a recent luncheon, Prof. L. N. Flint, chairman of the department of journalism in the University of Kansas, stated a few of the "rules" he gives to students in advertising. He said that he felt sure that any practical ad man in the audience would appreciate the soundness of the instructions. Professor Flint admitted, however, that less advertising is written according to these rules than was formerly the case. The rules are as follows:

- (1) Don't handicap yourself with any crazy notions about sticking to the truth. The truth is the most precious thing the ad man has—to paraphrase Mark Twain—therefore, he should economize it.
- (2) Use only generalities in writing an ad. It is difficult to be specific without knowing what you are writing about.
- (3) Put in a picture of a pretty girl. The rest of the ad will take care of itself.
- (4) Write a catchy headline. If you are ingenious enough and write long enough you can probably hridge over to the thing you are supposed to be advertising.
- (5) Take care to write your copy so

that it will sell the goods whether or not they have any distribution in the territory where the advertising appears.

(6) If you are writing an ad for an article purchased solely by women, write the ad so that all the men will be sure to read it.

(7) Use as many adjectives as possible and always use superlatives.

(8) Assume that readers of advertising are mostly dubs and will obey orders. Command 'em. Punch 'em in the face.

(9) Tell all you know in every ad. It may be your last.

(10) Remember, the purpose in writing an ad is to please yourself. Never waste time trying to get the other fellow's point of view.

### FOR ADVERTISING CONTROL

#### Connecticut Senate Committee Favors Bill Press Opposes

HARTFORD, Conn., April 24.—Although forced to a recommitment to the Judiciary Committee, the so-called Fraudulent Advertising bill which is opposed by Connecticut newspaper publishers because they had no chance to be heard, has again been favorably considered by the committee, it was learned tonight and will again be reported back to the Senate.

The bill as originally introduced purported to prevent fake financial advertisements and was aimed at a Boston concern. But as reported out last month the bill omitted the word "knowingly" and provided a \$500 fine for every misstatement made in a Connecticut newspaper advertisement regardless of whether the publisher knew the fact or not.

The bill remains unchanged to date and contains another feature held objectionable in that it discriminates in favor of the large Boston and New York newspapers which cover Connecticut and which cannot be reached by the law.

## OIL CITY Penna. DERRICK

Reaches over 90% Oil City Homes.

Oil City. :: Venango County. :: Penna.

Rich Industrial and Oil Territory

EXCEPTIONAL OPPORTUNITY

FOR

NATIONAL ADVERTISERS

Internal revenue records place Venango County third thriftiest in Pennsylvania, and Oil City, Pa., sixth place in ratio of production to wages paid. Oil City is the chief distributing point of the Petroleum Industry of the Pennsylvania oil fields; one of the most prolific producing centers of high grade petroleum in the world. Large oil refineries and largest oil field machinery and equipment manufacturing plants in the world are located here. Important coal, agricultural and railroad center.

#### Venango County Exhibit of Savings, 1919

Total Bank Deposits	\$32,050,183.20
Total Building and Loan Deposits	1,107,938.40
Per Capita Wealth	1,439.83
Per Capita Savings	243.44

#### Exhibit of Industrial Production, 1919

Capital Invested	\$77,623,200.00
Value of Manufactured Products	70,162,100.00
Value of Agricultural Products	2,946,535.42
Value of Oil Production	14,400,000.00
Average Annual Wage per Employee	1,304.06
Average Annual Production per Employee	8,952.57

Derrick Circulation Dominates Oil City Territory. If your products are not on the Oil City dealers shelves or are not moving, write us and we will find the reason.

## FRANK R. NORTHRUP

Representing Foreign Advertising

303 Fifth Avenue, New York

Associated Building, Chicago, Ill.



## AN ILL WIND THAT DOES NOT BRING NEWSPAPERS SOME GOOD

Success of Recent Converts Prove Newspapers Can and Will Produce Immediate Sales at Less Cost Than Any Other Way of Advertising

By WILLIAM H. RANKIN

(Written Exclusively for EDITOR & PUBLISHER)

A DEPARTMENT store manager told me the other day that the store he represented lost more sales these days through inability to get the proper amount of advertising into the newspapers, than for any other reason.

He said, "Business is good, and we keep it good through advertising intelligently and well in the newspapers. One day last week we estimated we lost \$20,000 worth of sales, because one newspaper had to leave out our copy."

I think that tells the story today, and shows why the newspapers are carrying more advertising today than ever before. They can and will produce immediate sales at a less cost than through any other way of advertising.

It has been proved through years of experience that newspapers, the recognized best local advertising medium, can also build sales nationally, profitably, and regularly.

The prune growers, the raisin growers, the orange growers, and the automobile and accessory manufacturers are the most recent converts to national newspaper advertising, and they all have been successful.

The Bureau of Advertising of the A. N. P. A. have acted wisely and well, and have given the advertiser the finest kind of merchandising and sales information and co-operation. This applies to the New York and Chicago special representatives, as well as the advertising and merchandising men in the home offices.

Today the newspaper men have the advantage. It is the newspapers' day. And if the situation is handled wisely, without radical changes, unless it is to make the foreign rate the same as the local rate, newspapers are in for a ten years' run of popularity. Most newspapers recognize the fact that the local advertiser who appeals to every reader of the newspaper, could well afford to pay a higher rate for advertising space per thousand circulation than the advertiser of an automobile or a tire, who can sell only to about one-tenth or one-fifth of the newspaper readers.

That is why some newspapers have a lower rate and rightfully so, for automobile advertising than other foreign advertising. And that is one of the big reasons that automobile advertising has steadily increased in the newspapers. It certainly is not a good situation that enables the local automobile dealer to buy space at less price than the manufacturers or the agencies can. However, there are but very few cases like that.

About agency commission. An agency is certainly worth all and more than the 15 per cent newspapers pay, provided that agency is equipped to successfully handle newspaper advertising, which is the least profitable of any form of advertising to the agency.

There are some agencies so skilled in planning and executing newspaper campaigns, and work so intelligently and faithfully in the interests of the newspapers, that they could well be paid much more than the 15 per cent. (As a rule newspapers are willing to spend 20 per cent in salesmanship to create new newspaper advertising.)

There are others that are not worth

5 per cent or 10 per cent, and some day the publishers of newspapers are going to discriminate among agencies, and pay a higher rate of commission to the agencies who create new newspaper accounts, and who really believe in newspaper advertising, and are not afraid to say so publicly than to other agencies who do no creative work for newspapers, who merely act as brokers, or who simply use the newspapers when they are forced to.

I believe the time is not far distant when the Federal Trade Commission will eliminate the brokers or those agencies who sell newspaper space at less than what the publishers would sell it to the advertiser direct. It is unfair competition to other agents and unfair to the publisher. The Audit Bureau of Circulation could be used to eliminate this evil, and I believe that the newspapers have the same right to ask for an audit of every agent's books as the agencies have to ask for, and receive, an audit of the circulation books of the newspapers.

When this is done, it will be the greatest advance step taken in the interests of more and better newspaper advertising.

The storm through which we have just passed has taught the advertiser many a good lesson, and not the smallest of these is that—when the advertiser must sell his goods, he must use the newspapers; and the next lesson the newspapers should teach the advertiser is that the advertising medium that is best in hard times is also best in good times the year around. Many advertisers who have been forced to use newspapers the past six months will become regular users of newspaper space nationally the year round.

There is some criticism today regarding the increased cost of newspaper advertising.

The answer is just this: Very few advertisers or even newspaper men know how small is the cost of one advertisement when figured on basis of each home reached. A full page in the average metropolitan daily costs less than 6-10c. per home delivered—a half page less than 3-10c., and a quarter page 3-20c. A quarter page once a week for a year delivered into one home, in the newspapers costs 7.8c. The newspaper is paid 1c. a day to deliver the paper, or 52c. for delivering the paper that costs the advertiser but 7.8c. to use a quarter page 52 times. If the advertiser would try to tell the same story in printed form, the cost of printing and white paper would be more than 7.8c., to say nothing of the 2c. postage, 52 times.

From this you will see why advertising when planned, designed, and written by skilled advertising agency men can be made a very profitable investment to the advertiser and advertising in newspapers at present rates is very small considering the actual value delivered.

From now on the trend of all advertising will be to the newspapers.

As I write this article, April 26th, I received the following optimistic report from Wilbur D. Nesbit:

"I have just returned from Kokomo, Ind. Haynes shipped 200 cars this week

and orders are still coming in. Production is up 133 per cent. They are now employing 16 per cent more men than ever before. Our newspaper campaign starts May 8th. A. G. Sieberling, vice-president and general manager, has authorized an additional monthly expenditure in newspapers for the next six months."

This record of the Haynes—"makers of America's first car"—shows that a good product, well merchandised and marketed, backed up by good advertising can be sold in 1921 just as well as any other year!

### Poinsette Wins in N. Y. Golf

As a reward for a gross 84 at the inaugural tournament of the New York Newspaper Golf Club at the Oak Ridge Golf Club course, at Tuckahoe, April 23, Allan F. Poinsette is the proud possessor of a new slying driver presented by Willie MacFarland, the new Oak Ridge pro. The two other prizes, donated by the Newspaper Club for the low net scorers, went to Frank Pope and Leonard Mudie, who tied with 80 each. The former turned in a 94 and the latter a 90.

### "P.-D." Resumes Night "Bull-Dog"

With the opening of the baseball season the Cleveland Plain Dealer resumed the publication and street sale of its night "bull-dog" edition, suspended several months ago on account of the paper stringency and other causes produced by the war. The paper has a large sale to motion picture theatre patrons and others downtown until around the midnight hour.

### Neeb Joins Independent

P. B. Neeb, formerly of the newsprint department of Agros Corporation, New York, has severed his connection with the above firm to take the position of sales manager with the Independent Paper Mills, Brooklyn, N. Y.

### Printing Exposition in New York

The fourth national exposition of the printing, publishing and allied industries opened April 25, at the Twelfth Regiment Armory, New York. The exposition will continue until Saturday.

### Charter Car for A. A. C. W.

The Fort Wayne (Ind.) Kalamazoo (Mich.) and the Grand Rapids (Mich.) Advertising clubs have chartered a special car to take members to the annual convention of the Associated Advertising Clubs of the World in Atlanta the week of June 12.

### PASSES GENERAL LIBEL BILL

Michigan House Would Make It a Crime to Attack a Religious Sect

(Special to EDITOR & PUBLISHER)

LANSING, Mich.—The lower house of the Michigan Legislature passed 75 to 15, the Welsh bill defining general libel and prescribing a penalty for it. That the bill is aimed directly at Henry Ford and the Dearborn Independent was frankly admitted by Welsh during debate on his measure.

The bill defines general libel as a malicious defamation expressed by printing of pictures which has for its object the impeachment of the honesty, integrity, virtue, reputation or patriotism of the people of any religious denomination or sect. A penalty of \$1,000 and one year's imprisonment is provided in the bill which also makes it a crime for two or more persons to conspire for the purpose of composing or causing to be published matter defined as libelous under the terms of the bill. The penalty for such conspiracy is the same as that for the actual publication.

Representative Frick of Detroit attacked the measure as a blow at the constitutional freedom of the press and declared that it was a blow at "a respected citizen of the State and his paper." Representative Edward Strom attacked the measure on the ground that it would open the way of seditious organizations to hide behind the cloak of religious sects and so spread dangerous propaganda unmolested.

In urging support for his bill, Welsh declared that it had been introduced in the interest of domestic peace and tranquility and to prohibit unwarranted attacks upon an entire group of citizens on the basis of their common religious beliefs. It now goes to the Senate.

### Reporters Fight Fire

(By Telegraph to EDITOR & PUBLISHER)

NEW ORLEANS, April 26.—Fire in the Daily States yesterday did about \$1,000 damage. Fire started from defective wiring on fifth floor. Reporters and other employees organized a bucket brigade before engines arrived, and the damage was confined to the stereotyping department and to stock soaked by water.

### Sues for \$4,500 Notes

State Senator Salvatore Cotillo of New York has begun an action to recover \$4,500 which, he alleges, he had to pay because he indorsed two notes for the Italian Press Publishing Association, 434 Lafayette Street, New York City, where the Italian Herald and the Italian Journal are published.

## 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.



**BUSINESS PROMOTION IDEAS**

ADVERTISING directly to children is now being tried out by the D. H. Holmes department store, said to be the largest in the South. The New Orleans Item issues a "junior" section, eight pages, tabloid, every Sunday, for the benefit of the kiddies. That gave F. W. Evans, president of the Holmes store, the idea, and he contracted for a series of full-page displays in that section. The advertisements are written in words of one syllable, and their appeal is made to the child psychology. There are stacks of cuts. Candies, cakes, toys, books and clothing are featured.

The Springfield Illinois State Register has arranged to provide ball scores on the big league games to virtually every cigar store and hotel in the city. The scores are phoned to the stores as they are received and are posted on large cards provided by the State Register. No charge is made for the service which was conceived as an advertising stunt for the paper.

The Wichita (Kan.) Beacon has offered prizes amounting to \$250 for the best essays from its readers on why Wichita people should buy "Made in Wichita" products.

The \$45,000 Zain Ad Writing Contest opened the past week in Boston allowing everybody in New England to participate. Five papers in New England are now running this contest, the Worcester Telegram, Springfield Republican, New Haven Register, Hartford Times and Boston Post.

The St. Paul Sunday Pioneer Press

through its children's page has a sewing contest for girls.

The St. Paul Daily News has started a contest on the children's page of the Sunday edition on "What is the funniest, cutest thing your baby brother or sister ever said or did?"

The Minneapolis Star's merchandising and promotion department has just begun the publication of a monthly retailers' newspaper, The Indianapolis Star Co-operator and Merchandiser, which will aid in promoting co-operation between advertiser, retailer and the newspaper and serve to keep retailers better posted on what the manufacturers of the goods they carry are planning in an advertising way. The monthly will also contain articles of a helpful, inspirational nature that the retailer can use for the benefit of his business. The new publication will be written and edited by Russell E. Smith, promotion and merchandising manager of the Indianapolis Star.

The Buffalo Courier is conducting a "Pretty Baby" contest offering fifty cash prizes, the highest \$50, for the "prettiest baby's" photograph. Pictures submitted were reproduced in the Sunday illustrated section.

A unique advertisement is used by the Minneapolis Tribune in the April issue of the Forumite, the local advertising club house organ. Its advertisement printed in red on the inside back cover is covered completely with a white blanket on which is lettered in blue "The Minneapolis Tribune Completely Blankets Minneapolis." The idea was

originated and worked out by Algot Swanson of the Tribune's development staff.

The third annual food and household exposition under the auspices of the Milwaukee Journal and the Milwaukee Grocers' Association will be held in the Auditorium, the largest hall in the city, October 25 to 31. More than 100 reservations for displays have been made. A traveling Tyrolean troupe and two groups of local entertainers will furnish programs every afternoon and evening. The Milwaukee Florists' Club, the Wisconsin Electrical Association and the Wisconsin Cheesemakers' Association will take part. Advance sales of tickets will be made by 1,500 grocers, and it is expected that the attendance will be in the neighborhood of 100,000.

The St. Paul Daily News offers a prize for May Day suggestions for the children's page. "Why do we have May Day? What is it all about? Do you know a tale about a May basket, beautiful with buds and bows? Whatever happened to you on a May Day? What are you going to do this year on May Day?" The News also gave a \$20 gold piece to the writer of the best review of a performance at one of the leading theatres. The News offers a skull cap as a reward to boys who send in a coupon calling for a subscription of three months.

**On National Dante Committee**

Journalists on the National Dante Committee, which is promoting recognition of the six-hundredth anniversary of the Italian poet's death are: John Finley, chairman; A. Arbib-Costa, Arthur Benington, John Foster Carr, Ernest L. Crandall, Frank Crane,

Charles A. Dinsmore, Charles A. Downer, John Erskine, Hamlin Garland, James Geddes, Martin H. Glynn, Charles H. Grandgent, William J. Guard, Hamilton Holt, Courtney Langdon, Walter Littlefield, Arthur Livingston, Brander Matthews, Thomas Nelson Page, Conde B. Pallen, Luigi Roversi, John T. Slatery, William Roscoe Thayer, Henry van Dyke, James J. Walsh and Talcott Williams.

**N. Y. Dailies to Meet June 28**

The spring meeting of the New York State Associated Dailies will be held at Geneva, N. Y., on Tuesday, June 29. The Association is going there on the invitation of Messrs. Gracey and Williams of the Daily Times.

If it's  
**NEWSPRINT**  
Domestic  
Swedish  
Finnish

Let us quote you  
Contract or Spot.

ARTHUR V. R. THOMPSON & Co., Inc.  
PAPER  
501 FIFTH AVENUE, NEW YORK

**IN RICHMOND, VA.**

One person in every four BUYS

**The News Leader**

EVERY DAY

MEMBER A. P.—A. N. P. A.—S. N. P. A.—A. B. C.

The sworn statement to the U. S. Post Office Department and to the Audit Bureau of Circulation for the six months ending March 31, 1921, show *The News Leader* circulation to be as follows:

**The NEWS LEADER (No Sundays)**

**45,535**

NOTE—The News Leader circulation does NOT include any free copies, incomplete extras or promotion issues.

**THE NEWS LEADER has more circulation in Virginia than any other paper, and has TWICE AS MUCH paid circulation in Richmond as all the other Richmond papers combined.**

**KELLY-SMITH CO.**

47 West 34th Street, New York. Lytton Bldg., Chicago

**J. B. KEOUGH**

Candler Bldg., Atlanta, Ga.

### ADVERTISING CREATED GRAPEFRUIT MARKET

**When Public Was Informed That Fruit Was Valuable as "Flu" Diet in 1919, Markets Were Swept Bare in 10 Days**

When the members of the National Editorial Convention were in Florida last month they were the guests of the Florida Citrus Exchange at dinner in its packing house at Lucerne Park. In the course of his address of welcome, J. H. Ross outlined the development of the Exchange, which is a co-operative organization of growers, and paid a fine tribute to advertising. Among other things he said:

"In making a market for grapefruit our problem has been very different from that in marketing our oranges. To begin with, grapefruit was unknown, and the potential consumer's first impression is not always an agreeable one. The taste for grapefruit really needs to be acquired. But for the avenues for educating the public offered to us through the press of the country I am sure our task would have been a tedious one; and it would have been absolutely impossible to have kept pace with our rapidly increasing production.

**NEWSPAPERS CO-OPERATED**

"Our advertising of the virtues of grapefruit has included the newspapers, selected magazines, hospital and nursing publications, and the medical journals. On many occasions we have tested the friendliness of the press toward us and our cause, and it has been a great source of gratification that each time the response has been fine. I am confident we never could have established grapefruit in public favor but for the advertising columns of the press and the friendliness of its editorial columns.

"In the early beginnings of our publicity efforts we featured the healthfulness of Florida oranges and grapefruit, claiming that they were helpful in the digestion of other foods. We said these things over and over until the people simply had to believe them. Since then science has come forward with the discovery of vitamins, those mysterious sources of vitality in fruits and vegetables which so greatly aid in the assimilation of other foods, and tells us they are largely abundant in grapefruit and oranges. It is, therefore, plain we had been announcing in advance certain valuable scientific facts which we did not know ourselves.

**5,000 IN CITRUS EXCHANGE**

"During the influenza epidemic in the fall of 1919 we were successful in getting broadcast the news that grapefruit and oranges were of great value in the diet of persons afflicted with the 'flu,' and it was significant that within ten days the markets of the country had been swept bare of these fruits, and it was impossible to keep the demand supplied.

"The Florida Citrus Exchange is a purely co-operative selling organization of something like 5,000 growers of oranges and grapefruit, whose products are sold under the trademark 'Seald-sweet.' Our advertising revenues are derived from an assessment of so many cents upon each box of fruit sold. I believe we are one of the biggest ad-

**THE Nashville Publishers Association has compiled a report showing the amount of advertising published in 1920 by leading newspapers of the South, the minimum rates charged and production cost per page in December, 1920, based on a questionnaire sent to 75 members of the Southern Newspaper Publishers Association. The production cost was arrived at by totalling the composing room payroll for December and dividing same by the number of pages printed during the month.**

The summary follows:

PUBLICATION	CITY	Production	Advertising Published 1920		Minimum	Foreign	Minimum	Local
		Cost Per Page, December, 1920	Foreign Inches	Local Inches	Display Rate Daily	Display Rate Sunday	Display Rate Daily	Display Rate Sunday
<b>ALABAMA—</b>								
News	Birmingham	\$14.40	264,284	864,300	\$2.10	\$2.10	\$1.19	\$1.19
Age-Herald	Birmingham	13.55	135,248	417,210	1.12	1.40	.77	.77
Advertiser	Montgomery	10.93	128,670	291,213	.84	.98	.75	.75
Journal	Montgomery	6.39	.....	364,404	.....	.....	.75	.75
<b>ARKANSAS—</b>								
Democrat	Little Rock	10.25	84,388	363,246	.84	.....	.84	.84
Gazette	Little Rock	13.56	254,690	545,884	.98	1.26	.98	.98
<b>FLORIDA—</b>								
Metropolis	Jacksonville	13.82	95,114	496,964	.98	.....	.70	.70
Times-Union	Jacksonville	9.83	243,706	578,276	.98	.98	.77	.77
News	Pensacola	5.51	60,610	171,350	.42	.....	.37	.37
Journal	Pensacola	7.17	.....	.....	.....	.....	.....	.....
Tribune	Tampa	11.60	223,536	507,595	.70	.84	.60	.60
Times	Tampa	7.06	.....	.....	.....	.....	.....	.....
<b>GEORGIA—</b>								
Constitution	Atlanta	21.12	198,820	594,380	1.68	1.68	1.26	1.26
Journal	Atlanta	21.40	218,817	748,241	1.96	1.96	1.54	1.54
Herald	Augusta	6.30	147,790	313,121	.70	.....	.45	.45
Chronicle	Augusta	6.63	116,937	223,486	.63	.....	.56	.56
Ledger	Macon	5.95	113,872	293,914	.56	.....	.40	.40
News	Macon	7.86	116,297	340,337	.84	.....	.56	.56
Telegraph	Macon	10.09	150,999	447,810	.84	.....	.70	.70
News	Savannah	8.68	.....	.....	.....	.....	.....	.....
Press	Savannah	7.53	.....	.....	.....	.....	.....	.....
<b>KENTUCKY—</b>								
Herald	Lexington	8.91	79,376	404,318	.56	.....	.50	.50
Leader	Lexington	5.89	82,286	389,104	.63	.....	.49	.49
Herald	Louisville	12.98	87,883	430,179	1.26	1.26	.98	.98
Courier Journal	Louisville	17.83	.....	.....	.....	.....	.....	.....
Post	Louisville	12.60	60,353	335,594	1.26	.....	1.12	1.12
Times	Louisville	16.58	.....	.....	.....	.....	.....	.....
<b>LOUISIANA—</b>								
States	New Orleans	9.59	91,666	519,082	1.12	.....	.84	.84
Times-Picayune	New Orleans	11.75	183,283	1,016,771	2.10	2.10	1.26	1.26
Item	New Orleans	12.67	128,493	803,212	2.10	2.52	1.26	1.26
Journal	Shreveport	7.88	55,868	333,502	.34	.....	.56	.56
<b>MISSISSIPPI—</b>								
Star	Meridian	7.30	85,103	239,426	.42	.....	.35	.35
<b>NORTH CAROLINA—</b>								
Asheville	Asheville	8.00	112,000	449,000	.63	.63	.....	.....
News	Charlotte	5.56	F & L	595,162	.42	.....	.42	.42
Observer	Charlotte	8.76	202,053	480,009	.70	.84	.49	.49
News and Observer	Raleigh	9.77	164,687	376,483	.84	.....	.42	.42
Times	Raleigh	6.07	F & L	323,639	.42	.....	.35	.35
Star	Wilmington	7.80	119,000	252,000	.56	.....	.40	.40
Journal	Winston-Salem	9.00	56,229	327,078	.42	.....	.25	.25
Sentinel	Winston-Salem	8.47	125,528	397,346	.56	.....	.40	.40
<b>SOUTH CAROLINA—</b>								
News-Courier	Charleston	8.97	124,752	336,705	.56	.56	.35	.35
State	Columbia	8.38	213,375	329,069	.84	.....	.75	.75
News	Greenville	6.22	.....	.....	.56	.....	.40	.40
Piedmont	Greenville	7.81	51,348	392,241	.37	.....	.35%	.35%
<b>TENNESSEE—</b>								
News	Chattanooga	10.79	87,243 1/2	332,442	.70	.....	.60	.60
Times	Chattanooga	10.71	.....	.....	.98	.98	.75	.75
Commercial-Appal	Knoxville	8.00	.....	.....	.....	.....	.....	.....
Banner	Memphis	19.44	201,237	666,632	2.10	2.52	1.25	1.25
Tennessean	Nashville	13.12	148,136	527,363	1.40	1.54	1.10	1.10
<b>TEXAS—</b>								
Times-Herald	Dallas	12.47	138,177	974,618	1.54	.....	.98	.98
News	Dallas	17.88	225,769	758,736	1.82	2.24	1.54	1.54
Record	Fort Worth	10.62	85,601	337,640	1.40	1.40	1.26	1.26
Post	Houston	14.16	116,044	618,611	1.54	1.54	1.26	1.26
Light	San Antonio	9.81	119,950	680,436	1.12	1.26	.84	.84
<b>VIRGINIA—</b>								
Virginia Pilot	Norfolk	14.75	108,863	827,082	1.12	1.40	.84	.84
Leader-Dispatch	Norfolk	9.86	137,420	913,033	1.40	.....	.98	.98
News-Leader	Richmond	10.08	137,325	572,352	1.54	.....	1.12	1.12
Times	Roanoke	5.58	117,192	306,770	.84	.98	.55	.55

vertising clubs in the country, for we are thus each and all advertisers, banded together in one organization. Also, I am sure we are practically unanimous as to the advantages to be derived from advertising; and are most keenly alive to the power of the press, for without its facilities and its friendliness our achievements would have been impossible."

**Libel Verdict For Oregonian**

Suit for \$150,000 damages, brought against the Oregonian in a libel action by Lee Roy Keeley, Portland attorney, has resulted in a victory for the newspaper. On instructions of Circuit Judge Gatens, before the trial was well under way, the jury returned a verdict for the Oregonian. Keeley has been debarred from practice in Oregon.

**ROTO-GRAVURE**  
Supplement—4- or 8-Page

Get our Proof  
Daily & Sunday  
Mat Feature  
Daily Short  
Stories  
Children's  
Feature  
Emergency  
Mats  
7 or 8 Column  
20-21

**WORLD COLOR  
PRINTING CO.**

**ST. LOUIS, MO.**

Established 1900  
R. S. GRABLE, Manager

**COLOR COMIC  
SUPPLEMENTS**

We Print  
Color Comics  
Magazine  
Section in  
Colors  
Roto-Gravure  
Special Edition  
in  
Colors

## MEDIUM FORETOLD THE LINOTYPE

William D. Eaton, Founder of Chicago Herald, Tells in New Book How He Discovered Mergenthaler and Helped His Machine

By FRANK LE ROY BLANCHARD

In his new book, "Spirit Life: Or Do We Die," published by Stanton & Van Vilet Company, William D. Eaton, founder and editor of the Chicago Herald, tells of a visit he paid in his youth to Mrs. Simpson, a remarkable medium in Chicago, who foretold an invention in printing that would revolutionize that industry. She described it as a large upright frame, about the size of a window casing, with something in it that would take the place of typesetting. She said he would take it up and interest others and be the means of bringing it into use.

When Mr. Eaton was in Washington, six months later, Major W. S. Peabody, a retired army officer, showed him a metal slug having the length, height and thickness of a line of type. On one edge of it were type faces, regularly spaced in words. Slugs had been in use for years in printing offices for galley marks, dashes and tail pieces, but this type edge feature with its perfect spacing, was something new.

### FIRST SLUG CLEARED MAZE

"One glance at Maj. Peabody's slug told me," writes Mr. Eaton, "that whoever made it had found the way out of the maze into which inventors had wandered. It looked at first like a step back toward the Chinese method, in which an engraved block was the unit. This slug prefigured, if it did not realize a method in which the line would be the unit of composition, instead of the individual letter of Gutenberg's method. Moreover, it spaced to perfection. I was immediately interested—in fact, excited.

"Major Peabody told me he had the specimen from a man who brought it from Baltimore. I found the man, and from him got the Baltimore address. Next morning I went to Baltimore, and there, in a little shop near the waterfront, I found the first rudimentary linotype machine. It was not known by that name then. I gave it the name, afterward. The printers wouldn't look at it. They said the inventor was 'crazy,' and some of them did not hesitate to say I was crazy, too.

"Never mind details. It appealed to me at sight as the first practical thing produced up to that time with a view of substituting mechanical composition for hand-set type in straight reading matter, and in that I was wholly right, as results have shown.

### STONE AND LAWSON FIRST BACKERS

"I dropped everything else and worked fourteen months to pull it into the world—and succeeded, though for eight months I had to take laughter for my pains, and then for six months fight for a bargain with the group of people in Washington who owned it, and who, without some such deliverance, would probably have owned it to this day, a dead one.

"It was a rocky road that had no turning until I finally won the interest of Melville E. Stone, now general manager of the Associated Press, then editor of the Chicago Daily News. Mr. Stone interested Victor Lawson, his partner. Whitelaw Reid soon joined us, and after that there was little difficulty.

"It turned out to be just what Mrs. Simpson had foretold—revolutionary in the printing trade. It came into use all over the world, and for years operated as

### ADVERTISING PRICE CUTS

DOES it pay better to lower prices a little bit here and a little bit there, a little bit today and a little bit tomorrow, or to make only one bite of the price-cutting cherry?

It would seem as if the best results have been scored by those who acted decisively and then made a noise about their courageous course. The public like to think they are getting bargains. When they read a big ad. that at a certain store prices have been slashed all round, they are inclined to swoop down and take advantage of the lower prices.

The merchant who takes such a stand reaps a lot of credit, whereas another merchant whose price levels may, on the whole, be just as low, will get no applause if his reductions have been made piecemeal and unspectacularly. There is a story to the effect that a young debutante was placed next to Chauncey M. Depew at a party and that in her nervousness she knocked an egg from the table. Turning to the veteran Senator, she nervously exclaimed: "Oh, Mr. Depew, whatever shall I do? I've dropped an egg."

"Cackle, madam, cackle!" was his retort.

The merchant or manufacturer who drops his prices should do a little cackling these days. It helps to win applause and to move goods.—FORBES MAGAZINE.

an accelerant to the volume of print. It made possible the twenty-four page daily paper, the dryload Sunday paper, the cheap output of books; and cleared the way for the new photographic rapid method of producing without type-composition, in which I am fortunate enough to have a hand.

"The inventor's name was Ottmar Mergenthaler. He completed by a process of reversal the discovery of that other inventor, John Gutenberg, who four hundred years ago made printing commercially possible. The two names shall go to future time, together. Mergenthaler lived up to about fifteen years ago, long enough to enjoy his success and the solid reward he had earned so well."

Mr. Eaton in this book offers no arguments for spiritualism as such but rather confines himself to narratives of fact, with such explanations of those that seem extraordinary as may bring them within every day understanding. Not the least interesting feature is his own experiences with mediums which, in several cases, were indeed remarkable. He has assembled from many sources quite a number of authenticated instances in which contact with the invisible world of spirit seems to have been established beyond question.

The author writes like a well trained reporter who has the ability to relate what he has seen and heard in a graphic and entertaining manner. You may not always agree with him in some of his conclusions, but after reading the book you will probably have a stronger belief in the existence of life after death.

### Grant \$500 For Paper Mill

The house committee on appropriations of the Minnesota legislature has allowed the Minnesota Editorial Association a grant of \$500 for the investigation of water power sites in connection with a proposal the association has entertained for some years to establish a state-owned paper mill.



## Dead Publishers Will Find Nothing in This Announcement for Them—It's Written for the Live Ones

THE George Matthew Adams Service handles and sells more small features than any syndicate in the world. We have a feature suited to any spot in a paper—for any kind of a reader—and for every sort of a newspaper. We handle more than Forty Famous Features, appealing to every one in the Great American Family, including—

Inspirational Features like Walt Mason, Eddie Guest, "The Cheerful Cherub," "Today's Talk," "Listen, World!"; Women's Features such as "Beauty Chats," "Efficient Housekeeping"; Ruth Cameron's "Side Talks," "Styles," and three Daily Serials; Features for and about Children, such as "Little Benny's Notebook," "Jubilee's Pardner," "Tinker Bob" and the famous "Wizard of Oz" stories; Educational Features like "Who Said?" and "Is It Yours?"; Daily Cartoons by Donahy, Morris and Don Herold; Cowan's Illustrated Sport Feature; Daily Comic Strips, "Minute Movies," "Reg'lar Fellers" and "Cap Stubbs;" and small sizzlers like "Dog Hill Paragrafts" and "Husband and Wife."

Through the unique "Adams Group Plans" we save you money and give you the opportunity of changing your features at will—thus keeping in your paper all the time features that you are satisfied with and like to pay for. We can take the entire feature responsibility of your newspaper and be your "right hand man" in this connection.

It would pay any publisher to take a trip across the continent just to come into our offices and talk features with us—to get in touch with our organization, and to learn of the institution that we are building for the benefit of the newspapers of the country. Doesn't saving money and saving space sound interesting to you? We can do both for you.

We will gladly submit samples of everything we handle, and prices, upon request.

## THE GEORGE MATTHEW ADAMS SERVICE

The Livest Newspaper Syndicate in the World

8 West 40th Street, New York



## TURNING OUT TRAINED MACHINE OPERATORS IN 13 WEEKS

**School Experiment of S. N. P. A. and A. N. P. A. Surpasses Expectations—1921 Goal Is 500—Idea Is for Four Sectional Institutions—Like Big Newspaper Plant**

By G. W. GRIFFIN

FROM every state in the Union and from the Canadian provinces, especially Ontario and Manitoba, students are flocking to Macon, Ga., to learn the art of printing. Operators of the Linotype, Intertype and Monotype are being turned out in thirteen weeks—trained not only in the use of the keyboards but in how to make adjustments and keep machines in repair. The Newspaper Publishers' Association school is proving a success, the students themselves say and publishers who have employed them assert, and the goal for 1921 is 500 operators.

The A. N. P. A. Printers' School, which was incorporated in 1920 in connection with the Georgia-Alabama Business College, is the outgrowth of a resolution adopted by the Southern

Statistics furnished by the manufacturers show that there are now in the United States 10,000 machines for which no operators have been provided. As 2,000 machines are being added each year to those already in use it will take four large schools, which the publishers contemplate, to take care of the increasing demand and to prevent the situation from becoming any more acute.

There is now an instructor for each fifteen students in the A. N. P. A. school. Since the first of January the school has had two instructors working in the Monotype school, so that all of the features of that machine can be included in the work done. It is intended that, when the school reaches a development of a hundred machines with the capacity of approximately 1,000 opera-

been obtained from the thirteen-week training, for after a student gains enough familiarity with the mechanism of the machines to be ready for uninterrupted composition, he gets eight or ten hours a day of typesetting six days in each week, or 48 hours a week. He is therefore encouraged to take the course

mission came from New York City. The next one was from Arkansas. Within three weeks from the day the first class was formed students enrolled from as far away as San Francisco. During the past few months the school has placed students in North Carolina, Virginia and other places along the Atlantic



Eugene Anderson, President of Georgia-Alabama Business College, formerly city editor of the Macon Telegraph and former printer, head of the Macon Printing School

Publishers' Association at its convention in 1919 at Asheville, N. C. The Georgia-Alabama Business College, at Macon, was chosen for its management and handling because the president of that institution, Eugene Anderson, was an experienced newspaper man and printer, had knowledge of the machines and also had made a notable success of the college.

At the time the school was founded there was a shortage of operators throughout the country, and according to reports reaching the school that shortage still exists. It is to meet this situation that this method of training was devised.

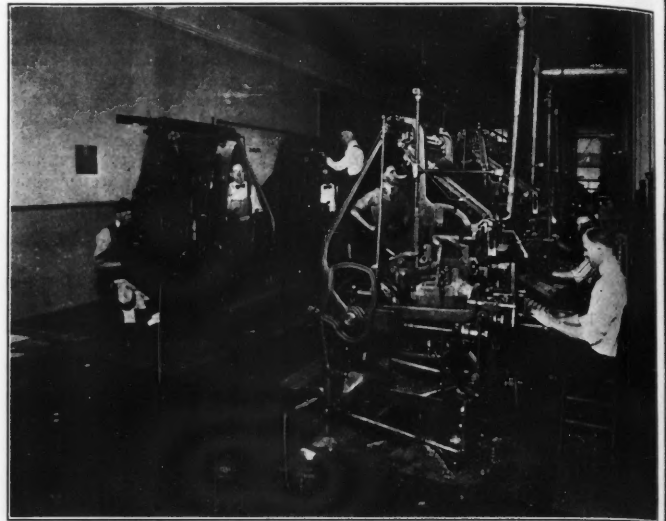
In the spring of 1920 the American Newspaper Publishers' Association met in New York and endorsed the school and made liberal subscriptions to give it a fine plant and make it a real live service to the nation. In the following July, the Southern Newspaper Publishers' Association at another meeting in Asheville subscribed its full share to equip the school.

There are twenty-seven Linotypes and Intertypes at the school at this time, and a Monotype plant is now being installed.

tors a year, another will be started in the West and, after that has been developed to full size, still another will be established in the North, with one later on in the East. So that eventually the country will have four big schools on which it can depend for machinist-operators.

In the last issue of the bulletin published by W. C. Johnson, secretary of the Southern Newspaper Publishers' Association, the statement was made that every operator who passed through the school last year was successfully placed on the first trial, except in three instances. In the latter cases a second trial resulted in satisfaction to the operator and to the employer.

When it was first announced that a thirteen weeks' course might be sufficient to enable the school to produce an acceptable operator, it was agreed between the school management and the educational committee of the American Newspaper Publishers' Association and the Southern Newspaper Publishers' Association that if a longer course proved to be necessary it would be arranged. However, all the parties interested seem to be satisfied with the results that have



One of the typesetting rooms in the A. N. P. A. machine operators' school. There are twenty-seven linotypes and intertypes in the Macon Printing School at this time. A monotype plant is now being installed. Additional equipment is coming in every day

on a thirteen weeks' basis, if he has the equivalent of a high school education.

The students generally are sent from the school to the smaller towns for experience before trying work in the cities. Probably 20 per cent of them joined the International Typographical Union during 1920. Only a few of the non-printer graduates have been offered admittance to the union, not because of inability but because they could not qualify as to the union's term of service.

Students are taught to respect I. T. U. laws and to not seek admission to the union until satisfied that they can put out union quality of work. In this way, it is hoped the school will aid the union by giving young men an appreciation of union principles and purposes so they may eventually become journeymen with whom the union will affiliate.

At the outset some of the publishers thought that the school might prove to be local in its nature, but to their amazement the first student to apply for admission came from Seaside and out as far west as New Mexico.

One of the instructors is a former lady school teacher. She was employed at \$35 a week as soon as she completed the course and her pay was voluntarily increased to \$45 a week. She was persuaded to join the staff of teachers, assisting beginners and looking after the welfare of women students. A publisher in a small town in California wrote the school a few days ago for a lady operator.

Last week two publishers of small papers wrote the school for operators willing to become identified with their businesses on a partnership basis after working several months.

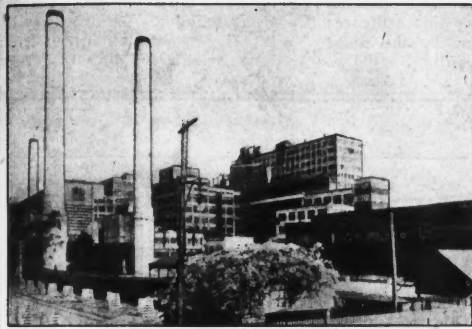
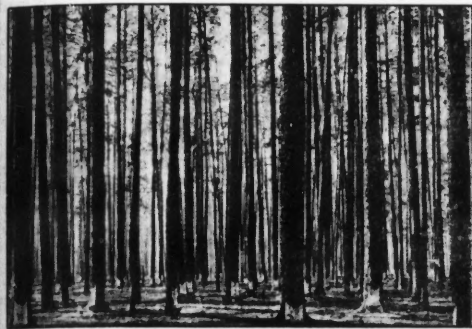
A student from Indiana was offered employment by three different publishers within sixty miles of his home town and the smallest price offered was \$40 a week. This operator has developed into an expert machinist, having erected five of the machines that recently came into the institution.

It's a busy place at the printing school. It reminds one of a big, live newspaper plant.



The printing room. Students are taught other features of printing besides the operation of typesetting machines, as shown here

# \$ SOUTHERN \$ STABILITY



THE advertiser no longer visualizes scenes of cotton fields when he dreams of the South. Giant forests of southern pine—acres of sugar cane—miles of corn fields—modern cities with up-to-date retail stores—homes of palatial character—manufacturing centers of first magnitude and thriving commercial communities with diversified interests combined to mold a new and impressive opinion of SOUTHERN STABILITY which spells W-E-A-L-T-H.

Where there is stability of business there is stability in purchasing power and sales for merchandise of merit advertised in these newspapers—



	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
<b>ALABAMA.</b>							
*Birmingham Age-Herald . . . . . (M)	22,664	.08	.08	Greensboro Daily News . . . . . (M)	18,365	.05	.05
*Birmingham Age-Herald . . . . . (S)	25,486	.10	.10	Greensboro Daily News . . . . . (S)	24,754	.06	.06
*Birmingham News . . . . . (E)	59,019	.15	.15	Raleigh News and Observer . . . . . (M)	23,526	.06	.06
*Birmingham News . . . . . (S)	59,479	.15	.15	Raleigh News and Observer . . . . . (S)	25,962	.06	.06
*Mobile News-Item . . . . . (E)	10,653	.05	.05	**Wilmington Star . . . . . (M)	6,850	.04	.04
*Mobile Register . . . . . (M)	21,508	.07	.07	**Winston-Salem Journal . . . . . (M)	8,727	.04	.04
*Mobile Register . . . . . (S)	33,863	.085	.085	**Winston-Salem Journal . . . . . (S)	9,361	.04	.04
<b>FLORIDA.</b>							
**Jacksonville Metropolis . . . . . (E)	17,860	.07	.07	**Winston-Salem Sentinel . . . . . (E)	9,474	.04	.04
††Florida Times-Union, Jacksonville . . . . . (M&S)	28,986	.08 (9cS)	.08 (9cS)	<b>SOUTH CAROLINA.</b>			
**Palatka Morning Post . . . . . (M)	1,450	.0122	.0122	Anderson Mail . . . . . (E)	4,130	.025	.025
**Pensacola Journal . . . . . (M)	3,481	.025	.025	*Columbia Record . . . . . (E)	13,213	.05	.05
**Pensacola Journal . . . . . (S)	4,766	.025	.025	*Columbia Record . . . . . (S)	14,130	.05	.05
**Pensacola News . . . . . (E)	4,190	.03	.03	**Columbia State . . . . . (M)	21,862	.06	.06
<b>GEORGIA.</b>							
***Atlanta Constitution . . . . . (M)	53,154	.13	.13	**Columbia State . . . . . (S)	22,307	.06	.06
***Atlanta Constitution . . . . . (S)	60,116	.13	.13	*Greenville News . . . . . (M&S)	10,923	.045	.04
***Atlanta Georgian . . . . . (E)	46,187	.12	.12	††Greenwood Index Journal . . . . . (E)	4,187	.02	.02
***Atlanta Sunday American . . . . . (S)	105,527	.15	.15	Spartanburg Journal & Carolina Spartin . . . . . (E)	3,670	.04	.04
§Augusta Chronicle . . . . . (M)	10,254	.045	.045	Spartanburg Herald . . . . . (M)	4,458	.04	.04
§Augusta Chronicle . . . . . (S)	9,734	.045	.045	Spartanburg Herald . . . . . (S)	6,012	.04	.04
*Augusta Herald . . . . . (E)	12,701	.05	.05	<b>TENNESSEE.</b>			
*Augusta Herald . . . . . (S)	11,884	.05	.05	*Chattanooga News . . . . . (E)	20,154	.05	.05
*Columbus Ledger . . . . . (E&S)	8,294	.04	.04	Chattanooga Times . . . . . (M)	22,661	.07	.07
***Macon Telegraph . . . . . (M)	20,656	.06	.06	Chattanooga Times . . . . . (S)	23,046	.07	.07
***Macon Telegraph . . . . . (S)	20,666	.06	.06	**Knoxville Sentinel . . . . . (E)	19,822	.07	.06
Savannah Morning News . . . . . (M&S)	20,966	.055	.05	Memphis Commercial Appeal (M)	84,730	.16	.15
Savannah Press . . . . . (E)	14,245	.05	.05	Memphis Commercial Appeal . . . . . (S)	115,102	.19	.18
<b>KENTUCKY.</b>							
††Lexington Leader . . . . . (E)	14,296	.05	.05	***Nashville Banner . . . . . (E)	41,077	.07	.07
††Lexington Leader . . . . . (S)	14,536	.05	.05	***Nashville Banner . . . . . (S)	43,116	.08	.08
Louisville Herald . . . . . (M)	46,429	.09	.09	***Nashville Tennessean . . . . . (ME&S)	44,675	.09	.09
Louisville Herald . . . . . (S)	56,206	.09	.09	<b>VIRGINIA.</b>			
<b>LOUISIANA.</b>							
*New Orleans Times-Picayune (M)	72,349	.15	.15	†Bristol Herald Courier . . . . . (M&S)	6,590	.04	.04
*New Orleans Times-Picayune (S)	90,978	.18	.18	Danville Register and Bee (M&E)	11,213	.04	.04
**New Orleans States . . . . . (E)	38,885	.10	.10	Newport News Times-Herald . . . . . (E)	10,819	.05	.05
**New Orleans States . . . . . (S)	37,153	.10	.10	Newport News Daily Press (S&M)	6,109	.05	.05
New Orleans Item . . . . . (E)	63,896	.15	.15	*Norfolk Virginian Pilot . . . . . (M)	33,848	.08	.08
New Orleans Item . . . . . (S)	85,617	.18	.18	*Norfolk Virginian Pilot . . . . . (S)	40,050	.10	.10
<b>NORTH CAROLINA.</b>							
††Asheville Citizen . . . . . (M)	11,912	.04	.04	*Roanoke Times . . . . . (M&S)	10,944	.08	.07
††Asheville Citizen . . . . . (S)	10,423	.04	.04	*Roanoke World-News . . . . . (E)	11,078	.07	.06
*Charlotte News . . . . . (E&S)	10,214	.04	.03	†Richmond News-Leader . . . . . (E)	45,535	.11	.11
*Charlotte Observer . . . . . (M)	20,329	.055	.05	Government Statements, April 1, 1921.			
*Charlotte Observer . . . . . (S)	22,270	.07	.06	*A. B. C. Publishers' Statement, April 1, 1921.			
*Durham Herald . . . . . (M&S)	7,393	.04	.04	††Government Statement, October 1, 1920.			
				*A. B. C. Audit, October 1, 1920.			
				***A. B. C. Publishers' Statement, October 1, 1920.			
				†Includes Bristol, Tenn.			
				‡Publisher's Statement.			

## BOOK ON ESSENTIALS IN ADVERTISING

Long Needed Text-Book on Fundamental Principles Published by Frank LeRoy Blanchard—Will Play Important Part in Teaching

The attributes of a genius might help in a general sort of a way but they alone will not make possible the creation of the kind of advertising copy that will attract and hold public attention, sell goods and drive business outward in an ever widening cycle that means growth and success. We have always had this thought tucked back in our head but it has remained for Frank LeRoy Blanchard to drive it home convincingly without any "ifs" in his book "Essentials of Advertising."

This was a much needed book and it is pretty hard to understand how present day advertising has reached a place of such commanding importance in the business world without such a foundation work, and there can be no question but that those who study it will miss many of the pitfalls that have been responsible for the failures of others who have attempted to climb to business success under the misapprehension that advertising merely means space filled with words that include a name.

### HAS TAUGHT 1,000 PUPILS

No man is better qualified than Frank Blanchard to write such a book. He has been an instructor in advertising at the 23rd Street Y. M. C. A., probably the oldest course in the country, since its establishment sixteen years ago. The students that have gone out from that school have numbered more than 1,000 and today they are scattered in every part of the world. The part that they have played in bringing advertising to its present productive state cannot be directly traced but there can be no doubt that the teachings of Blanchard have been a great factor in the creative development of modern advertising for it was the fundamentals as laid down by him that were the basis on which the success of the men taught by him who, indirectly by entering business or directly by entering the advertising field, in recent years have built. In this respect it is well to remember that Blanchard is first of all a teacher and his interest has been in the creation of appeal to the eye and mind with full consideration of the human element that enters into advertising success, and not the more practical side that has as its sole concern the details of campaign.

### FOR BUSINESS MEN, TOO

There is no pretense about this being a book on advertising. It is not that, but more important to the student it is a text-book on the fundamental principles which are the first necessity in advertising success. Ignorance of those very fundamentals is the cause of most advertising failures and for this reason "Essentials of Advertising" is one of the most important contributions made on a factor that is playing an all important part in modern salesmanship. While this book was written primarily for the use of classes in advertising and each chapter closes with a list of questions to be used by teachers it cannot be too highly recommended to the small business man or the large manufacturer who is about to make his first investment in advertising. It is the first step that counts most and this book is

designed to carry the student safely over that.

There are twenty-eight chapters in each of which is taken up the principles of a distinct phase of advertising and all are profusely illustrated with examples of advertising that have proven successful by compliance with the fundamentals that the author has laid down as the basis of their creation. In the twenty-ninth chapter advanced books on advertising and salesmanship are listed.

It is hard to write a single paragraph descriptive of this book without using the word essential—after all, that is what the book deals in and for that reason it is going to play an important part in the future teaching of advertising as a driving force in business.—R. M.

### GATHERED AT RANDOM

(Continued from Page 57)

body of each advertisement, telling voters why their ballots should be cast for the cafeteria owner.

MONTEZUMA, Kan.—When Earl Fickert sold the Montezuma Press, this town lost a "handy man" for, in addition to his job as editor, Earl was city treasurer, Republican precinct committeeman, chairman of the Lyceum committee, member of the chautauqua committee, teacher of the men's Bible class of the M. E. church and trustee of the same church. Half a dozen men now have new jobs.

\* \* \*

PEABODY, Kan.—Oscar Stauffer, editor of the Peabody Gazette, tells of meeting the "meanest man" on a recent trip to New York. A man in a Pullman car, in which there were several women, yelled out in the middle of the night: "Porter, oh Porter! A mouse just ran out of my berth into one of the others!"

Pandemonium reigned supreme for a short while.

\* \* \*

A student of advertising in one of the share of the one million objects, contained New York schools turned in a ketchup advertisement containing this sentence: "The cooking is done by the finest chefs in porcelain kettles."

### St. Maurice Net Profits Treble

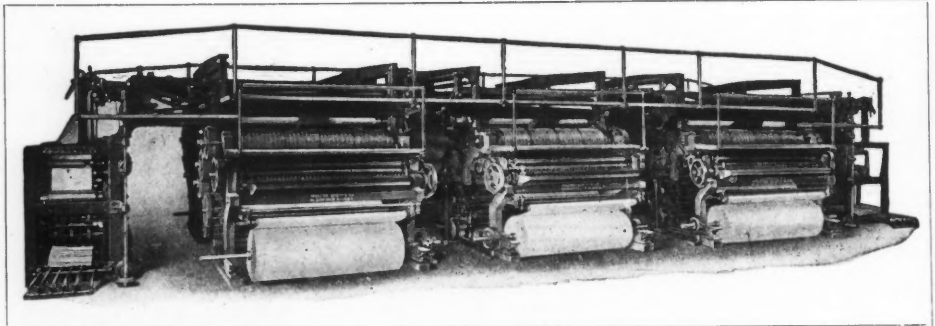
The financial statement of the St. Maurice Paper Company, Ltd., for the year 1920 shows gross profits of \$2,976,636 against \$1,418,904 for the previous year. Net profits amount to \$1,769,988 against \$563,924 in 1919, or an increase of more than treble. The year's net was equal to 22.68 per cent on the increased capital of the company, \$7,899,000, against 11.27 per cent in 1919 on a capital of \$5,000,000. Net current assets at the end of 1920 were \$3,308,890 against \$2,449,891 in 1919.

### Has Three News Services

SPRINGFIELD, Ill.—The Illinois State Register this week added the United Press Service to the Associated Press and International News Service which it is now receiving.

### Standard Register In New Quarters

The Standard Advertising Register's headquarters have been moved from the Times Building to 799 Broadway, New York. The Register's new quarters are in the St. Denis Building.



## THE NEW SCOTT

### HEAVY DUTY 64-PAGE FOLDER

is now in successful operation and overcomes all the troubles incidental to heavy cutting, collecting and folding. Saves time and money now wasted in "stuffing" your papers.

## THE SCOTT "MULTI-UNIT" PRESSES

are steadily gaining in popularity and are daily showing their worth. The only press that can be enlarged indefinitely without complications and which actually becomes more versatile as it is expanded. Built to endure at high speed on heavy products. Gives greatest possible production on all combinations.

## SCOTT "SPEED-KING" PRESSES

The simplest, most versatile, most economical and fastest newspaper presses for medium size cities. A three-deck two-plate wide "Speed-King" Press produces 4-6-8-10-12-14-16-18-20 or 24 pages up to 24,000 per hour actual running speeds. See it in operation by appointment.

## WALTER SCOTT & COMPANY

Main Office and Factory: Plainfield, New Jersey, U. S. A.

NEW YORK OFFICE  
BROKAW BLDG., 1457 BROADWAY

CHICAGO OFFICE  
MONADNOCK BLOCK

CABLE ADDRESS: WALTSCOTT, NEW YORK

CODES USED: (5th EDITION) AND OUR OWN

# Our Relation to You

**BARBOUR'S ADVERTISING RATE SHEETS** bears a relation to newspapers as does mechanical equipment, newsprint, press services, circulation, advertising volume and other economic necessities.

Primarily we render a service of your national advertising rates, contract requirements and mechanical details to advertising agents. This service which the advertising agent pays for gives him, correctly, each day, all of your national rates as well as those of the other English Language Daily Newspapers published in the United States.

Because the service is revised daily and because our subscribers have found from experience that it is dependable, they are able to prepare and execute newspaper campaigns without the expense, delay and annoying details characteristic of the past.

## The Benefits to You

The advantages to the agent have and do directly benefit each paper through an increased volume of newspaper advertising, in no small part made possible by the completeness and dependability of this service. And, the time heretofore consumed by your business office and representative in having contracts revised and corrected, with the consequent delay and loss of insertions, has been largely reduced.

During the period of constant rate revisions **BARBOUR'S ADVERTISING RATE SHEETS** was the means of putting changes before the space buyer at the earliest moment, thereby stabilizing a situation which might easily have caused newspapers a loss of thousands of dollars.

## The Circulation List

In connection with the rate service we compile and issue semi-annually a list of the English Language Daily Newspapers together with their net paid circulation. This list confines itself to net paid figures covering the identical period of time. Its value has been acknowledged through reproduction in *Editor & Publisher*, as a service feature, and re-publication by Jason Rogers of the *New York Globe*.

Certain rate figures are added to the circulation list for statistical purposes so that to-day the publishing and advertising interests have available the total costs of morning, evening and Sunday campaigns, by states and for the nation. This data also gives average rates enabling you to intelligently compare your rates with those of all other newspapers.

## A 7 Years' Increase

Special statistical information is continually being prepared. Less than two weeks ago we found that the average increase in the rate-per-line-per-thousand circulation of the Chicago papers, over a period of seven and one-quarter years, averaged less than thirty-five per cent. In other words, *the percentage of increase in the advertising rate of these papers is less than the percentage of increased manufacturing cost due to newsprint alone*. Similar information is now being compiled on five or six hundred representative papers.

## A Further Service

Being the rate files—the actual working equipment—of most of the agents, our

service is logically a data file through which you can talk to the space buyer. This is possible through advertising on the back of your rate sheet.

With our 275 subscribers, including the nation's leading advertising agents, this sales opportunity is the equivalent of having an expert salesman constantly on the job in the private office of these space buyers and executives—the men who place newspaper business. When the space buyer or account executive is considering your territory—and turning the pages in our service—he comes to your message and stops. You then talk to him in type. You tell him of your paper at the moment when his mind is receptive.

The price is only \$100.00 per year, (\$75.00, if less than 15,000 circulation). It's an average of \$8.33 per month—33c. a working day—33c. a day to reach firms who pay us from \$125.00 to \$150.00 a year for newspaper rates.

## Our Standing

As the A. B. C. statement and audit is to-day accepted without question as to circulation so is the rate information published by us, accepted by most of our subscribers. You or your representatives can quickly verify this fact by inquiry among any half dozen agents from whom you receive business.

We render, without charge to you, an economic service in the distribution and maintenance of your rates, and we should render a similar service, at a small charge, of facts regarding your paper and community, through advertising on the back of the rate sheet.

# BARBOUR'S Advertising RATE SHEETS

## ADVANCES IN TEACHING JOURNALISM IN LAST SEVEN YEARS

Educator and Practical Newspaper Man Gives Impressions Gathered  
on Second Tour of Inspection of Country's Leading Schools—  
Many are Now Doing Excellent Work

By ERIC W. ALLEN

EDITORIAL NOTE—Mr. Allen, a newspaperman with long experience on Pacific Coast newspapers, is dean of the School of Journalism in the University of Oregon at Eugene. He seized the opportunity of the recent convention of the National Editorial Association in Florida, where he read a paper, to route himself, going and coming, in such a way that he was able to visit most of the Universities in the United States in which journalism is seriously taught. He made a somewhat similar trip seven years ago.

THERE is more originality in the teaching of journalism in the universities today than there was seven years ago. That is to say, the schools seem to know more definitely what they want to accomplish and are driving much more directly toward their objective.

The good school of journalism—and there are at least half a dozen excellent ones in the country—has abandoned the idea that its function is to substitute for the city editor in "breaking in the cub." This it does, indeed, but as a mere incident in a much more comprehensive operation.

"Breaking in the cub" is a somewhat superficial operation; it consists essentially in teaching the young man the "tricks of the trade." Then, if he has the right natural faculties and education he makes good; if he has not, he is dropped.

### PURPOSES HAVE CHANGED

The change in the last few years is that the schools of journalism have come over from the "breaking in the cub" theory to the idea that their function is to discover and develop natural faculties, to create and direct the right kind of general education, to impress upon the young man the best technical practices and ethical principles of the profession, and to explain to him the general professional and sociological environment in which he must operate.

As the schools come over to this higher ground, they find already firmly planted there a splendid old veteran of the teaching profession; Professor Fred Newton Scott, of Michigan, who has held for thirty years that principles and not detail were the proper concern of the Universities. This is a word of tribute to Professor Scott, who has never for a moment compromised with his beliefs. The University of Michigan is, however, beginning to pay more attention to some of the more work-a-day details of journalistic training, in which it finds itself some years behind other institutions.

The schools are much less servile worshippers of the present day practices of the average newspaper offices than they were a few years ago. They show a much more decided tendency to condemn standards that are too low even though they are somewhat widely accepted.

### REWRITING CONDEMNED

Even if every New York newspaper prides itself on its "rewrite" system, no school hesitates today to say that it is rotten journalism to have stories written by reporters who are two or three or more removes from the facts. Where the city news man gets the original facts; where the man on the beat interviews not the actors but the city news man; or perhaps gets his version from the beat man on a competing newspaper; where then instead of writing the story he telephones it in, perhaps to be further "improved" in the office, you get high-grade rhetoric, perhaps, but poor journalism, and teachers of journalism no longer hesitate to say so.

Where the old-time reporter comes to the university and tells students the necessity of eavesdropping and of the occasional stealing of photographs, the school usually dares now to put in a corrective word to the effect that a profession that requires such methods is no profession at all; that journalism is possible as a career on a basis of self respect.

The schools are also giving the young man a clearer map of what he must do to be successful and are tending toward the day when a university-trained journalist will have open to him, on the basis of his training, three careers, each available for an attempt on his part if the others fail. They are:

### POINTING OUT THE CAREER

1.—A career as a writer. This is obvious, of course. But a university should try to give a man an equipment that will in his later years take him beyond the routine stage to the point where his name will be a valuable asset signed to a story. The question is not what he will do in his first few years, but what will he be doing after he is thirty-five years old.

2.—A career as an executive. It is already a demonstrated fact that University training opens up promotions of this kind to reporters that desire this kind of work. The graduate has a far greater chance at a desk, if he wants it, than an office trained reporter.

3.—A career as a publisher. Several universities, notably Kansas, Washington and Oregon, are giving in addition to the above, a type of training that fits a student to become his own master as the publisher of a small newspaper or of a trade journal. In this sense journalism offers unusual opportunities for a man of small capital to become an independent force in the community.

### COMPARISON OF SCHOOLS

Wisconsin and Columbia seem to specialize in the direction of the first alternative mentioned above; Manhattan, in Kansas, turns its attention almost exclusively to the third; New York University and the new Medill school in Chicago are doing a useful work of the type that is usually called "university extension"—that is, adult training on part time of men already in the profession, usually without regard to any organized curriculum leading to a degree. One of the best schools, as everyone knows, is that of Walter Williams in Missouri. In the opinion of the writer the school at Lawrence, Kansas, is of very high grade, and has developed the third alternative more than Dean Williams has. The schools on the Pacific Coast, at Seattle and Eugene—more closely resemble Kansas than any other and are among the best equipped schools in the country.

### Opens Want Ad Department

The Cleveland Leader-News is preparing to open a want advertisement room on the ground floor of the bank and office building it occupies.

### A BREEZE FROM FLORIDA

"Telling a Body" is the unique title of a little paper issued by the Marianna (Fla.) Chamber of Commerce that made its first appearance on April 5. W. B. Troy, the editor, in a letter to Editor & PUBLISHER about it, says:

"'Telling a Body' is going out to the Press in Florida and elsewhere, and we are wondering just a little what you are going to do about it? If you throw it in the waste basket, that's not the end of it, 'cause it will tell the waste basket about it, and some of these days somebody will take a notion that 'it's not all gold that glitters,' get to hunting in the waste basket, fish out 'Telling a Body' and start it off to a sure-nough body who will write back the Marianna Chamber of Commerce—'What the devil do you want?'"

While "Telling a Body" is a community organ and plays up the attractions of Marianna and Jackson County it is good reading for anybody who takes an interest in something else besides his own front yard.

### Commemorate Franklin's Death

Philadelphia in general, and members of the Poor Richard Club in particular, joined in paying tribute to the memory of Benjamin Franklin last Saturday and Sunday. On Saturday the new bronze statue of Franklin arrived in Philadelphia on its way from Baltimore to Waterbury, Conn. The statue was escorted through the streets of the city by a military and civic parade. On Sunday, the 131st anniversary of the death of Franklin, the statue was taken to the Franklin Tomb where appropriate exercises were held. The speakers were Jules Jusserand, the French Ambassador, and Russell Duane, one of Franklin's descendants. Paul W. Bartlett, the sculptor who made the statue, was also present.

### Georgia Papers Cut Reader Rate

The Macon (Ga.) News and the Cordele (Ga.) Dispatch have reduced subscription rates from \$7 to \$5 a year, attributing the decrease to the reduction April 1, in their newsprint costs.

### Ontario Paper Robbed

Thieves broke into the office of the Tweed (Ont.) News last week and got away with about twenty-five dollars in cash and a fifty-dollar Victory bond.

### PUBLICITY FOR GAS MEN

#### Speakers at Philadelphia Meeting Urge That "Public Be Told"

Extensive publicity campaigns were recommended for gas-producing companies by Leake Carraway of the City Gas Company of Norfolk, Va., last Wednesday at the annual meeting in Philadelphia of the New Jersey and Pennsylvania Gas Association. Mr. Carraway was prevented by illness from attending, but his paper was read.

"Timeliness is what counts in publicity," wrote Mr. Carraway. "It is far better to take the public into your confidence at the time something happens than to wait till you are forced to do so."

Richard Spillane, editor of the business section of the Public Ledger, also spoke on the value and importance of publicity. He said that public utilities companies have not given the public the best that was in them; but he predicted a great change for the better in this respect and urged the utilities companies to take the public completely into their confidence, adding that the public is generous as a rule, but suspicious when things are concealed.

In a resolution which was introduced the association's attention was called to the fact that the continued development of the gas industry has been hindered by lack of accurate public information of the conditions under which it is operated and it was resolved "that steps be taken to give widest circulation to all business economies in methods of manufacture and distribution, and that every encouragement be offered to the free discussion of ways and means by which to clearly set forth the actual conditions confronting the industry."

### Injunction For Vick Chemical Co.

In a suit against the W. S. Vick Chemical Company, of Knoxville, Tenn., a temporary injunction has been granted in favor of the Vick Chemical Company, Greensboro, N. C., manufacturers of Vick's VapoRub, which in effect prevents the defendant company from selling under its present labels the product called W. S. Vick Vicktry Salve, and continues binding until the trial of the case in the Fall.

### Death of Lester Gray French

Lester Gray French, editor and manager of the Mechanical Engineer and also author of several books on mechanical engineering subjects, including the earliest American treatise on the steam turbine.

## The Evening Record

OF HACKENSACK, NEW JERSEY

brings your message to New Jersey's most prosperous community

Completely Covers Bergen County

Circulation **6000** Guaranteed

Foreign Advertising Rate .03 per line

The Evening Record's Merchandising Dept. extends hearty local co-operation to all. Call on us for surveys and market analysis

Foreign Advertising Representatives

Payne, Burns & Smith, Inc.  
New York and Boston

G. Logan Payne Co.,  
Chicago, Detroit, St. Louis



# The New Bronx Home News Building



*The Home News Modern Plant and Building*  
371-377 E. 148th St., two doors west of Third Ave.

is the culmination of fourteen years of local newspaper-making.

Marking a prodigious step in the growth of the paper, the structure is not unworthy of the time, the labor, and the energy that have made its erection possible.

The new building was planned to fulfill two objects: first, to provide accommodation for increased growth; second, to give the Bronx a newspaper plant that, from an architectural and utilitarian view point, should fittingly represent this Borough.

As it stands today, complete to the last detail, the Home News building is the best equipped newspaper plant between Times Square and Albany. Occupying more than three city lots, on a plot 106x75 feet, its three floors and basement are given over entirely to the production of the Home News.

The building is of concrete and steel, and is absolutely fire-proof. The basement accommodates the two big printing presses and also provides storage for over 300 tons of newsprint paper. The Classified Advertising office occupies the east wing of the first floor; the remaining space on this floor being given over to the Circulation Department, Delivery Room, Loading Yard, and Repair Shops. Ample toilet facilities, including shower and needle baths, with hot and cold water, are provided on this floor for the employees of the mechanical departments.

The Loading Yard has room for ten auto trucks, five of which can be loaded at one time. All loading and delivery is done within the building. Rolls of paper are delivered direct to an elevator of two-ton capacity, which conveys them to the basement.

The elimination of unnecessary labor has been carried to its furthest point in the delivery of the printed papers from the presses. Four escalators, linked with the presses, convey the editions to the street floor, delivering them on tables, ready for bundling, within six feet of the delivery trucks.

The Classified advertising office is handsomely finished in Tennessee marble, with mahogany trim, and counter of black antique verde marble with white marble panels. The floor of this office, as well as the floors of the editorial, circulation and business offices, is of mastic, a substance at once sanitary, resilient, and almost noiseless. Lamson Pneumatic tubes carry advertising copy from the main floor office to the composing room. These tubes are operated by a compressed-air system.

The second floor is devoted to the business offices, filing room and photographic and engraving departments.

In the filing room are to be found news records of the Borough of the Bronx, with biographies of its prominent residents, pictures of local men buildings and localities, and statistics covering every phase of the Borough's activities.

A complete index of the Home News since its establishment is also kept, with continuous additions.

The engraving department, recently installed, is equipped to turn out all kinds of newspaper and commercial work.

In equipment and layout, the new photographic room is superior to any other department of its kind in the United States. Completed a few weeks ago, it is unsurpassed in devices for rapid and efficient handling of negatives and prints.

In planning this department, an acknowledged expert in the photographic art was given a free hand. He was told to construct an ideal photographic room and to install a plant that would meet every demand of the most exacting operator. As a result, the Home News has a department that outclasses anything in its line in the country.

On the top floor, under a "saw-tooth" glass roof of the most modern and approved type are located the composing room, part of the stereotype department and the display advertising and editorial rooms. Here, in almost outdoor daylight, the task of preparing the paper for the press is carried on under ideal conditions.

Experts pronounce the composing room of the Home News to be the most sanitary, the roomiest and the best lighted to be found anywhere. The stairs leading to the upper floors, as well as the foyer, are wainscoted in Tennessee marble. All partitions within the building are of oak, with panels of Florentine glass.

In erecting the building, provision was made for the addition of three more stories at any time such addition may become necessary.

In the progress and growth that started in 1907 and now evidenced by the new structure, the Home News has, in a measure, reflected the growth and progress of the Bronx itself.

The first office, very small indeed, was opened in 1907 on the second floor of the east side of Willis Ave., between 147th and 148th Sts.

Shortly afterwards, the office was moved to the south side of 147th St., just east of Third Ave., a larger place, but still very small. In those days the Home News was printed downtown, the first issues were 15,000 weekly.

In 1910 the old house at 371 E. 148th St., was bought and a brick addition built in the rear.

In 1912 The Harlem Home News, the sister paper of The Bronx Home News, was started, its history and success practically a duplicate of that of the Bronx Home News.

The Harlem Home News covers the upper part of Manhattan Island, from 59th St., east of Central Park, and from 96th St., west of Central Park, north to the Harlem River and Spuyten Duyvil. The Harlem Home News is issued twice a week (Sundays and Wednesdays) and has a guaranteed circulation of 100,000.

The first item of the present big plant was installed in 1912, consisting of a single linotype machine and a Duplex Printing Press, whose limit was 20 pages. As the paper grew, a 32-page Lightning Hoe Press was erected, this being shortly afterwards increased by the addition of another section, thereby increasing its capacity to 48 pages.

Since the foundation of the new building was laid, more linotype machines have been installed and a brand new Hoe Superspeed Octuple Press, with a capacity of 64 pages, has just been added. This machine is absolutely the latest word in press construction and is built very heavily to withstand the strain of high speed and large production.

Both presses give a capacity of 80,000 twelve-page papers per hour.

The Bronx is the most northerly Borough of the Greater City of New York. It has a present population of nearly 750,000 and is a territory of homes—it has not a single hotel.

*For further information address*

**JAMES O'FLAHERTY**

PUBLISHER

371-377 EAST 148th STREET

NEW YORK

## FACTS ABOUT THE BRONX HOME NEWS

Founded, 1907.  
Circulation, 1907, 15,000, once a week.  
Circulation, 1921, 100,000, three times a week (Tuesday, Thursday and Sunday).  
Average number of pages, 1907, 8.  
Average number of pages; 1921, 24.  
Number of employees, 1921, 211.

Number of carriers, 1921, 280.  
Number of Linotype Machines, 15.  
Two forces of Compositors, a day force and a night force.  
Amount of paper used in one year, 7,000,000 pounds.  
Amount of ink used in one year, 216,000 pounds.  
Number of delivery trucks, 8.  
Area covered by distribution, the entire Bronx.

## SELLING A SUNDAY ARTICLE YOURSELF —CAN IT BE MADE TO PAY?

**A Sunday Editor Himself Raises Some Interesting Questions Based on His Own Experiences—What Is the Attractive Element**

By **HAROLD W. COATES**

Sunday Editor, the Commercial Tribune, Cincinnati

IS it possible for a newspaperman to market a Sunday feature article direct with profit to himself.

As a Sunday Editor I have pondered over the question many times. In this day of syndicates, and more syndicates, specialized writers, feature smiths and wheeze columnists it appeared to me that the individual with a feature story to sell had about as much chance as the man who owned an oil well competing with John D.

By marketing a feature article the selling of the story in one place is not meant. In order to make a story pay its own way, in these days of the high cost of white paper and other things, it of necessity, would have to be sold or placed with more than one customer. "Curiosity," they said "once killed a cat." What I wanted to find out was whether or no it was possible to sell a story of national interest beyond the confines of a local field. I've tried it. Now I know.

### AN EXPERIMENT

In conducting all experiments the first thing requisite is to get together the formula, the ingredients, the mixing glasses and all the rest of the paraphernalia that is going to be needed.

It appeared to me that with Mr. Harding, an Ohioan, about to be inaugurated in March as President of the United States, a story about the first President that Ohio sent to Washington would be of interest a week or so before the inauguration. Recently Ohio started to make good on a promise made over eighty years ago to provide this first president from Ohio, William Henry Harrison, with a fitting tomb for all of him that remains mortal. That gave a basis for the story. From the graveyard, nearby, one of the most singular grave robbing episodes of our history occurred (ghouls took the body of the father of another of our presidents from its resting place) and therein other historical data of more than passing interest could be found and used. There was much else to provide the element of interest in the story—mention is made of its fundamentals merely for the sake of argument that it was national in its scope.

With that as my stock in trade, as it were, I went to work on it with a little more care than usual to make it ring true, searched up dates and data, wrote and re-wrote it and polished it up for the big test.

### SOMETHING TANGIBLE

Of course the story had to be illustrated to sell it. I had a steel engraving of Ohio's first president photographed, another showed the proposed new entrance to the Harrison tomb, another was of the tomb itself and two others were included that would have made a "swell lay-out," if I do say it myself.

Inasmuch as the story was to be run in our Sunday edition I had the foreman of our composing room set it up and then had 250 reprint sheets run off with a release date line printed on them and a like number of the sets of photographs made by a local commercial photographer.

According to all the rules of business I now had something tangible to offer.

From here on the problem was salesmanship.

Inasmuch as I had been handling syndicate "stuff" for some time I knew the form that others got their offerings out in and I tried to "follow style" as near as possible. Along with the photos and the story went a return postcard and my "selling talk" in the form of the following letter:

Dear Sir:—

In these days of highly specialized syndicates and million dollar selling organizations the man with a story has to toot his horn pretty loud to get an audience.

TO REDEEM AN EIGHTY YEAR OLD PROMISE is fully authenticated, and will make enough noise to sell itself. It is not a local story—it is national. It has, I think, the punch to make it good reading. Give it the "once over" and I think you will agree with me.

Five photographs are sent with the article. If any or all of them are used the price with the story included is \$7.50. If the article is used without photographs the price is \$5.00.

Only one copy of this story is being sent to your city. There is no chance of duplication, but an acknowledgment postcard is sent herewith, and it would be a favor if you would sign it and return it within the next few days.

Trusting that this will receive your consideration, I am,

Yours fraternally,

The release date that was put on the article was February 20. The mails got this contribution to Mr. Burleson about the beginning of that month. Then I sat back and waited for the results.

First a few post cards began to filter back. "We will not use etc., etc." was the burden of the most of them. Along came a few letters. Even though these were "turn-downs" they helped to save the bump of curiosity.

One wrote:

"I am truly sorry that I can't use your feature story. The only reason is that the magazine section is so hampered by the white paper situation that I am throwing out features already paid for. It's tough."

Another:

"Because of the large amount of Sunday material on hand we find we will not be able to use your feature 'To Redeem an Eighty Year Old Promise' even though it is much better than some others we are forced to take. We thank you for offering same to us."

### ONLY FIVE ACCEPTANCES

A Pittsburger writes:

"Sorry, but some of these million-dollar selling fellows have us tied up tight for February 20. Don't know where we will put the stuff on hand. Would want it if things were otherwise."

From St. Paul:

"We regret exceedingly that our crowded columns preclude the publishing of your interesting article. Just at this time when the paper shortage is so acute we are obliged to reject much desirable material which we would be otherwise glad to consider."

And then came a perfect deluge of returns of the printed sheets photographs return postal cards and all. Out of the total of over two hundred sets that were sent out six newspapers accepted the story and photographs. That is, five of them accepted it and one Indiana newspaper traded some other photographs for the privilege of reproduction.

Now let's recapitulate a bit. The whole cost, postage, photos reprints and all was within a few cents of \$65. The

acceptances amounted to \$37.50 a net loss of \$27.50.

All of the stories were taken by papers, within a two hundred mile radius of Cincinnati—which would indicate that the semi-local character of the story was, in the end, the element that most appealed. In fact, this idea is even heightened by the fact that since my story was offered a correspondent for two papers within the state has been commissioned to write articles along the same line.

Was it the white paper situation entirely to blame? Is there another element that should be considered—some Sunday editors may know what I am driving at. Is it a losing venture to try and sell a story of national interest? "Curiosity killed a cat."

### Noyes' Papers Expanding

The Marinette (Wis.) Eagle-Star is installing a new Duplex Tubular press in place of the flat bed Duplex it has used for a number of years. When the new press is working the size of the paper will be changed to pages of eight columns and the width of columns to 12 cms. The owners of the Eagle-Star also control the Ironwood (Mich.) Daily Globe, which recently absorbed the Ironwood News-Record, a weekly. The leading stockholder in both companies is Frank E. Noyes of Marinette. His son, Linwood I. Noyes, is manager of the Ironwood Daily Globe.

### Would Call Editor Before House

M. J. Stanbridge, member of the Manitoba Legislature, moved last week that the editor of the Winnipeg (Man.) Free Press be brought before the bar of the House "to answer for his conduct against the dignity of the House." The resolution was based on an editorial on the school system in which the Free Press declared that certain members of the legislature were dedicated to the crusade to destroy the provisions in the educational regulations which makes English the sole official language of instruction.

### F. H. Jones with Providence Company

Frank H. Jones, formerly New England representative of Chemical and Metallurgical Engineering, has become associated with Livermore & Knight, Providence, R. I., in a sales executive capacity. Mr. Jones was at one time Eastern representative of the R. H. Donnelley Corporation, Chicago.

### Brantford Expositor Gets New Press

A new printing press, capable of printing thirty thousand twenty-page papers an hour will shortly be installed by the Brantford (Ont.) Expositor.

### BIT ON 20-YEAR OLD JOKE

#### Story In Files of Cincinnati Paper Fooled Even Bill Danziger

William E. Danziger, a columnist on the Cincinnati Commercial Tribune was "madder 'n a wet hen" last week and this is how it all came about. Among Bill's multifarious literary duties is to get up four or five sticks of happenings that took place fifty years ago and twenty years ago. Moiling through the files of the latter date he found a startling story, under a four-column heading with a picture, showing the Eden Park water tower, evidently with the bill stagers and ready to crumple up.

Of course that was good for a paragraph and Bill seized upon it in a matter-of-fact way, commenting wardly that it was a well written story and with a wealth of detail that the reporter of today overlooks. Getting his copy ready for the next day he came across another "story" not quite so elaborate but plentifully displayed in the headlines. There was one more squeal from Bill. A perverted dash in the composing room. An interview with Jenkins, the foreman. A hurried explanation and a most secret promise never to divulge. An editorial page form pulled back and a piece of "filler" substituted.

It was too good to keep, however, the headline of the second day's story read "Eden Park Water Tower Story an April Fool Hoax." The joke was twenty years old, embalmed, dead and forgotten. But it still had a sting to it.

### Lumber Companies Advertising

Several advertising campaigns on lumber are being carried on in a national way by different producing organizations such as the West Coast Lumberman's Association, Southern Pine Association, Southern Cypress Manufacturers' Association and American Hardwood Manufacturers' Association. The National Lumber Manufacturers' Association is contemplating a national advertising campaign which will differ slightly from the advertising being carried on by the several associations mentioned in that it will not advocate the use of any particular species of wood but which will promote the use of all woods.

### Walnut Account for "L. & T."

Lord & Thomas have secured the magazine advertising account of the California Walnut Growers' Association, co-operative shippers of Diamond Brand Walnuts. The campaign will be handled by the Los Angeles offices effective November 1.

# Features

## since 1899

### The International Syndicate

BALTIMORE, MARYLAND

### FORUM OF FEMININE FRATERNITY OF FOURTH ESTATERS

Conducted by MILDRED E. PHILLIPS

EDITORIAL NOTE—The director of this column in EDITOR & PUBLISHER is Sunday editor of the Syracuse (N. Y.) Post-Standard. Miss Phillips announces per program as follows: "Everyone knows there are newspaper women, but unless one knows and reads all the newspapers in the world there's no way of knowing who's who in feminine newspaperdom. Where is there a better place to learn than in the biggest and best newspaper magazine published? I hope to make this column the most popular and unusual of its kind. It will be purely a newspaper woman's feature—all masculine members of the fourth estate being excluded. Of course, unless some one happens to write something unusually clever, then in payment we shall allow them to have their little say."

**SPEAKING** of Foolish Questions asked of newspaper women—as we did in last week's Forum, may we once again deliver an ultimatum to that demanding male just outside the door. We were perfectly courteous last week in excluding from the Forum members of the masculine half of our profession, because, we reasoned, of course, since that was exactly the way in which they started out to conquer that ephemeral thing known as "The Press," and had been successful, we supposed this to be the proper plan of action.



MILDRED E. PHILLIPS

But: Once and for all gentlemen are not allowed within the gates of Forum. In spite: Of the fact that upon the desk of the editress lie man-written communications of congratulation from—think of it, girls—male editors of note including—but why mention names. That would, of course, be departing from the regular rule. And they write editorial congratulations to us in honeyed tones, such as we have not heard since we came in one year ago and sprung the news that the Lord Mayor had been murdered in the next block and we had the story! It was the loveliest come-back, and even though these letters would be a big boost for our "colyum" we're going to adhere to the first rules and principles laid down and with much appreciation of the good feeling continue to exclude the well-wishers of the he-male of the species.

**THERE** are some things we want to know: Will the following people please answer truthfully the questions put to them?

Will Fay Stevenson of the New York World please tell us the truth as to whether Rear Admiral Newton A. McCully proposed to her when she covered the juvenile emigrants' story. If not, why not?

(Yes, that's ONE of the big pieces of news referred to in last week's Forum.)

We heard so, Fay—so, as silence gives assent—come on tell us all about it. We promise not to mail the reply to the Admiral.

**PAGE** Margaret Moers Marshall: also of Park Row. Does your husband help you write "Maxims of a Modern Maid," or does he stay out nights to punish you for telling family secrets?

**THE** Forum would like to hear from Mary King of the Chicago Trib. Fraternal dues are due, Mary. Oh, just tell us how it seems to be the biggest woman editor in this country, and

how you manage to convince 'em that all the kings in the world aren't of the genus masculine.

**WE** want to warn May Humphrey of the Detroit Free Press that if she doesn't take a little time to pay her dues we'll tell the world the identity of the debonair newspaper man from Park Row who takes her to dinner every time he breezes into Detroit. We'll spare the other members of the Fraternity personal inferences if they promise to take warning and remember that

DUES ARE DUE.

**FROM** a field of six applicants five of whom were men, Miss Grace T. Karnes, city editor of the Eldorado (Ill.) Journal, has been selected by the board of city commissioners to serve again as city clerk.



GRACE T. KARNES

Among the five competitors of the young newspaper woman was one man who held the position of clerk for four years. As the result of an expose of Saline recently conducted by Miss Karnes the merchants and leading citizens of Eldorado presented her with a set of resolutions and a purse of gold.

Miss Karnes has been in the newspaper business here since leaving high school. She has always been active in women's club affairs of the city. At this time she is treasurer of the Eldorado Woman's Club League. She is secretary of the local Red Cross Chapter and served with honors during the war and the days immediately following the war.

She is secretary of the Parents Teachers Association. Miss Karnes is one of the few staunch Democrats in Saline county Eldorado is strongly Republican and Miss Karnes is city editor of the only Republican daily newspaper in the twenty-fourth Illinois Congressional district. Considering the political layout of the city and county Miss Karnes has a full man's size job on her hands.

#### Free Press Finds Old Copies

The Detroit Free Press has made very readable news copy out of the fact that two of the oldest copies of the paper known to exist outside the paper's own files have come to light within the last few weeks. From Ypsilanti the news department of the Free Press received word that a copy published May 5, 1831, and this was followed by word that a copy of July 11, 1836, had been found.

## The Special Wire from Washington

is one of the most important reasons why so many newspapers augment their routine press association news with

# Universal Service

Every Washington correspondent of Universal is a specialist. Each has achieved distinction as a writer for newspapers demanding exclusive news features, written from an international as well as national viewpoint. Politics, diplomacy, industrial conditions, finance—every vital phase of human affairs is covered in Universal's wire dispatches from Washington.

**BESIDES** the stories of Norman Hapgood and a staff of gifted journalists, the Washington wire of Universal often carries exclusive signed articles by

- United States Senators Joseph I. France, Maryland; Arthur Capper, Kan.; James A. Reed, Missouri; Gilbert M. Hitchcock, Nebraska; Hiram Johnson, California; William S. Kenyon, Iowa; William H. King, Utah; David I. Walsh, Massachusetts. Congressmen: Julius Kahn, California; Patrick H. Kelly, Michigan; Hamilton Fish, Jr., New York; Fred A. Britten, Illinois; George W. Edmonds, Pennsylvania; Simeon D. Fess, Ohio; Royal C. Johnson, South Dakota; John Jacob Rogers, Massachusetts; Lester D. Volk, New York; William R. Wood, Indiana; William R. Green, Iowa; Martin B. Madden, Illinois.

For Terms, Samples of Copy, and Full Particulars, Write

# UNIVERSAL SERVICE

WORLD BUILDING

NEW YORK CITY

## PUBLIC LEDGER CAN RECEIVE RADIO DAY AND NIGHT, RAIN OR SHINE

Phonograph Records "Copy" News at High Speed With or Without Attendant—Engineer Sees Remedy For Old Trouble With "Static"

By EDWARD A. MUSCHAMP

THE Philadelphia Public Ledger has just installed, through the Ledger Syndicate, a new radio news-receiving station that not only marks a distinct advance over anything of the kind in existence, but gives promise of developing ways and means for the receiving and dissemination of world news far beyond anything dreamed of a few years ago.

"We have installed this new radio-news-receiving service," said John Elfreth Watkins, general manager of the Ledger Syndicate, the other day, "chiefly to insure promptness in the receipt of our foreign news service which now covers not only Europe but the Far East, the Near East and Mexico. The outfit consists of an antenna on top of the Curtis Building, which is connected with our receiving station in the adjacent Public Ledger Building, where the most modern radio receiving equipment has been installed by L. J. Lesh, who is now a member of the Ledger staff. The operating staff is in charge of E. F. Brodhead, an experienced trans-Atlantic radio operator.

### THROUGH ENTIRE 24 HOURS

"Through our radio station we are now receiving—and that means we have perfected a method of receiving straight through the twenty-four hours every day, whether an operator is on duty or not—world-news direct from the various overseas points of transmission. This news we are distributing throughout America by the Ledger Syndicate's wire circuits to 66 newspapers in the United States and Canada."

On April 23, Colonel Edward M. House, one of the Public Ledger's editorial leader writers, sails for Europe, with John J. Spurgeon, editor-in-chief of the Public Ledger. Colonel House is going abroad for the Public Ledger to continue his study of current European problems, and will radio his observations to the Public Ledger and the Ledger Syndicate for distribution throughout the country.

Mr. Spurgeon will inspect the Ledger's foreign service.

Mr. Watkins invited the representative of EDITOR & PUBLISHER to inspect the Ledger's new radio station and to talk with Mr. Lesh, the radio engineer in charge, an invitation which was readily accepted and which developed considerable information which it is believed will be of the keenest interest to newspaper publishers, editors, and all other newspaper men whose work connects them in any way with foreign news.

### THE WIRELESS ROOM

As I stepped into the compact little radio receiving station, I thought at first that I had made a mistake and had gotten into the wrong place—possibly the typists' section of the Business Office. There were none of the one-time familiar "Via Wireless" noises, and on a table at the far end of the room was what appeared to be an ordinary standard commercial dictating phonograph machine, on which the wax cylinder was revolving in the most approved "Yours of-the-fifteenth-received-and-contents-duly-noted" fashion.

"Come right in," said Mr. Lesh. "We

were just running over the Berlin cylinder to see what came in while we were out at lunch."

He then went on to explain that with the installation of the Ledger's new radio receiving station he had perfected and put into operation a combination radio-phonograph arrangement by which it is now possible to receive wireless messages automatically through the phonograph attachment, the message being recorded—in the Morse radio code, of course—on the wax cylinder, just exactly as in the correspondence department of a business concern a letter is recorded at the time it is dictated, but may be transcribed at any later time by a typist.

Surprising and interesting as is the



Photo by Ledger Photo Service.

Public Ledger Radio Station receiving message from Bordeaux, France, at the rate of 75 words a minute, on a phonograph attachment, with L. J. Lesh, the radio engineer, transcribing the dispatch at the same time direct from the receiving apparatus.

foregoing statement, it tells only a part of what Mr. Lesh has done along this line in developing and constructing the Ledger's new receiving station. He has, in fact, developed the phonograph attachment to the point where as many as four wax cylinders can be set and adjusted so as to record radio messages coming from four different points of transmission. That is, the cylinder set for Berlin will take only Berlin dispatches, the Bordeaux cylinder will take only Bordeaux dispatches, the London cylinder will take only London dispatches and the Mexico cylinder will take only dispatches from Mexico City.

The phonograph attachment is proving very valuable in three respects. In the first place, a radio message recorded by the phonograph and then reproduced from the cylinder intensifies the sound about three times. Secondly, since much of the trans-Atlantic radio press matter is sent at high speed, which makes it difficult very often for even the best radio operator to get every word, the special phonograph apparatus can take, and record, automatically, any message, no matter at what speed it is transmitted, and it is then a comparatively simple matter for the operator to reproduce the record at a slower speed and read the complete message with no difficulty at all. Thirdly, the wax cylinder embodies a message in permanent form and if any question is raised as to the accuracy of a transmission, it is not necessary to trust

to the operator's memory—it is simply a matter of running off the cylinder and there the dispatch is, just exactly as it left the sender's key at the point of transmission.

The Ledger receiving station, too, marks a big advance in radio apparatus in that it is a model of compactness. Mr. Lesh is working all the time on various phases of the work, and since he began installing the Ledger receiving station he has perfected many improvements in the method of receiving radio messages.

Speaking of the general question of radio news, radio apparatus and methods for receiving and transmitting press matter, Mr. Lesh said:

"About three years ago I built for the representative of one of the European nations a very elaborate wireless receiving station with which it was hoped that he could take instructions direct from his Government. The point of transmission, however, proved to be too far away and we could not get the results that we wanted. However, the apparatus did fulfill one important purpose in that it demonstrated that it was possible to receive and record messages from practically all of the large radio stations

to the newspapers to which they were directed.

"Before long we discovered that not only did the regular radio receiving stations—both commercial and government-controlled—fail at times to complete dispatches coming in, but were often two or three hours late in delivering them over the land telegraph lines. This delay was fatal in that it brought messages to the newspaper offices too late for publication in the intended editions.

"Then, too, we found that at times when conditions of reception were unusually bad and only parts of the dispatches were received, these parts were not delivered at all, but were held up for hours until the complete message did come through. But by delivering whatever we could get of a message, no matter how incomplete it was, we oftentimes enabled newspapers to make a story out of what would otherwise have been a total waste of effort on the part of the foreign correspondents who filed the dispatches by radio.

### FROM MANY FOREIGN COUNTRIES

"France, England and Germany, and some of the other countries, as you know, send out daily broadcasts of news which is free for use by any newspaper having the apparatus for picking up the message. All of this radio news we were able to get, and while a good deal of it was government propaganda, much of it served as the basis for many good stories in addition to supplementing news dispatches sent by foreign correspondents.

"Today, in addition to the Public Ledger receiving station here in Philadelphia, the Times has a somewhat similar station in New York City and the Tribune also has one in Chicago, and since wireless messages are often interfered with by local atmospheric electrical disturbances, the advantages of cooperation between different receiving stations more or less removed from one another, becomes apparent. It is quite unlikely that these three points of reception—Philadelphia, New York and Chicago—will be affected simultaneously by the same static or atmospheric electrical disturbances, and my original plan to combat static by reception at several isolated points, thereby placing the reception load on the best favored station, now becomes feasible.

"Our phonograph cylinder records of radio will be very helpful in solving this problem. For static as well as signals are recorded on the cylinders and I am endeavoring now to persuade all suitably equipped trans-Atlantic receiving stations to make, simultaneously, records of radio transmitted from some predetermined European station, for study by the Government Bureau of Standards

# NEWSPRINT

## Contract—Spot

We can contract to supply Finnish newsprint, standard quality, all sizes.

Our delivery arrangements and Price warrant our being favored with your inquiries.

AMERICAN TRANSOCEANIC TRADERS, Incorporated

25 WEST 43d STREET

Helsingfors, Finland  
Affiliated House

Murray Hill 0171

New York City  
New York

## FEARS RADIO TO U. S. IS IN BRITISH HANDS

**French Senator Says Marconi Company of London Controls Grant Station at Bordeaux Built by Americans**

(Special Correspondence EDITOR & PUBLISHER)

PARIS, April 9.—Fear that control of wireless communication between France and the United States has passed into English hands has aroused the French Parliament to inquire into the agreements made last October between the French post office department and the private company now exploiting the big new wireless station near Bordeaux. This station, which was begun during the war by the American army and is perhaps the most powerful in the world, was ceded by the United States to the French government.

Senator Pouille has introduced a resolution demanding that the post office department communicate to Parliament the text of the agreement of October 29, 1920, under which this station passed out of government control. He alleges that the department had no authority to make such a contract without parliamentary consent, as all communications, telegraphic as well as postal, are inalienably a State monopoly. He also declares that the Compagnie Generale de Telegraphie sans Fil is in reality only a branch of Marconi's Wireless Telegraph Company of London.

The placing of this important means of communication in foreign hands, it is declared, constitutes a serious threat to French business and French journalism. There is held to be danger that the order in which messages are forwarded may be altered to favor foreign interests.

There is also some doubt as to whether government has, in the contract, relinquished its control over rates. Opinion is already aroused over the fact that rates from America to England are lower than from America to France, which is held to be due to Marconi influence in America, seeking to route press matter as much as possible through London.

Several influential French newspaper have taken up Senator Pouille's cause, and the matter is promised a thorough airing.

### W. U. Drops Press Rate Petition

The Western Union Telegraph Company this week withdrew from before the Illinois State Public Utilities Commission its petition for an increase in press rate in Illinois. The petition was filed several months ago, but a suspension order issued by the commission deferred the subject until this week. The existing press rate in Illinois is one third of the additional word commercial rate for day service and one sixth for night service. The company wishes to increase the rates to the same fractions of the total cost of the messages at commercial rates.

### Texas Dailies Change Hands

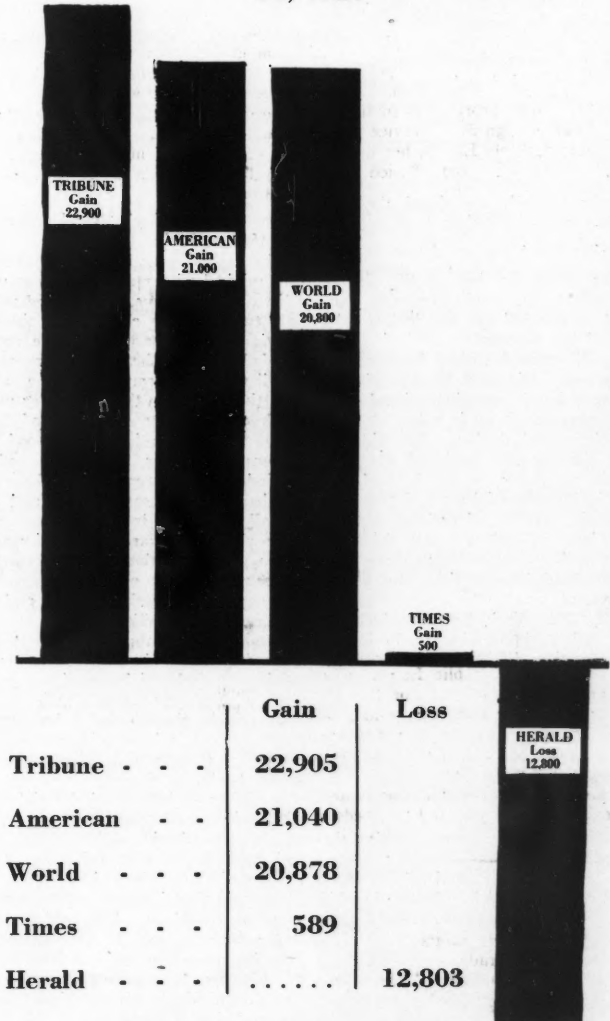
William J. Tucker, one of the owners of the Brenham (Tex.) Morning Messenger, has become editor of the Longview (Tex.) Daily Leader. Mr. Tucker had been editor of the Brenham Messenger for the last 18 months. George Tucker, owner of the Gilmer (Tex.) Mirror, J. A. Tucker and W. J. Tucker, both of Brenham, have purchased the Longview Leader.

Herald Square in New York, may be renamed Roosevelt Square.

# New York Tribune

LED all New York City seven day Morning Newspapers in Circulation Gains during the year ending March 31, 1921.

Below are the Circulation Gains and Losses based on the Sworn Government Statements of these Newspapers as of March 31, 1921, compared with March 31, 1920



The net paid daily average circulation of the New York Tribune for six months ending March 31, 1921, was

## 142,384

The Better the Neighborhood  
The Bigger the Tribune Circulation

# New York Tribune

First to Last the Truth. News — Editorials — Advertisements

so as to ascertain the advantages of different stations as receiving points.

"The question of these receiving stations also raises the question of the transmission of trans-Atlantic and trans-Pacific radio press matter. One class embraces the stations owned or controlled by private corporations, the other consists of excellent transmitters owned by the various governments. Among the latter or government-owned class, are the two largest stations in the world, one in Annapolis, and one in the Lafayette station at Bordeaux, France. England has about completed a transmitter of equal power and China has recently decided to build a station that will work half way around the world.

"These government-owned stations are required for official business only a short part of the working day and due to the determined efforts of an association of American newspapers, plans are now being perfected to use the excellent communication facilities made possible by these government stations for press service, at the same time permitting the newspapers to receive their particular dispatches direct at their privately-owned receiving stations.

### LOW TRANSMISSION RATE

"Under such an arrangement the rates for transmission would be very low and at the same time the newspapers would be assured that their messages would not be crowded out by more profitable commercial messages which necessarily depend on the private wireless corporations for their service.

"Such a plan for the transmission of press dispatches by government stations would make those stations profitable propositions for the government rather than a heavy expense. At the same time, the government stations would necessarily be kept in the very best shape and new devices and new methods, as fast as they were perfected, would be added to the government equipment. In any kind of a national emergency it would be found that the radio service was right up to the minute in the very best of equipment.

"It is perhaps a little early to discuss the business of general news distribution by radio. However, this would seem to be a logical development that will probably come before many years. The wireless telephone is a pretty well-established fact. Technically it is quite possible to construct somewhere in the central part of the United States a large wireless telephone transmitter, capable of feeding the news direct to the editor of every newspaper in the country through his own little wireless telephone receiver, which certainly ought not to cost more than \$100 for the complete outfit. The editor or his assistant would not have to be a wireless expert, for the message would come in the spoken word and not in the wireless code. He would receive the hourly or daily broadcasts from the gigantic voice with the same ease with which he now gets the result of a prize fight over the telephone, or just as a great deal of news is transmitted to newspaper offices nowadays by telephone. The cost of such a service would be a very small fraction of what it costs to get news today."

### Charter for Ohio Paper

The Newton Falls (Ohio) Herald Company, was chartered with \$10,000 capital. The incorporators are: A. O. Lea, M. E. Davis, Sara Petty, Elizabeth Baldwin and Ethel Champion.

The Leslie-Judge Company has offered to settle with its creditors on the basis of 25%.

## NEWSPAPER ADVERTISING COMPLETES THE SALE

**Manufacturers Awakening to Fact that Quickest Selling Method Is to Go Direct to Consumer Touching All Channels of Trade Under One Investment**

By **CHALMERS L. PANCOAST**

Merchandising Director of the Chicago Tribune

NEWSPAPERS are receiving a great deal of advertising today, not alone because newspapers are flexible, and not alone because newspapers are easy to use, but because newspapers are necessary to sell merchandise to a difficult market.

These are days when building prestige and keeping the name of an advertiser before the people is not enough. The reasons for buying must be hammered into the public mind and that alone can be accomplished through newspapers.

Advertising in newspapers, from the circulation of which is secured mass consumer salesmanship, is proving profitable to manufacturers who in the past only partially completed the sale by half cycle advertising.

### MUST REACH THE PUBLIC

Today as never before the advertisers realize that a sale cannot be considered made until the article is in the hands of the consumer.

I recently talked with a large manufacturer who said that he was placing his advertising in certain national publications because it made a big hit with the jobbers and dealers. He did not expect direct results and did not consider it necessary to go beyond the dealer in his advertising; and that was just as far as his advertising got—to the dealer. It did not sell the consumer; and consumer acceptance was what he needed more than any dealer influence.

While his limited-variety-advertisements made an impression on the jobber and dealer they did not move the goods which the jobber and dealer had stocked.

So after all his campaign was a scheme of "You kid me and I'll kid you" between the manufacturer, the jobber and the dealer. The small quantity of goods that were sold was brought about by whatever effort the jobber and the dealer personally gave to selling the goods.

Advertising as an actual selling force to the consumer took no part in this advertising kidding transaction.

### NEWSPAPERS MASS SALESMEN

If the mass salesmanship of newspapers had been selected, the manufacturer could have made a much stronger appeal to the jobber and dealer and at the same time his advertising would have pulled his goods through their hands into the hands of the consumer, completing the sale in one operation. In the first place, the jobber and dealer need consumer demand created through newspaper advertising before they need to be bunked with a lot of pretty copy that makes no sale for any of them.

Newspaper advertising would have reached the ultimate consumer more directly and would have made it possible for the dealer and the jobber to sell the goods which they had stocked. A newspaper campaign would have appealed to the class of people who would have actually bought and used the goods instead of just placing them on the shelves and taking a chance.

This manufacturer's plan of advertising was an incomplete cycle. It did not finish the selling transaction. The

manufacturer has three prospects to sell, namely, the jobber, the dealer and the consumer. His plan of advertising sold only the first two; and then only to the extent to which they believed they might personally sell the goods.

The third and most important—the consumer—never heard of his goods unless the dealer mentioned them, when the consumer happened to call at the store.

### TALK TO ALL CLASSES

With pages of newspaper advertising talking for so many lines of excellent merchandise, what chance have the dealer and jobber with an unknown line?

Here is another typical case. A manufacturer of a trademarked line of hardware had four classes of prospects who might be interested. He was using a list of publications that reached at best only two of these classes. In the case of his line-up newspapers were recommended because the newspapers would go all the way through with the sale.

In the first place the newspaper would reach the ultimate consumer of hardware. This class is made up of carpenters, mechanics, shop men and all the industrial laborers and workers who use hardware in some form, and who are all interested in reading new messages about hardware. The daily newspaper went into the largest percentage of homes of this class. It represents 100 per cent covering power and 100 per cent selling ability.

The second class of prospects the newspaper story about hardware would reach were industrial organizations, not once a week or once a month, but daily. This class includes builders of homes, stores and factories, contractors, owners of industrial plants, buyers, superintendents, foremen and all the men higher up in every industrial plant. The daily newspaper is an important factor in the business life of this class and naturally its advertising has a tremendous influence in their buying habits.

Can you imagine any buyer of hardware in the above class beginning his day without a careful reading of his favorite newspaper, and yet very little of this class of business comes to the newspaper, which is the logical medium for reaching the largest possible number of prospects and buyers.

### JOBBERS AND DEALERS

The third class of prospects a newspaper message would reach were the hardware, department and general stores, automobile supply houses, garages, repair shops and repair men. This class as a whole is more concerned with newspaper advertising than any other form of publicity, because any advertising to be of benefit to them must be purely local. These are the people who judge advertising values and results from a local point of view.

The fourth class of prospects the newspaper would reach and influence were the jobber and dealer, who are always first to appreciate local advertising because they can feel the pull of the goods from their stores when the newspaper advertising starts to function with the consumer.

The campaign in the newspapers would not only have placed the hardware manufacturers' story before the trade, but it would have influenced every possible user of hardware to go to the dealer, which would send the dealer to the jobber, thus completing sales through a complete cycle of advertising and distribution.

This manufacturer started out to make a sale, but his limited plan permitted him to only partially complete that sale.

There is no other way to reach the four classes of prospects mentioned above, so effectively and economically excepting through the daily newspaper—every man's medium. A large number of trade journals and publications would be required to reach all the various prospects the hardware manufacturer wanted to reach, yet the newspaper—the very medium that the manufacturer was reading twice a day and on Sunday himself—was ignored.

While there are many instances where manufacturers fail to appreciate the value of the daily newspaper in selling to all classes of prospects, on the other hand there are just as many manufacturers who are awakening to the fact that the quickest way to make a sale is to go direct to the consumer touching all channels of trade under one investment; that is, reaching the jobber, dealer and consumer at the same time.

### Candidates For Siam Post

Another Oregon editor is now out for the appointment as Minister to Siam, according to common report. He is Fred L. Boalt, editor of the Portland News. Boalt was an active supporter of R. N. Stanfield, who was elected United States Senator from Oregon at the last election and is said to have considerable influential backing. For some time it has been reported that this position was sought by E. E. Brodie, who is editor of the Oregon City Enterprise and the president of the National Editorial Association.

### Fire in Dallas (Ore.) Plant

The building occupied by the Dallas (Ore.) Polk County Observer was badly damaged by fire recently but the loss to the printing plant was confined principally to water damage.

### Bandits Rob Cleveland Press

The Cleveland Press fell a victim to auto bandits the evening of April 15, when they raided the circulation department and scooped in several hundred dollars, which were the receipts for the afternoon.

### TEXAS PRESS AT ROUND TABLE

**Better Days Ahead For All Newspapers, Daily League Finds**

(By Telegraph to Editor & Publishers)

DALLAS, Tex., April 19.—About forty members of the Texas Daily Press League met in Dallas last week for a conference on newspaper problems. Representative newspaper men from all parts of north Texas were in attendance. It was the general opinion of newspaper publishers present that better days are just ahead for the daily newspapers of all kinds.

Discussions during the sessions were as follows:

"Railroads, Free Publicity and Propaganda," led by C. E. Palmer of the Texarkana Four States Press, and Harry T. Warner of the Paris News; "Trade Proposals for Advertising, Should They Be Accepted," conducted by M. B. Hanks, Abilene Reporter, and Houston Harte, San Angelo Standard; "Why the Eight-Hour Day is a Necessity in the Printing and Publishing Business," conducted by R. C. Dyer of Dallas, and D. W. Campbell, Hillsboro Mirror; "Labor Conditions in Texas Publishing Business," conducted by G. J. Palmer, Texas Publishers' Association, and E. K. Williams of the Temple Telegram; "Co-operative Paper Buying," Sam P. Harben of the Texas Press Association Paper Bureau, and Jess L. Johnson of Dallas.

"Have Increased Postal Rates Resulted in the Increased Efficiency of Handling Second Class Mail," was discussed by W. S. Spotts of Bonham Favorite and H. F. Mayes of the Brownwood Bulletin, while "The Railway Mail Service," was discussed by S. M. Gaines of Fort Worth.

"The Proposed Texas Daily Select List," was discussed by Keating Ransom of the Cleburne Enterprise and N. A. House of the American Press Association.

### Sues Ft. Worth Star-Telegram

Suit has been filed at Sherman, Tex. by Mrs. Rowena Bobbitt against the Fort Worth Star-Telegram, seeking damages of \$100,000 actual and \$25,000 exemplary for alleged libel. The suit grows out of the publication in the Star-Telegram of an article following the filing of a suit for divorce by Mrs. Bobbitt against her husband.

### Feature Service Moves

The United States Feature Service has moved from the World Building to 779 Broadway, New York, which location is in the St. Denis Building.

## Foreign Newsprint

(SCANDINAVIAN)

### RELIABLE SUPPLIERS

**STORM & BULL, LTD.**  
**CHRISTIANIA : NORWAY**

Established over 20 years as newsprint paper exporters from Norway and Sweden

PRICES AND PARTICULARS FURNISHED BY NEW YORK OFFICE

**STORM & BULL, INC.**  
**114 LIBERTY STREET**

PHONES  
Rector 8563-8564

# HOUSTON TEXAS

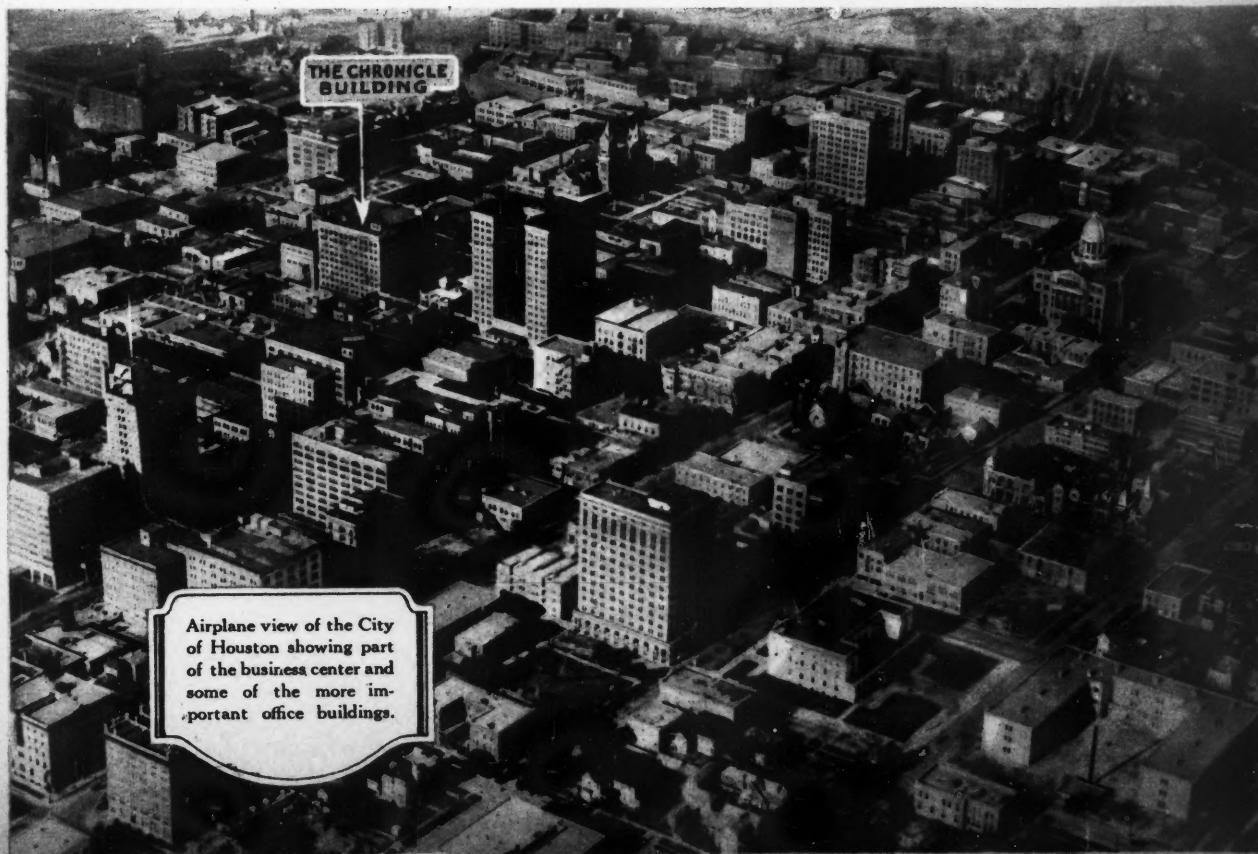
A busy day at the Turning Basin Houston Ship Channel

Photo by F. G. Allen, Houston

THIS BRIEF STATEMENT OF FACTS ABOUT HOUSTON IS PRESENTED BY THE HOUSTON CHRONICLE, THE LEADING DAILY NEWSPAPER OF ALL SOUTH AND SOUTHWEST TEXAS

## THINGS TO REMEMBER ABOUT HOUSTON

1. A 60-mile Ship Channel with a bottom of 120 feet and a uniform depth of 25 feet connecting Houston with the Gulf of Mexico and thus with the ports of the world.
2. Seventeen trunk railroads converging on Houston, transporting her products quickly to any part of the country and feeding into her markets the vast raw materials of the Great Southwest.
3. Ideal climate and living condition for workmen.
4. An inexhaustible supply of cheap fuel furnished by the oil and natural gas fields.
5. The largest spot cotton market in the United States, second only to Liverpool, England, in the markets of the world.
6. Largest cotton compresses in the world.
7. The largest automobile and truck manufacturing plant in the Southwest.
8. The greatest manufacturing center of oil well machinery and supplies in the country.
9. One of the largest manufacturers of car wheels in the United States.
10. Financial center of the nation's oil industry. Headquarters or branch offices of Texas, Gulf, Humble, Sinclair, Republic, Galena-Signal, Crown, Houston, Higgins, East Coast, Rio Bravo, White, Turnbow, Monarch and many other great oil companies. Largest oil refining center in the world.
11. The largest newspaper office building in all the South, owned by the Houston Chronicle, from which is printed the Daily Chronicle of 50,000 circulation and the Sunday Morning Chronicle of 60,000 circulation.
12. Home of the Texas Gravure Corporation, in the Chronicle Building, which prints an eight-page Rotogravure Section for each Sunday issue of The Chronicle.



Airplane view of the City of Houston showing part of the business center and some of the more important office buildings.

# YOUR HEADING HERE MOTION-PLAY MAGAZINE

ROTAGRAVURE  
SECTION  
SUNDAY, MAY 1, 1921

VOL. 1, NO. 26  
Copyright 1921  
GRAVURE SERVICE CORP.  
NEW YORK



BETTY COMPSON  
("Star" of "The Music Man")  
who has signed a five-year contract to star in Paramount pictures

## Add the strength of GRAVURE, the recognized Circulation Builder, to your Sunday Edition

# THE MOTION-PLAY MAGAZINE

affords you the opportunity of securing greater reader interest for your paper through the addition of a real, live ROTAGRAVURE Supplement at an unusually low price.

### PROOF

PUBLISHER "A"—Circulation 115,000  
"It has proven a valuable feature for us and a great circulation stimulator."  
PUBLISHER "B"—Circulation 61,000  
"From the way our circulation is increasing I believe the magazine is growing in popularity from Sunday to Sunday."

THE MOTION-PLAY MAGAZINE, used by SEVEN BIG NEWSPAPERS for over seven months, is an eight-page tabloid printed in Rotagravure. Its general make-up INSURES popular reading reception because it features Motion Pictures, Plays, Stars and Fashions—a combination of editorial subjects that appeal to the majority. Eighteen Million tickets sold daily to Motion Picture Fans.

Advertisers report returns for months after publication, showing that Motion-Play Magazine is not thrown away.

Let us tell you about open territory—the attractiveness of this proposition and what SEVEN users think of the service

## GRAVURE SERVICE CORPORATION

Business Established 1915

171 Madison Ave. (33d St.), New York Telephone, Vanderbilt 7422  
S. Keith Evans, President; Francis Lawton, Jr., Vice-President

Edward A. Greene, Treasurer  
PUBLISHER of the Motion-Play Magazine. Producer of Rotagravure  
Supplements of all kinds  
NATIONAL ADVERTISING REPRESENTATIVE of Rotagravure Sections  
of Leading Newspapers  
PLANTS: New York, Baltimore, St. Louis  
OFFICES: Boston, New York, Chicago, Los Angeles, San Francisco

# A NEW ERA IN JOURNALISM IN OKLAHOMA

(From a Tulsa Tribune advertisement in Printers' Ink, April 20, 1920)



Richard Lloyd Jones, Editor

"The Tulsa Tribune, formerly The Tulsa Democrat, was purchased October 30, 1919, by Richard Lloyd Jones. Before coming to Tulsa, Mr. Jones had been since 1911 the proprietor editor of The Wisconsin State Journal of Madison, which he sold to come to this rapidly growing region.

"For more than eight years Mr. Jones was the associate editor of Collier's Weekly in New York, and for two years prior he was the editor of the Cosmopolitan Magazine.

"It was Mr. Jones who founded the Lincoln Farm Association and built the National Memorial to Lincoln at his birthplace in Kentucky.

"In Wisconsin he was active in patriotic work, fighting the pro-German forces. He nearly trebled the circulation of his Wisconsin paper, and he brings to Oklahoma wide experience in national editorial service.

"Associated with him is his former business manager, Mr. T. Floyd McPherson, widely known among newspaper builders, who is business manager of The Tulsa Tribune.

"The Tulsa Tribune has struck the keynote of service. It is the great home paper of the people in the richest per capita city in the world."



T. Floyd McPherson, Bus. Mgr.

THE PEOPLE OF OKLAHOMA ARE VOICING THEIR APPROVAL OF THE TULSA TRIBUNE AS A NEWSPAPER IN A SUBSTANTIAL WAY. NOTE THE HEARTY RESPONSE OF THE PUBLIC AS THE MONTHS PASS BY

	Average Circulation Daily and Sunday	Circulation Receipts	Average Net Income Per Copy
1919			
November	22,750	\$4,010.54	.006
December	20,534	5,106.78	.0077
1920			
January	19,288	7,675.63	.011
February	18,165	6,742.03	.01
March	18,617	8,696.81	.014
April	19,395	8,374.95	.015
May	19,750	9,300.97	.015
June	19,959	9,616.03	.0155
July	20,193	9,107.72	.0147
August	20,491	9,765.16	.0154
September	22,167	9,804.92	.015
October	22,098	9,892.68	.0145
November	23,849	11,139.67	.0156
December	23,455	11,485.70	.0165
1921			
January	23,754	13,086.02	.0178
February	24,780	10,503.88	.0151
March	27,149	13,338.84	.016

TULSA is the wealthiest city per capita in the world. More money is spent for luxuries than many cities five times as populous. The increase in the retail trade has been and is so rapid that estimates are difficult to make.

RETAILERS OF TULSA ARE DOING GREATER BUSINESS THIS YEAR IN DOLLARS AND CENTS THAN IN 1920.

IT'S NO MYSTERY.

City's average bank deposits, \$75,000,000.00.

BUILDINGS NOW BEING  
ERECTED IN TULSA

First Methodist Church	\$350,000
St. John's Hospital	1,500,000
Hunt Office Building	450,000
Masonic Temple	600,000
High School Annex	850,000
Daniel's Building	80,000
Sherer Apartment Bldg.	75,000
Total	\$3,905,000

Observe the columns to the right. Let the figures impress themselves upon your mind. Then study our circulation statement and realize that EVERY COPY OF THE TRIBUNE GOES INTO THE HOME AND REMAINS THERE.

SUCCESSFUL MERCHANDISING means picking right markets and right advertising mediums, then backing these two fundamentals with right goods.

TULSA IS FOREMOST  
AMONG LIVE MARKETS

Our merchandising department will cheerfully survey any market and make a TRUTHFUL REPORT

SOME PUBLISHERS say that the matter of circulation revenue is irrelevant in connection with the consideration of QUALITY.

IS IT?  
Would you pay much for space that was given away?

AVERAGE NET PAID DAILY, MARCH, 1921 27,149  
AVERAGE NET PAID DAILY, MARCH, 1920 18,617  
AVERAGE NET PAID DAILY GAIN 8,532

CASH INCOME PER COPY .016 CENTS  
CASH INCOME PER COPY .014 CENTS  
GAIN IN NET INCOME PER COPY .002 CENTS

## THE TULSA-TRIBUNE, TULSA, OKLA.

G. LOGAN PAYNE CO. PAYNE, BURNS & SMITH, Inc.  
National Representatives



**WHAT OUR READERS SAY**

**Advertising Agent Asks Why Foreign Rates Are Higher Than Local**

NEW YORK, April 18, 1921.

To EDITOR & PUBLISHER: I have subscribed to EDITOR & PUBLISHER for a good many years and read a very interesting article on page eight (8) of your April 16th issue, headed: "Juggling Rates Will Break Confidence." I am very much interested in the Southern publisher's statement as to how to handle this situation, that is:

"Accept any contract for foreign advertising that may be offered through the local merchant, but at the foreign rate. "Make plain to the retailer the difference between the two kinds of advertising, namely, local and foreign. Explain to him why the foreign rate is higher than the local. If the publisher cannot give convincing reasons, he does not know his own business."

This is very interesting for, while I have been more or less connected with buying of space for some twelve to fourteen years, I have never understood why foreign rates are higher than local rates, except in the case of some large metropolitan dailies, where local advertising is not published in all editions.

I have personally handled a great number of campaign where, after we did all the work in the advertising agency of promoting the campaign, preparing copy, etc., only to find that the manufacturer was able to get a much lower rate through a jobber, distributor or a retailer; consequently we received nothing for our work but the pleasure of doing it.

I, therefore, would be very much interested in the Southern publisher's explanation as to why the foreign rate is higher than the local.

FRED H. WALSH,

Treasurer Newell-Emmett Company.

**Agency Pre-pays Its Telegrams**

JACKSONVILLE, FLA., April 18, 1921.

To EDITOR & PUBLISHER: We have sent the following letter to Marcellus E. Foster, publisher of the Houston (Tex.) Chronicle:

"In EDITOR & PUBLISHER for March 12th, 1921, there were published extracts from a letter written by you, stating that in all your experience with advertising agencies, in the exchange of telegrams, you did not recall a single instance where the message from the agency was prepaid.

"Apparently you have not been properly informed in relation to dispatches from the Thomas Advertising Service. It is our in-

variable rule to prepay all telegrams, regardless of the reasons for sending them, and our records show that wires sent the Chronicle on February 8th, February 23rd and March 23rd of this year all were paid.

The last two of the above telegrams requested checking copies which your office had failed to supply at the time of publication. It seems to me that if ever an agency is justified in sending a collect telegram to publishers when the dispatch is for the purpose of securing proofs of insertion. May I not ask that you will accept my agency from the indictment in your communication above mentioned?

THOMAS ADVERTISING SERVICE,

JEFFERSON THOMAS,  
President and General Manager.

**Hoover and the Business Press**

NEW YORK, April 18, 1921.

To EDITOR & PUBLISHER: At the request of Herbert Hoover, Secretary of Commerce, a group of 75 business paper editors had a close conference with him in Washington, April 12. These conferences are, at his request, to be continued once a month. The next one will be early in May, probably the 9th. He wants the editors to work with him in making the Department of Commerce of big service to business.

*This is the greatest opportunity that has ever come to the business press.*

*It gives us the recognition we have long claimed we should have.*

*It is up to us to hold it by attending these conferences.*

If a miserable handful of editors is all that attends these sessions we shall fall in the estimation of one of the ablest men in the Cabinet, and if that happens we might as well quit talking about the importance and leadership of the business press. At these conferences intimate things are said that cannot be printed. You assuredly can not help Hoover by staying in your office waiting for a written report of the conference.

Furthermore, Mr. Hoover wants to have available at these meetings editors from all different businesses so he can get what he wants when he wants it and be able to have committees selected from the floor. Obviously, an editor won't be very well qualified to serve on a committee to assist Mr. Hoover unless the editor sits in at these conferences and knows what's going on.

Carrying on the routine work connected with these meetings will cost the National Conference of Business Paper Editors some money. All the money we have comes from membership fees. Each paper's membership fee no

more than covers the service rendered to that paper during a year. Obviously, we cannot expect fifty papers to pay for the service rendered to four hundred. It isn't fiscally possible.

Now—this letter to EDITOR & PUBLISHER readers is to ask every one eligible to become a member of the National Conference of Business Paper Editors immediately and get into this work, which is as important to the publisher as it is to the editor. We would be glad to act as a central bureau for the whole business paper field without asking for your membership if we could, but it obviously isn't possible.

NATIONAL CONFERENCE OF BUSINESS PAPER EDITORS—

Ray W. Sherman, Secretary,  
239 West 39th street, New York City.

**Agency Commissions**

SACRAMENTO, CALIF., April 8, 1921.

To EDITOR & PUBLISHER: On page 32, column 2, of your April 2 issue, J. G. Ham refers to a direct advertiser getting an agency commission as a right because of the bulk of his business.

More size is not the thing to be considered, but the principle that underlies that act. If it is right to give Mr. Ham a commission on his \$10,000 contract it is also right to give commissions to Mr. Taylor—who spends, perhaps \$10 a year to advertise trousers. That opens the way for all business to deal direct with the papers and say good-bye to the agencies.

The effect of this theory on advertising agencies, and particularly those in small cities, is very similar to the practice of the newspapers sending solicitors to business men with the argument, "We will write your copy for nothing and supply cuts, so you can save agency fees and put it all into our column space." It is unfair competition because it makes the merchant believe he is getting agency service for nothing.

The agency can not help being a business building force for the publisher and as such should be fostered and not competed with. It is entitled to a commission on any business it brings, whether local or foreign. When its services goes beyond certain limits it is just as truly earning a fee from the client because it is giving special, individual aid that the paper's solicitor would not render.

The agency man represents the advertiser, to whom he owes his first duty, and from whom he is entitled to compensation for his personal services. When he brings that customer to a publisher to buy space he is just as fully entitled to commission from the paper on the sale of that space as is the real estate broker who goes to a property owner and says "I have a customer for your house." The broker always gets his commission doesn't he, even on local houses. Why not the advertising agent?

Get this triple relationship of advertiser, agency, and publisher clearly in focus and there will be no doubt what to do, but the trouble is many people are so eager to get just a little more than the best of a bargain that they do not heed to the line.

JOHN T. HOLDEN ADVERTISING AGENCY,  
John T. Holden.

**What Censorship Removal Over Navy News Messages Means**

SACRAMENTO, CAL., April 8, 1921.

To EDITOR & PUBLISHER: In connection with the subject of Trans-Pacific communication, you have undoubtedly noticed that the Secretary of the Navy has issued an order, removing all censorship from press messages and disclaiming responsibility therefor, in accordance with recommendations made by me in letter to Secretary Daniels, February 14, and reiterated in letter to his successor, Secretary Denby, which was as follows:

FEBRUARY 14, 1921.

HON. JOSEPHUS DANIELS,  
SECRETARY OF THE NAVY,  
WASHINGTON, D. C.

MY DEAR MR. SECRETARY: You will perhaps recall my activities in connection with the conferring by Congress of authority upon the Navy Department to use its wireless facilities for trans-Pacific news communication, and an interview had by me with you on certain phases of the subject at San Francisco in June, 1920.

My knowledge of conditions and my intense interest in the subject prompt me to call your attention to what seems a serious situation, in the hope that you may feel authorized to apply a remedy, or to suggest the proper method for accomplishing the result.

You will remember that passage of Senate Joint Resolution No. S. J. R. 170, conferring the authority referred to, was secured in the face of a strong prejudice in Congress against extending the powers of the Navy in matters of this kind, or interfering with business claimed by commercial companies, and, notwithstanding strong opposition from corporate interests concerned in land and sea communication.

The Committee in each House recommended, and Congress passed, the measure practically on my showing of facts and arguments; that antagonistic National interests had secured control of news communication in the Far East, including the Philippines, and were using that control to serious injury of this Nation; with the probability that international difficulties might be created thereby; that the only remedy lay in daily interchange of reliable, independent, uncensored news reports between this country and the Far East; and

**INTERTYPE**  
"THE BETTER MACHINE"

**More Production, More Satisfaction  
More Economy**

that's the real meaning of INTERTYPE—

why waste time with complications—when the most simplified and really dependable line casting composing machine can be installed quickly and just as quickly show profit.

Anticipate uninterrupted production. You can depend on any Intertype—Model for Model.

BUILDERS OF "THE BETTER MACHINE"

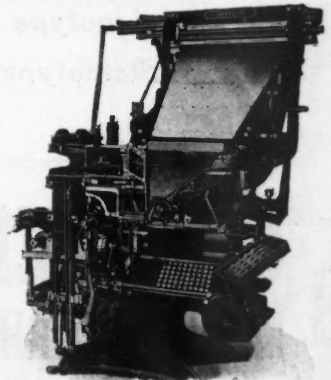
**INTERTYPE CORPORATION**

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

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

Southern Branch  
160 Madison Avenue, Memphis, Tenn.  
MILLER & RICHARD, Canadian Representatives

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



MODEL C INTERTYPE  
Three Magazines



A large number of the best known Newspapers throughout the Country have equipped their plants with

## CLINE FULL AUTOMATIC PUSH-BUTTON OPERATED ELECTRIC CONTROL

Our 20 years' experience in the Electrical Equipment of Printing Machinery plus the Engineering and Manufacturing ability of the Westinghouse Company insures *Safety—Reliability—Economy.*

*Cline Press Drives  
Paper Roll Stand with  
Automatic Tension  
Linotype Drives  
Stereotype Drives*

**CLINE ELECTRIC  
MANUFACTURING COMPANY**  
CHICAGO NEW YORK

that such interchange could be insured only by utilizing the Navy Department wireless facilities at a word rate so low as to encourage American news associations and individual newspapers to inaugurate regular, self-supporting, East and West-bound news reports.

On that understanding, Congress consented to a test, under which the plan should be tried for two years, and then either abandoned or maintained permanently, as results would show to be the wiser policy in National interest.

The theory in my mind, in proposing the plan, and the theory in the minds of the committees in approving it, as shown by the hearings, was clearly that the Navy Department's wireless section should act in this matter practically as a common carrier, accepting from responsible news agencies and newspapers and their authorized representatives, legitimate news stories for transmission, and that it should not be held responsible for the character of the messages any more than would be a private wireless or telegraph company. Upon this theory only could the plan accomplish, to the full extent, what was promised for it.

The plan promises to more than fulfill expectations, if carried out as intended. Already three West-bound daily reports, one of 1,000 words and the others of 400 words each, carry from San Francisco to various points of the Far East for publication, the news of the United States and the world. With the installation of high-power machines, now on the way to various stations on the Pacific, the present capacity will be multiplied from three to four times, so that not only may these West-bound reports be increased to any desired extent, but adequate East-bound reports, bringing to us full news daily as to Far Eastern happenings and sentiments, may be inaugurated.

It has apparently been assumed by the Navy Department, however, that it is responsible to foreign nations and to this nation for the character of the report accepted by it from the various news associations and transmitted by it. This attitude resulted in the exercise of censorship by senior United States naval officers, and the withholding on a few occasions of matter, the publication of which was deemed "prejudicial to the national interest" or "likely to prove objectionable to some friendly nation."

This theory and this policy are apparently recognized by general order issued by the Secretary of the Navy November 9, 1920, in which reference is made to matter filed for transmission "which unintentionally is in conflict with or prejudicial to the national interests;" and the instruction is given to refer the message to Washington for decision when the naval officer is "placed in position of responsibility for the character of news transmitted by navy radio facilities, and is in doubt as to the propriety of the subject matter."

May I offer with deference these suggestions:

(1) The value of the navy radio for news transmission will be severely injured and ultimately destroyed if naval officers are made responsible for the character of news messages accepted by them for transmission. Quite naturally they will play safe and hold up anything as to which they have doubt—and the more important the message the greater will be the doubt.

(2) Under such a policy, the small value of navy radio for news transmission will be made apparent just as soon as private radio companies install paralleling lines, and are free to accept news messages free from censorship. Such conditions already exist in certain portions of the Pacific.

(3) This policy of naval officer censorship of legitimate news is certainly not in line with the intent of Congress. It conferred authority on the Navy Department for transmission of news avowedly in order to put a stop to vicious propaganda, and to spread general knowledge of conditions, even against the wishes or policy of another nation.

A policy which will act inevitably in assisting a friendly nation to conceal facts which it does not wish known, but which, in the interest of our Nation, should be known, will not impress Congress with the desirability of granting extension of present authority to the Navy after the two-year experiment.

It would seem to me, therefore, that the use of navy radio for news transmission should be subject to the following principles:

(1) The Navy Department, in accepting and transmitting news messages, should act so far as concerns responsibility for the character of the messages, simply as a common carrier; and this position should be made clear to the nations interested.

(2) There should be no censorship of such messages save such as might be exercised at the point of origin, and by the same authority, if the messages had been offered to a private radio company.

If, after consideration of the facts, you feel that the interest of the Nation will be best served by the kind of news reports suggested by me, and apparently endorsed by the Congressional Committees—"reliable, independent, and free from governmental control or censorship"—you will best know how the situation, to which this letter calls attention, can be remedied.

Possibly it can be done, simply by a general order from the Secretary of the Navy. If, on the other hand, it would seem desirable to have some action by Congress, and you would prefer that the matter be submitted to Congress by some one outside of the Department, I will, if it seems proper to you, undertake it.

In any event, I would appreciate your

views on the subject, if there be no impropriety in granting such a request.

V. S. McCLATCHY,

The points made in the letter received formal approval and endorsement to the Secretary of the Navy from Senators Miles, Founder, Chairman, and Medill McCormick, a member of the Special Radio Committee of the Naval Affairs Committee of the Senate, as being in accord with the views of the Committee. It was Senator Poindexter which was the author of the resolution, giving authority to the navy to use its radio facilities for news transmission in accordance with the program originally outlined by me.

These facts will be of interest to you in connection with the subject of my article, published March 12th.

The action of the Navy Department in this matter removed any possible ground for criticism of the service, and will, undoubtedly, so aid in its efficiency, taken in conjunction with the mechanical improvement in the service, as explained in my article, that Congress will arrange for permanent authority to the Navy in accordance with the present plan.

Sincerely yours,

V. S. McCLATCHY,  
Publisher, Sacramento Bee.

Re Sergt. O'Brien, R. N. W. M. P.

WINDSOR, Ont., April 23, 1921.

TO EDITOR & PUBLISHER: Good old Serge, and he is still running them down through the vast and trackless depths of Northern Canada, ice-covered wilderness. If the human perpetual motion machine mentioned on page 8 of your issue of April 16 is the O'Brien of our acquaintance he has surely been doing a bit of rambling since we had the pleasure of seeing him. In other words we are just a little dubious of the doctory O'Brien ever having chased that poor devil of a fugitive all the 300,000 miles of which your publication accuses him.

300,000 miles is equal to approximately twelve times around the globe and we are quite sure that even the big Irishman could make it. Averaging 20 miles a day, which by the way is not a bad day's work in that part of the globe one who knows can testify, it would require more than 41 years of O'Brien's stay here on earth even if he traveled every day in the year, never taking a day off to go to Sunday school or to celebrate St. Patrick's Day or nuthin'. 300,000 miles are the equivalent of 50 times across Western Canada the way the crow flies and even had I been willing it is just doubtful if the fugitive could have stood the gaff.

Your article says that the story should have made a front-page story. Sure it should. Any real live newspaper would have rushed to print with "An Extry." Most likely the Canadian publishers refrained from the "Extry" because they would lose the confidence of their readers.

What wonderful possibilities for the writer of advertising this story contained. A great chance for Mr. Ford to come out and tell the world that O'Brien used a Universal Car to turn the trick. What a chance for the Campbell Soup people and for Boston Gatten, Elgin Watches, and Holeproof Hosiery. We are sending the clipping to the big Mountie today so that he may properly appreciate the wide recognition his feat has gained but we don't think he will believe it himself. Just the same O'Brien always was a regular fiend for taking long walks.

Your Doubting Thomas,

R. J. SALLANS.

Crimson News

NEW YORK, April 20, 1921.

TO EDITOR & PUBLISHER: Most anyone will agree that the spiritual always controls the material.

That *Thought* is the one big force in the World. And most anyone will agree that the greatest power in the moulding of thought and morals in any country is the newspaper.

Then it follows that the one greatest power for the moulding of the morals and the thought of the country is the newspaper for the man who control newspaper.

This country is indeed fortunate in having a man of your character in control of Editors & PUBLISHER.

You may count me as one of the many admirers of the man who is constantly fighting for the right rather than the expedient.

The editorial in the March 19 issue on "Crimson News" is the immediate inspiration for this letter.

A. W. HOWLAND,

Howland & Howland.

Classified and the A. A. C. W.

MILWAUKEE, April 21, 1921.

TO EDITOR & PUBLISHER: I have just writ you as follows:

"Your April 16 issue says I am helping prepare classified program for newspaper Departmental Atlanta Convention. Stop. I refused appointment to program committee. Please print denial. Letter follows."

I was notified by Fred Millis, under date of March 21, of my election as a member of the committee to have charge of the program of the Newspaper Executives Classified Session at the convention in Atlanta.

As Mr. Millis' letter reads, "Classified Session," I construed it to mean that they were to have one session on classified advertising, as has been customary. I replied by saying that I would be glad to give any assistance on instructions from Mr. Miller, which Mr. Millis said would be forthcoming. I have not heard from Mr. Miller.

From subsequent letters received by me and Mr. Grant, publisher of the Journal, it appeared

The Newspaper Departmental is arranging this program in direct opposition to the Association of Newspaper Classified Advertising Managers, who meet at Atlanta at the same time as the A. A. C. W., but entirely independent of that organization.

Without any personal feeling in this matter, I cannot believe that such a change in the classified program is desirable from the viewpoint of publishers and the good of classified advertising.

I can only feel that a great mistake has been made in this matter, only because of a general lack of understanding as to the attitude of the Association of Newspaper Classified Advertising Managers, the purpose of that organization, and what it has accomplished during the past year.

I give these details only to explain why I feel a correction should be published in Editor & Publisher of the erroneous announcement made in your last issue.

HARRY GWALTNEY,

Classified Advertising Manager, The Milwaukee Journal.

A Reply to the A. A. A. A.

BARTLESVILLE, Okla., April 22, 1921.

TO EDITOR & PUBLISHER: Enclosed is a copy of the letter I have today mailed to Collin Armstrong, National Chairman of the Committee on Newspapers on the American Association of Advertising Agencies in response to a letter from him addressed, I presume, to all publishers of daily newspapers.

In his letter Mr. Armstrong asks that the resolution of the A. A. A. A. which urges all newspapers to adopt an "equalized and standardized" rate for local and national advertising. I believe in my letter I have given the reasons we and many other publishers have why this condition can never exist under the present system of handling national advertising.

If this material might be of use to you in investigating the feeling among the publishers as to this proposed change, use it.

THE EXAMINER COMPANY,

Donald R. Welty, Business Manager.

\*\*\*

BARTLESVILLE, Okla., April 22, 1921.

Mr. Collin Armstrong, American Association of Advertising Agencies, Metropolitan Tower, New York City.

Dear Mr. Armstrong: Your form letter of April 18, in regards to the "equalization and standardization" of local and national advertising rates, is before me.

It seems to me that the American Association of Advertising Agencies does not take into consideration any of the reasons why there can never be a standard rate for both local and national advertising until the present system of national advertising is changed.

After all the question of rate is only a question of what return that rate will bring the publisher and you know as well as any publisher that the net return from national advertising is not the same at the same gross rate as the local advertising.

To illustrate my last statement, we will take the Examiner, with a national advertising rate of 42 cents per inch. This rate, with the 15 per cent agency and 2 per cent cash discounts, nets a fraction less than 35 cent an inch out of which the publishers' representative must be paid his 15 per cent which in turn leaves 29.75 cents, which the publisher receives for the same inch, for which his original charge was 42 cents. Then to turn to the local rate, which ranges from 42 cents for the open rate to 22 cents for the daily space user, we find that our local rate brings us an average of better than 30 cents an inch.

You will say the agency commission is necessary, but why not have the agency paid by the advertiser for the service that he renders him? Our local advertisers do not ask for a 2 per cent discount for paying his bills promptly, yet the agency does. The publishers' representative is another cog in the wheel, which under the present system cannot be eliminated, for how much advertising in your own agency do you send to papers without representatives?

The publishers' representative is the publishers' employee, but his pay must be added to the slice that must come off the gross rate. Why count the publishers' representative as a cost of national advertising any more than the local advertising solicitor you ask? We have found that it takes as much or more time of just as an expensive man to take care of this advertising after it is in the office as it does for a local solicitor to go out and get the ad and to take care of it after it gets here.

It is not the intention of the publishers of the Examiner or, as far as we are able to ascertain, of any fair-minded and honest publisher to profiteer because they can on the national advertiser. The publisher knows, as the advertiser and the agencies cannot know, the cost to him to produce each inch of advertising, whether local or national, and he knows what this advertising must net him to pay expenses and make a reasonable profit to which he as well as anyone else is justly entitled to.

Therefore if the agency, the publishers' representative and the conditions which now exist in handling the national advertising remain the same, there can be no uniformity of these two rates.

The Examiner and most newspapers would be glad to be able to quote the national advertiser the same rate they do the local advertiser, knowing that this would be the amount per inch that would reach the publisher and not the amount less the shaving that goes on due to the customs of the agency and the representative necessity that have been established.

It seems to me that the "equalization and standardization" of rates is a problem which the agency must work out first and then come to the newspapers and not to come to the newspapers first. The newspaper is only interested in the net return and not the gross rate it must charge to obtain this net return.

You will pardon this lengthy letter but I feel your charges and requests upon the newspapers in the light of a two faced individual when in truth it is not.

THE EXAMINER COMPANY,  
Donald R. Welty, Business Manager.

Says It's "Pie Alley"

NEW YORK, April 17, 1921.

TO EDITOR & PUBLISHER: I had read with interest Mr. Dillon's article in Editor & Publisher regarding "Pie Alley" in Boston.

To me the whole thing seems simple enough. The alley got its name because there was a helluva lot of pie exhibited, sold and eaten therein. I worked for the old Boston Herald for 17 agreeable years, so I had occasion to pass through the alley a few times.

"Pie," gentlemen, therefore, if you please. Nothing complicated about it.

ARTHUR ELLIOT SPROUL.

OPPOSE SHORT WORK WEEK

Arizona Publishers Also Elect C. A. Stauffer President

Charles A. Stauffer, general manager of the Phoenix (Ariz.) Republican, was elected president and a resolution was passed declaring opposition to the 44-hour week demanded by the International Typographical Union, by the Arizona Daily Newspaper Association last week at its annual meeting. A resolution of regret at the death of Carl M. Arntzen, general manager of the Tucson Citizen, also was passed.

The resolution opposing the 44-hour week was the feature of the day, as every member pledged himself not to sign any contract for less than an eight-hour working day.

Officers elected for the year were Mr. Stauffer, president; J. H. Westover of Yuma, vice-president; Lawrence A. Clark of Bisbee, secretary. The committees appointed by Mr. Stauffer were as follows: Executive: C. H. Akers, Phoenix; J. H. Westover, Yuma; S. M. Harrison, Globe; Fred Breen, Flagstaff; H. R. Sisk, Nogales. Advertising: James Logie, Douglas; S. J. Wolf, Phoenix; Carmel Giragi, Tombstone; L. M. Harman, Miami; B. P. Guild, Tucson. Legislative: W. P. Stuart, Prescott; H. D. Ross, Jr., Mesa; C. H. Akers, Phoenix; George H. Kelly, Douglas; W. B. Kelly, Clifton.

New St. Louis Motor Paper

St. Louis.—The Automobile Club of St. Louis on February 1 will begin the publication of Motor Vogue for its members. Sam Hellman, who was managing editor of the Republic when that paper suspended publication, will be in charge of the editorial department, and Charles M. Young, formerly with the automobile advertising department of the Post-Dispatch, will be business manager.

Record Staff on Stage

Employees in the various departments of the Philadelphia Record are planning to give a dramatic entertainment in May. They will produce a play called "The Irresistible Genius" written by Francis Hill, who was on the Record's Sunday staff.

Atlas Trucks Ads by McGuckin

The Eugene McGuckin Company, Philadelphia, announces the acquisition of the Atlas Truck Company's advertising account. Headquarters of the Atlas Company is at York, Pa.

STRYPE will give you what you want

NEWSPRINT

Foreign and Domestic  
Transient and Contract

2000 tons New York available

for immediate shipment

STEREOTYPE TISSUE

Absolutely the highest quality paper  
procurable

MATRIX

Red Rag and White

Emphatically the best made  
Matrix on the market

The above statements of quality may sound like boasting. We hope you don't believe them. Make us prove them by calling at our office or upon Mr. G. S. HARING, who will be registered at the Waldorf-Astoria during the Convention.

FRED. C. STRYPE

320 BROADWAY

Phone,  
Franklin 3290

NEW YORK  
LONDON

# DRY MATS

Our Mats have  
**Uniform thickness**  
**Uniform shrinkage**  
**Uniform prices**

and there is adequate protection for the type. They are easily removed from the mold and do not stick or pluck, because they are especially chemically treated.

Surely enough good qualities to warrant a trial.

For Newspaper Work, Rush Edition Work, Job Work, Color Work.

We are the American Representatives of

**Clemens Claus**

*Manufacturer of*

"IDEAL DRY MATS"

**Max Nitzsche**

*Manufacturer of*

"FLEXITYP-MATER  
 DRY MATS"

*Get in touch with us while at the  
 A. N. P. A. Convention*

*Write or phone for our prices*

**W. B. WHEELER CORP.**

*Formerly Albert de Bary, Jr., Inc.*

**6 Church Street**

New York, Phone Rector 9030

N. Y.

## EASY TALK

By Philip R. Dillon

### Do Newspaper men read books?—

One day, two months ago, the billiard room of the New York Press Club was well filled, perhaps there were seventy-five men; small groups sitting, some card playing; two billiard and one pool table in action. Above the talk, and other noises, all of a sudden was heard the voice of a veteran, a man who has done many fine things in journalism:

"Where in New York, if not in this club, should be found scholarship? And yet I say there are not more than three men in this club who ever read a book!"

The players stopped, a silence fell, while one might count five. Then the noise began again. Nobody denied the charge. Everybody caught the scorn in the veteran's voice, but—Books versus Billiards, Pool, Cards, Politics, Prohibition, Managing Editors, Advertising, Motoring? And who is a highbrow in the billiard room of a press club?

Still, I think my veteran friend's little shaft of hyperbole went through the skin of a majority of the individuals in that room.

Does anyone deny that journalists are lacking in book reading?

"I want to read books, but I have not the time"—so many of my newspaper friends tell me. It is evident that most journalists feel their loss and weakness, because of this neglect to recharge their minds with power from books.

I am just now thinking of William Hoster, who was the Washington correspondent of the New York American (and I think of all the Hearst papers) during the Taft administration. In my first talk with Hoster (at a hotel in Lakewood, N. J.) he surprised me by his wealth of sound knowledge in the subjects of sociology and general history. He quoted Buckle. In our next talk he quoted Buckle. Then he frankly said he was devoted to the reading of Buckle. In short, I discovered that he was what we might call a Buckle "fan." He had not time for wide reading, so he had a very few books that he read in his spare moments, and of these his favorite was Buckle. He always gave his hearers the impression that he was a well educated man—which, in truth, he was. One needs but few books to become well educated, and to attain a good literary style. Abraham Lincoln is the best illustration of this truth. Think of the few books Washington knew, nor did he have a college training.

There is no disputing about taste, in books. One of the finest essays on the art of reading, that ever I read, was written by the late Mayor Gaynor of New York—published in the Independent and republished in "The Letters of Mayor Gaynor."

For myself, I will say that I got my heartiest satisfaction from the Bible, "Don Quixote," the Works of Rabelais, Buckle, and Macaulay. And Shakespeare (and also Lamb's "Tales from Shakespeare"). By keeping these books daily in hand, I feel that I would be able to get along very well in the society of educated people.

But, you will say, one must nowadays read some fiction. That is true, and also one should read some of the new poetry. Fiction and poetry are somewhat as the salads and desserts of life.

I made, the past winter, a sort of Fiction Course, knowing that I had got away too far from imaginative writers. I always read with a tab of paper (copy paper) beside me. I have before me a stack of envelopes, each containing "Notes" I made while reading during the past winter. Here is a list of the novels I read since last November, in chronological order of the reading:

"Barnaby Rudge," "Oliver Twist," "Pickwick Papers," "Nicholas Nickleby" (Dickens), "The Bread Winners" (John Hay), "Salambo" (Flaubert), "Main Street" (Lewis), "The Man Who was Thursday" (Chesterton), "David Copperfield," "Great Expectations" (Dickens), "Richard, Yea and Nay" (Hewlett), "Moby Dick" (Melville), "The Old Wives' Tale" (Bennett), "Madame Bovary" (Flaubert).

All these books I found worth while. "Moby Dick" is the noblest of them. "Salambo" the most splendid. "Nicholas Nickleby" the most rattling story (a mere personal opinion of mine).

I always read at night, before retiring, and never less than half an hour.

### WAGES AND HOURS "STAY PUT"

#### Indianapolis Publishers Appeal From Award Maintaining Present Scale

(By Telegraph to EDITOR & PUBLISHERS)

INDIANAPOLIS, Ind., April 22.—The eight-hour day and prevailing working conditions were sustained in a decision today made by Elias J. Jacoby, fifth member board of arbitration which has been considering the contract between the Indianapolis typographical union and local newspapers for the last two months. The decision denies application of the union for a higher scale and the application of the newspapers for a reduction of ten per cent in the scale.

In arriving at the decision the cost of living as shown by United States labor reports for the period ending January 1 played an important part, the arbitration board refusing to consider change in cost of living after January 1, 1921, the date when present scale became effective. The publishers have filed dissent from that part of award pertaining to the wage scale.

### Bans Ads of Quacks

Publication in any newspaper or other written or printed paper of any advertisement for the treatment or cure of venereal diseases, etc., or the sale of any medicine, drug, compound, mixture, appliance or any means whatever, for the cure of such ills is prohibited in Washington in a law passed by the last state legislature. Any publication publishing such advertisements is guilty of a misdemeanor.

### Office Managers To Meet At Buffalo

The annual national convention of the National Association of Office Managers will be held at Buffalo, N. Y., June 9 to 11. J. W. Rowland, of the Fisk Rubber Company, Chicopee Falls, Mass., is president and H. W. Harney of the Dennison Manufacturing Company, Framingham, Mass., is secretary.

### Christian Register a Centenarian

Boston, April 18.—A birthday party to the Christian Register, a publication which reaches the 100th anniversary of its first number this month, was held last week at the Hotel Somerset. George H. Ellis, publisher of the Register for 52 years, recounted many incidents of his career, and told of the great work it has done for the Unitarian church.

**TIPS FOR AD MANAGERS**

**Briggs-Mears-Richardson**, Payne avenue & 21st street, Cleveland. Handling advertising accounts for Winston Company of Cleveland; Macbeth-Evans Glass Company of Pittsburgh and Cleveland Folding Machine Company.

**Ohio Ad Company**, Buckeye Bldg., Akron, Ohio. Placing the advertising for Star Rubber Company, Akron, Ohio.

**Williams & Saylor**, 450 5th avenue, New York. Will conduct an extensive newspaper campaign for Compo Thrift Bond Corporation, New York, in behalf of banks and trust companies throughout the country. Sending out institutional and merchandising copy in a series of fifty line advertisements for Paul E. Lehman, importer, New York.

**Collin Armstrong, Inc.**, 1463 Broadway, New York. Placing advertising for Wright-Fix Company, Inc., furniture dealer, New York.

**Teal & Teal**, Minneapolis, Minn. Advertising in Northwestern newspapers for the Dickinson Auto Lug. Later plan to use Northwest agricultural publications.

**Thielecke Advertising Company**, Majestic Bldg., Chicago. Planning a campaign, including newspapers, business papers and export publications for Anderson Electric & Equipment Company of Chicago. Will use national magazines for the Indestructo Truck Makers, Mishawaka, Ind.

**Benson, Gamble & Slaten**, Corn Exchange Bldg., Chicago. Using newspapers and farm papers generally for Bernice Coal Company of Chicago.

**Ferry-Hanly Advertising Company**, 1120 Walnut street, Kansas City. Planning a campaign in Middle West newspapers for Sodiphene, a new antiseptic germicide.

**Street & Finney**, 171 Madison avenue, New York. Placing advertising for Denman-Myers Cord Tire Company, of Cleveland, Ohio, makers of cord tires exclusively.

**Freeman Advertising Agency**, Mutual Bldg., Richmond, Va. Sending out copy to several Southern newspapers for the Carolina Cigar Company, Greensboro, N. C., advertising "O. Henry" cigars named for the famous author.

**Potts-Turnbull Company**, Gates Bldg., Kansas City. Using newspapers and trade publications for the Cook Paint & Varnish Company, of Kansas City. Will use farm papers of the Southwest to advertise "Tropical" coffee, C. A. Murdock Company, Kansas City, coffee and spice distributors.

**Martin V. Kelley Company**, 19 West 44th street, New York. Placing advertising for Agora Specialty Company, manufacturers of "Scotweed".

**Vanderhoof & Co.**, Ontario & St. Clair streets, Chicago. Will use newspapers throughout the Middle West for the Oakkosh Truck Sales Company, Chicago, makers of the "Four Wheel Drive Truck." Planning national newspaper campaign for the Interstate Investment Company, 410 North American Bldg., Chicago.

**George L. Dyer Company**, 42 Broadway, New York. Placing advertising for the National Seal Company, Inc., manufacturers of the Duplex Seal for glass containers, and the Sears Cross Automobile Lock.

**McCutcheon-Gerson Service**, 19 West 44th street, New York. Planning a newspaper campaign in the Eastern and Southern states for the Benzer Lens, made by the Benzer Corporation of Brooklyn, N. Y. Will also start advertising in the West and Middle West, as quickly as distributors for the product are secured.

**Liddy & Johnson**, 41 Park Row, New York. Placing orders with newspapers in selected sections for Lenox Company, music publishers, 271 W. 125th street, New York.

**B. G. Moon Company**, Proctor Bldg., Troy, N. Y. Again making contracts with newspapers in various sections for A. P. W. Paper Co., Onliwon, Albany, N. Y.

**Charles F. W. Nichols**, 20 East Jackson Boulevard, Chicago. Placing advertising for the Ambassador Hotels System, New York City, Atlantic City and California.

**F. O'Keefe Advertising Agency**, 45 Bromfield street, Boston. Again placing orders with newspapers in various sections for K. A. Hughes Co., Salicon medical, Boston.

**Peck Advertising Agency**, 347 5th avenue, New York. Have placed orders with some New York City newspapers for the International Housing Corp., "Steelite Standardized Homes," 42 W. 33rd street, New York.

**Franklin P. Shumway**, 453 Washington street, Boston. Placing orders with newspapers in a few selected sections for Forbes Lithograph Manufacturing Company, Boston, Mass.

**Akron Advertising Agency**, Akron, Ohio. Reported to have placed advertising for the Star Rubber Company, Akron, Ohio.

**Batchelor, Mason & Brown**, Buhl Bldg., Detroit. Reported to be placing the following accounts: Planco Segars, Hotel Wolverine and Hotel Fort Shelby, Detroit.

**Blackman Company**, 116 West 42d street, New York. Placing orders with Pennsylvania and Delaware newspapers for Colonial Chemical Company, "Floyosan," and "Insect Exterminator," Reading, Pa.

**Critchfield & Co.**, Brooks Bldg., Chicago. Reported to have decided upon a larger newspaper campaign than last year for Firestone Tire & Rubber Co., Akron, Ohio.

**Philip Kobbe Company**, 208 5th avenue, New York. Reported to be handling advertising for Hood Rubber Products Company, Watertown, Mass.

**Field Ad Service**, State Life Bldg., Indianapolis. Handling advertising for the F. A.

Ames Company, of Owensboro, Ky. Using trade, national and agricultural publications.

**Husband & Thomas Company**, 165 East Erie street, Chicago. Have following new accounts: Kaestner & Hecht Company, Chicago, electric elevators; Mitchell Lime Company, Mitchell, Ind., and Keith-Landis Corporation, Chicago, electric clocks.

**Honig-Cooper Company**, 74 N. Montgomery street, San Francisco. Will start advertising campaign in the territory west of the Rocky Mountains for the Associated Oil Companies.

**R. P. Wood Advertising Service**, Chattanooga. Handling accounts of the Mascot Stove Company, Wardlaw Hosiery Mills and Chattanooga Coffin & Casket Company.

**Smith & Ferris**, Los Angeles, Cal. Planning campaign for Western states to be followed by one in Eastern states for "Jevne California Foods."

**Hermon W. Stevens Agency**, 40 Globe Bldg., Boston, Mass. Handling advertising for the Sexton Can Company.

**Allied Crafts Service**, Charleston, W. Va. Handling the following accounts: Virginian Electric & Machine Works, Charleston, trade papers and direct by mail; American Steam Laundry Company, Nitro, W. Va., state newspapers for laundry business; Bowman Land Company, Charleston, direct by mail; Smokeless Fuel Company, Charleston, trade journals and direct-by-mail on "Miltrena" Smithing Coal; Manhasset Coal Company, Charleston, trade journals on coal.

**Burns-Hall Advertising Agency**, Merrill Bldg., Milwaukee, Wis. Placing advertising for the F. Mayer Boot & Shoe Company, Milwaukee, "Honorbilt" shoes for men and "Martha Washington" shoes for women.

**Emil Briascher**, Flood Bldg., San Francisco. Handling advertising for the Northern California Berry-Growers' Association.

**Jules B. Sloss**, San Francisco, Cal. Handling accounts for the Giant, wholesale candy department; also the Envelope Corporation, both of San Francisco.

**Fred Mills, Inc.**, Chamber of Commerce Bldg., Indianapolis, Ind. Handling the following accounts: Deschler Cigar Company, Indianapolis; Indiana and Illinois newspapers outdoor and agricultural paper advertising; Indiana Baseball Clubs, and the Modern Appliance Company, Indiana and Illinois newspapers.

**Schulte-Tiffany Co.**, Bangor Bldg., Cleveland, Ohio. Handling advertising for the Saxon China Company, Sebring, O.

**Charles L. Doughty**, 621 Main street, Cincinnati. Will make up lists during June and November, using newspapers, magazines, farm papers, religious press and direct by mail for the Perry G. Mason Co., Cincinnati, Ohio, to advertise its household necessities.

**Fonda-Haupt**, 286 Fifth avenue, New York, and **Direct Advertising Corporation**, Indianapolis, Ind. Both handling advertising for National Black Goods Company, 44 East 32d street, New York. Will make up lists during June, using newspapers, trade papers, direct by mail, signs and novelties.

**Japanese Editors Arrive**

Four men detailed from Japanese daily newspapers arrived in San Francisco this week on their way to Eastern and European cities, where they will act as correspondents. Heading the party is J. Suzuki, formerly editor of the San Francisco Japanese American, who has been editing the Yomiuri in Tokio for some time.

**Harding Gets Press Congress Card**

A membership card in the Press Congress of the World has been received by Warren G. Harding of the Marion Star, from Walter Williams, president of the congress and Dean of the School of Journalism of the University of Missouri.

**Editor Jailed and Fined**

George Pinnard, former editor of a weekly newspaper at Allentown, Pa., pleaded guilty to printing libelous articles in connection with a murder case in Allentown last July. He was sent to prison for one year and fined \$1,000 and costs.

**Strathroy Weeklies Merge**

The plant and goodwill of the Strathroy (Ont.) Dispatch has been purchased by Evans Brothers, proprietors of the Strathroy Age. Both are old and well known weeklies, the Dispatch having been founded in 1861, and the Age just five years later.

The Turner-Wagener Company of Chicago will be located in larger quarters in the tower of the new Wrigley Building after May 1.

# The Duplex Tubular Plate Press

This remarkable machine is already introduced throughout the world. Competition has melted away before it as far as it has been possible to provide facilities to meet the demand. One of the most modern and extensive factories in the country is now completed to enable the company to fill the orders which are overtaxing its facilities.

The secret of the success of this press is the simple fact that the tubular plate is all the time on the Web printing and so **doubles the product of the semi-cylindrical plate** which is just one-half the time off the Web, and, therefore, not printing. This **fifty percent of waste is eliminated**; this tremendous saving is an advantage which explains the great demand for the tubular plate press. There are numerous other very important advantages involved in this machine.

It having proved impossible to meet the demand for urgent orders they should be made as early as possible.

## DUPLEX Printing Press Company

BATTLE CREEK MICHIGAN

Eastern Office: WORLD BUILDING NEW YORK

# WEST VIRGINIA

The advantages of such a territory as West Virginia lie in its easy balance.

West Virginia's natural resources extend from the deep crust of fertile soil that tops its mountains to the bowels of the earth; its mines of coal and iron, its wells of oil and natural gas.

Its factories transform its crude products into merchandise; its farms produce rich crops; its beautiful and luxuriant valleys, with their amazing waterways amidst rich orchards and industrial development, seem framed by nature for man's highest achievements.

A well balanced territory, solid, permanent, sane!

A market worth while reached through daily West Virginia newspapers.

	Circulation	Rate for 5,000 lines		Circulation	Rate for 5,000 lines
<b>Bluefield</b>			<b>Martinsburg</b>		
†Telegraph ... (M)	5,673	.025	*Journal ..... (E)	4,336	.03
<b>Charleston</b>			<b>Parkersburg</b>		
‡Gazette ..... (M)	17,079	.05	‡‡News ..... (M)	5,053	.02
*Gazette ..... (E)	20,007	.05	‡‡News ..... (S)	6,327	.02
†Daily Mail (E&S)	13,034	.05	**Sentinel ..... (E)	6,059	.024
<b>Clarksburg</b>			<b>Wheeling</b>		
†Exponent . (M&S)	8,304	.03	‡‡Intelligencer (M)	10,338	.04
*Telegraph ... (E)	7,874	.035	‡‡News ..... (E)	14,166	.06
*Telegram ... (S)	9,541	.035	‡‡News ..... (S)	14,166	.06
<b>Fairmont</b>					
*West Virginian (E)	5,240	.03	†Government Statement, Apr. 1, 1920.		
‡‡Times ..... (M)	5,065	.03	*A. B. C. Report, Apr. 1, 1921.		
<b>Huntington</b>			‡‡Government Statements, Oct. 1, 1920.		
†Herald-Dispatch (M)	12,521	.035	**A. B. C. Reports, Oct. 1, 1920.		
†Herald-Dispatch (S)	12,521	.035	‡Publisher's Statement.		

## JUNIOR PUBLICATIONS BUILD MORALE

Contents Seem More Important to Youngsters than Spoken Word—Some Factors in Establishing One Successfully

By RICHARD HENRY KLEIN

THE purpose of Junior Publications is to build up morale, efficiency and a larger circulation. These three things hang together. A better morale in the force brings increased efficiency. Increased efficiency inevitably leads to larger circulation. The primary thing, however, is *morale*, the spirit of the business. It is very important that everyone connected with a newspaper should feel himself to be an essential part of the concern.

From this will spring greater power and efficiency in the department itself. Through such a carrier's organ the Circulation Manager holds an intimate touch with those whom otherwise he might not be able to reach. He can launch campaigns and contests for new subscriptions with much greater effectiveness. By personal items, pictures and well merited praise he can bolster up the weaker members of his carrier force and help the stronger on to greater efforts.

### ALL READ THE PAPER

He can suggest courtesy and promptness, accuracy and reliability, energy and enthusiasm. A Junior Publication seems of more importance to the carrier than a spoken word, and he is sure to read the paper from cover to cover, and keep it for further perusal.

The title of your publication should be distinctive and have a slogan or caption, if possible. Such titles as "Regular Fellers," "Pep," "The Ginger Jar," "Boosters," "Scoop," and "Think" are good original examples that grip your attention.

The first problem is organizing a staff and gathering his material. For your local city carrier news a close touch with carrier managers and district managers will enable you to get much valuable material. A liberal use of pictures, cartoons and ad service cuts help in adding to the attractiveness of the paper. In your personal columns a little praise added to helpful hints whereby the carrier's faults are brought to his notice, often bring best results. Boys must be handled psychologically and cannot all be treated alike. To be able to pick your staff is half the battle. Turn as much of the work over to them as possible and handle only the editorial columns. The county agents, solicitors and news agencies present a wider problem. The man who handles your county agents can be of great service. Have him get the news from his agents and write it up for you.

### TIPS FROM THE EDITOR

As to editing paper, the circulation manager through his touch with a newspaper editorial room should have picked up at least the essentials of make-up and good arrangement. A great deal depends upon this feature, for boys are quick to detect errors and clumsy arrangement of articles. Even headlines should be well written and if necessary a reporter can be corralled for a half-day to help you with this. We have found the advertising cut service provided by every newspaper a great help and the local cartoonist can often be brought to help with satisfying results.

The summer trips and little excursions which every paper plans for its carrier boys should be played up to advantage by the apt editor. Often boys are only

brought to realize how much the paper is doing for them and how much they ought to give in return by reading their carrier's organ.

There is really no other medium quite so useful for this work as the Junior Publication. Some newspapers have tried to accomplish the same result by keeping a certain space in their daily paper for such news, but the result produced cannot compare in effectiveness with the carrier's organ.

A lot of excellent material and suggestions can be secured from exchange Junior Publications and such Boys' Magazines as the American Boy and the Youth's Companion. Experience is the best teacher in finding what best arouses the interest of your local boys and in what matters they are most interested.

As to actual results, we have found an added interest generally among our agents and carriers. The boys very soon speak of their own particular organ, as *their* paper and contribute many articles of interest to it which materially helps the work of the editor. By actual questioning we have found all of our agents thoroughly acquainted with every page of the organ and feel justified in stating that it has been a great help to us in this part of circulation work.

On one of my Junior publications our carriers' weekly collection percentage rose to 99 per cent on both morning and evening papers and our carrier boys averaged one missed paper per month. This in itself more than paid for the paper in service given. During some contests in the city for new subscriptions, the average of subscriptions gotten per carrier rose to a much larger number than it was before we had a carrier's organ.

It is only when your carrier boys, agents, newsmen, solicitors, and the vast organization of the circulation department become so thoroughly imbued with the spirit of your newspaper that they think, believe and act that spirit, that you really have a powerful and virile organization. And in the attaining of this end, the Junior Publication plays its part.

### CIRCULATION NOTES

THE Lethbridge (Alta) Herald recently tendered its newsboys and carriers a banquet during which a little sermonette entitled "The Boy and the Herald" was presented to each one as part of a unique folder, which served as a menu card and souvenir. The Herald's method could well be adopted by any newspaper using carriers and for that reason is presented herewith:

#### THE BOY AND THE HERALD

The Herald takes pleasure in having as its guests the boys who are a very important part of its organization. We want to have a good time together to know each other better and to help you boys know more about the product you handle and how it is manufactured.

You will have learned today that there are three essential factors involved in the publication of a newspaper: news, advertising and circulation. All three are of equal importance and must be of equal strength. Without news there can be no circulation; without circulation no advertising and without advertising no income with which to buy and print news.

On you boys who deliver and sell the Herald rests the responsibility of the success of the circulation department. You are on the selling or merchandising end—one of the greatest forces in business life. If you are not always diligent and alert the best efforts of your partners in the news and advertising departments will be crippled.

As selling agents you fellows must know your product—you must know the Herald. This knowledge can be had only by reading it. This will give you what is more important—a real belief in the Herald and what it is doing in gathering and printing all the news and doing its best to help this community. You will see that it carries all the different kinds of news that people want to read. There are departments to interest boys, girls, men and women. It is conducted just the same as a big manly man or boy wants to conduct his life, and puts this ahead of everything. You will see that it is necessary for every boy to do the same, and be just as enterprising and aggressive as the editors and the other members of the staff.

If we all pull together and do our best we

can build respect every work until every route a valuable acters in Deliver training having you have you are good but are pro opportu will hav Herald always in Being how to pendent clothes, parents, don't b in a sa If yo of the as qui prompt his cus Count hustle. wishes. to find inside door an instruct customer their ro Be p financial creases and ope wear a Be sy to build takes t and al stitute. If yo people the fell sell eve most m busines you ha want to Spea portant one of in app possible ing. Mi do yo your Herald quickly quiet a The numer recom mitted vance house comm regul worki were to be physic ponent News urg'd Bac boys opera Chief where sell p for a Geo ager Gazet the Y of R The dian test a of the broug Decor Ag classed copies cation vious ers w An trans S. W of the Coun PUBL arran

can build up a paper that all the people will respect and want. The Herald expects that every boy will do his best to do his share of the work well, and that you will not be satisfied until every family in your town or on your route reads the Herald. Doing one's best is a valuable habit to form. We show our characters in the way we do our work.

Delivering or selling papers is a good business training. Being on your own responsibility, and having full charge of your part of the work, you have the opportunity to show the "stuff" you are made of, and whether you will make a good business man. If you use good judgment, are prompt, courteous and trustworthy, other opportunities will knock sometime, and you will have your hand on the door knob. The Herald is proud of its staff of boys and has always been glad to recommend them to business men as boys who can be depended upon.

Being in business for yourself teaches you how to handle money and gives you an independent feeling being able to buy your own clothes, school books, etc., and to help your parents, if necessary. Use your money wisely, don't be selfish, and if possible deposit some in a savings account every week.

If you are a carrier be prompt, help the rest of the Herald staff get the paper to the people as quickly as possible. A boy who gives prompt and proper delivery makes friends of his customers and, consequently, profits grow. Count your papers, get started at once and hustle. Place the paper where the subscriber wishes. Take precaution—go out of your way to find this out. Almost invariably this will be inside the house, so ring the bell, open the door and place the paper inside. Do this unless instructed otherwise. This will make your customers talk about the fine Herald boy on their route.

Be polite. It pays in every way as well as financially to be a gentleman. Courtesy increases your own self respect, makes friends and opens the door wherever you go. Always wear a smile.

Be systematic in collecting and paying. Try to build up your route so that every family takes the Herald. Report changes carefully and always see you have a good reliable substitute.

If you are a newsboy work on the basis that people are certainly going to buy papers. It's the fellow who acts as though he expected to sell everybody who comes along that gets the most money. Don't stand around and wait for business, but hustle up to everyone just as if you had seen him motion to you and you didn't want to keep him waiting.

Speak distinctly when calling the most important news and usually mention more than one of the special news stories. Use the name in approaching your regular customers when possible. It pays to be able to say: "Good evening, Mr. Brown, here's your Herald," or "How do you do, Mr. Smith, want your Lethridge Herald?" Be polite and practice making change quickly. Always be optimistic when business is quiet and keep plugging away.

The street trades bill, advocated by numerous organizations of women and recommended by the public welfare committee after public hearings, was advanced to the calendar by the lower house of the Minnesota legislature in committee of the whole. The proposed regulations for newsboys and others working on streets and public places were declared by advocates of the bill to be necessary to protect the mental and physical development of the boys. Opponents contended that objections of the Newsboys' Club were well founded and urged indefinite postponement.

Badges for the Portland (Me.) newsboys are being distributed with the cooperation of the Portland Boys' Club. Chief of Police Watts arranged a plan whereby boys over 10 who wished to sell papers must apply to the Boys' Club for a card authorizing them to do so.

George S. Galloway, circulation manager of the Rockford (Ill.) Register-Gazette, has been elected president of the Young Business Men's Association of Rockford.

The circulation department of the Indianapolis News has inaugurated a contest among state agents whereby sixty of these agents or their carriers will be brought to Indianapolis to attend the Decoration Day automobile races.

Agents have been divided into various classes according to the number of copies received March 1, and from indications, the later part of March, all previous records in securing new subscribers will be broken.

An interesting sidelight on the mutual transfer of H. V. Stodghill and Robert S. Weir between the circulation offices of the Syracuse Herald and Louisville Courier-Journal, reported in **EDITOR & PUBLISHER** last week is that as it was arranged by S. Blake Willsden, manu-

facturers and publishers' representatives of Chicago, who learned that the men concerned were seeking a return to cities they had known in their past experiences, and worked out the deal to the satisfaction of both.

B. A. Mackinnon, circulation director of Pictorial Review, sailed for Europe April 20 and will be gone until June 1.

The Boston Newsboys' Union will hold its 20th anniversary and reunion on Thursday evening, May 5, at Young's Hotel.

C. F. Aldrich, manager of mail circulation of the St. Paul Daily News, has resigned to enter the circulation promotion business. He is succeeded by Charles J. Kutill, former superintendent of circulation.

E. L. Shovers, of Des Moines, has been appointed circulation manager of the Racine (Wis.) Times-Call.

The Quincy (Ill.) Whig-Journal is building friendship between carriers and subscribers by a series of short feature stories, one run each day, in which a picture of a carrier is published with a short sketch about the boy and his work. The stories emphasize the value of the business training received by the youths in their daily work of passing papers.

Nine hundred, including Mayor Peter F. Sullivan, attended the recent ball of the Worcester (Mass.) newsboys. There was a clever program of entertainment followed by dancing. The mayor was once a newsboy.

A subscription and good record contest is being conducted by the Marietta (Ga.) Cobb County Times, with only the carrier boys participating. The contest runs for two months, closing July 2. Votes are awarded the boys for new subscriptions secured, and additional votes to each carrier who delivers his route for a full week without a single complaint from any of the subscribers. A new bicycle is the first prize, and a gold watch is the second.

The Columbus (Ga.) Ledger is conducting a circulation campaign until May 10, advertised as the "April Shower Club." It is in the nature of a cut-rate sale. The regular subscription price of the Ledger is \$7.50 per year. During the period of the campaign a special coupon is printed in the paper which entitles every new subscriber to a cash discount of \$2.50, providing the subscription is received before the campaign closes. Every subscriber who sends in five additional subscriptions on this basis is given a year's subscription free.

Frank Hollywood, field circulation man for the Portland Oregonian, was recently the victim of a daylight holdup while he was soliciting for his paper. In a farming district near Oregon City he was met by two masked men who went through his pockets, taking \$20.

The Wichita (Kan.) Newsboys' Association is meeting regularly once a week. In addition to the business meeting and supper, there is generally a short talk by some circulation expert or salesman on how to increase their sales.

The Minnesota senate passed the street trades bill after it had been amended to conform to the bill passed by the house in requiring a deposit of twenty-five cents for a newsboys' badge. The bill was opposed unanimously by circulation managers of newspapers and by the newsboys themselves.

Miss Betty Ramsey, who, mounted on a pony, was a carrier for the St. Paul Pioneer Press for several years, is the first woman to be nominated for a public office in South St. Paul.

# Sunday Morning Newspapers

News in distinguished style.

News with a human touch.

Signed by able staff writers.

Makes READABLE First Pages.

Reliable and complete service.

## Coast-to-Coast North-and-South Leased Wire System

### International News Service

**M. KOENIGSBERG,**  
President

**MARLEN E. PEW,**  
Editor and Manager

Tenth Floor, World Building, New York City

Sharon Building  
San Francisco, Cal.

Hearst Building  
Chicago, Ill.

Georgian Building  
Atlanta, Ga.

## NEWSPAPERS SHOULD NOT INVOLVE THEMSELVES IN SALES COUNSEL

Canceling the "Non-Cancellable Contract"—Indianapolis Star Has New Retailer Publication—Columbus Dispatch Organizing Special Train to Atlanta Convention

By FRED MILLIS

MANY newspaper advertising executives seem to be getting farther and farther afield in merchandising practices.

Newspaper co-operative work with manufacturers is a matter that needs to be handled with plenty of common sense, yet the first thing a newspaper usually does when entering upon it is to go out and sell goods for the advertiser without a thought of future complications.

Then, very often when this willingness to help a national advertiser has been demonstrated, immediate advantage is taken by the manufacturer's sales manager to expect the newspaper to give him answers to every merchandising problem that comes up.

For instance a recent article in EDITOR & PUBLISHER brought up the question of whether or not a newspaper could or should help to maintain regular prices on newspaper advertised merchandise handled by local chain and department stores.

### CUT PRICE ADVICE

Should a newspaper endeavor to solve such problems as these?

Should a newspaper advise manufacturers to sell to the cut rate store?

Should they on the other hand recommend and insist upon manufacturers playing with the jobbers and smaller retailers?

These specific questions have been put up to the National Association of Newspaper Executives frequently. In order to get something tangible, Don U. Bridge, merchandising manager of the Indianapolis News, was asked the question. Following is Mr. Bridge's answer:

"We don't answer it. But we do give the manufacturer or advertising agency information that should help them solve the problem satisfactorily.

"The newspaper man should know the local angle to the question, but there are many other factors entering into it that he can not hope to know without thorough investigation. Those factors vary with every proposition and are wrapped up with the general policy of each individual concern, the degree to which the product is established, etc. Even if the newspaper man knew all angles to the question, it is doubtful whether he should definitely urge any one certain policy which would eventually get his publication into endless controversies with the local concerns affected by his recommendations.

### THE BIG FACTOR

"Probably the most important local factor is the attitude of jobbers and the smaller retailers towards products that are sold by the cut rate stores. Do Indianapolis jobbers refuse to handle products that are sold direct to certain retail stores at jobbers' prices, or if they handle them, do they push the products that can be secured only through jobbers? Do the retail stores that ask standard prices refuse to carry products that are advertised and sold by cut rate stores at prices that they can not meet? If they carry the products do they push competitive products?

"There is not a definite rule that can be followed in answering these questions because circumstances alter the policy

of the various wholesale and retail concerns. Our reply is to outline the selling policy of the various manufacturers whose products are now on sale in Indianapolis and then present definite figures showing the comparative distribution and volume of sale of each brand. The manufacturer or agency man can draw his own conclusions.

"In case the manufacturer is afraid that he can not sell the cut rate stores and still retain the support of jobbers and small retailers, he will be interested to know the comparative strength of the two elements. We can tell him the percentage of the total business transacted by the stores that buy direct from manufacturers and the percentage of the busi-

ness that goes through the jobbing channels to retailers. These figures should assist him in making his decision.

"In Indianapolis, like in most cities, there are a few wholesale houses that are not recognized by the other jobbers because they sell on close margins. One is a "cash and carry" grocery jobber and there are two other jobbing concerns that sell at reduced prices to retailers who own stock in the concerns. When a manufacturer asks whether he can sell these jobbers and retain the support of the "recognized" wholesalers we tell him which manufacturers sell and which one do not sell these "unrecognized" jobbers. The general characteristics of the cut rate jobbers and their relative strength are outlined. The manufacturer can then make his own decision.

"If a newspaper attempts to solve the cut rate problem it is accepting a big job—and one that probably is the problem of others. Some advertisers want prices maintained, others believe that the more retailers cut the price of their products the greater will be their volume of sale. The newspaper cannot consistently urge retailers to maintain prices on

## WHIPPING ATLANTA PROGRAM INTO SHAPE

A PROGRAM for the Atlanta convention of the National Association of Newspaper Executives is being whipped into shape by Charlie Miller, the president, in co-operation with the committee in charge of the different sessions and probably will be announced within the next ten days.

The program, as tentatively announced, starts Monday afternoon with registration and reports of officers. This will be an open meeting until 4 o'clock. From then until 6 o'clock the association will hold a joint executive session with the Daily Newspaper Advertising Managers Association, which during the past year has been amalgamated with N. A. N. E. A discussion of what is local and what is foreign advertising will be held at this meeting.

On Tuesday morning there will be a joint meeting between the N. A. N. E. and the American Association of Advertising Agencies. That afternoon there will be a joint meeting with advertising agencies not members of the A. A. A.

Wednesday morning will be devoted to an executive session at which practical problems facing the business and newspaper managers will be discussed. The problem of co-operation with national advertisers will be given considerable attention at this meeting. Wednesday afternoon unfinished business will be carried on including the election of officers.

Executive sessions will be held Monday, Tuesday and Wednesday nights for discussion of promotion plans and office handling of classified advertising. According to Mr. Miller, the entire evenings will be given over to classified. There has been some misunderstanding over conflicting announcements of the National Association of Classified Managers and the National Association of Newspaper Executives as to the holding of classified sessions, but this is being straightened out by the officers of the N. A. N. E. and the classified men.

The N. A. N. E. arranged a meeting place at the Indianapolis convention last year for the classified men and C. L. Perkins, at the invitation of President Miller arranged a program for them. Out of this meeting grew the Classified Managers Association, which now has a membership of sixty or seventy. The

N. A. N. E. is the only newspaper division of the A. A. C. W. The classified men, according to Mr. Miller, cannot meet at Atlanta with separate sessions without the sanction and as a part of the National Association of Newspaper Executives. They cannot have these meetings in connection with the advertising convention.

"There is no disposition on the part of the National Association of Newspaper Executives to hamper the work of the classified men in the least," says Mr. Miller. "This matter was discussed at great length at our Louisville meeting of our officers and directors a few weeks ago. The classified men were asked to hold their sessions as usual but to follow the regular procedure and to have them under the auspices of our association.

"We have therefore set aside all the evening sessions for the classified men. It will do the classification men a great deal of good to attend the regular newspaper sessions during the days. It will make them broader minded and will give them a better appreciation of the problems which the display managers are constantly facing. On the other hand, too, it will help the display men to understand what the classified managers are up against.

"As far as the business managers are concerned, of course, they are all vitally interested in both the display and classified and it would be wrong for us to take business managers to Atlanta from all over the country and have more than one session going on at the same time."

Mr. Miller is sending letters to newspaper publishers all over the country urging them to send to the Atlanta convention not only their advertising and business managers but also their classified managers. He is going to see that the secretary keeps a careful check on the attendance at each of the meetings so that any publisher can find out whether or not his executive attended the meeting faithfully. "No newspaper publisher wants to get the idea that the sessions of our association are joy parties. We come together to these meetings to work. Thousands of dollars of good can be gotten by each one who goes. Our association frowns on the idea that a convention is a sort of a vacation," writes Mr. Miller.

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

certain articles and cut prices on others.

"Several years ago an advertiser came to us with the statement that his advertising was encouraging downtown retailers to cut the price of his merchandise. He wanted the price maintained in order to retain the support of the neighborhood retailers. A price agreement among the retailers was arranged that was supported by our refusal to carry the item in any retailer's advertising if offered at less than the price agreed upon. This plan maintained the price but in a few months the manufacturer entered a new complaint—his sales in Indianapolis had decreased 50 per cent. Thanks for our trouble in helping maintain prices was a cancellation of the advertising.

"Moral—Give the manufacturer all the local information that effects the problem and then leave the decision and the execution of the plan to him."

\* \* \*

HOW do you make a non-cancellable contract that will stick? Again comes this question from Harry T. Watts, advertising manager of the Des Moines Register Tribune.

About the best answer that can be made to Mr. Watts is:

Make the contract the same way you make any other contract you expect to be carried out with the other party. Make your contracts on a non-cancellable basis only with recognized advertising agencies of good repute. Then have a very distinct understanding that the advertising is to be run regardless of unforeseen conditions.

If the advertising doesn't come along in regular schedule go after the agency. If the agency doesn't come through, notify your trade that has stocked the product, on the strength of the advertising to be run, that you have been misled by the agency and the house. Then the most important thing—do not give any more letters out about advertising to run when it comes from that agency.

There have been some pretty bad offenders among the agencies. One large one is in particularly bad repute because of questionable stunts pulled along this line. It is time to call a halt. A contract is a contract. Sometime soon some big upstanding newspaper is going to teach one of these agencies a lesson by collecting in court for cancelled non-cancellable contracts.

\* \* \*

DISPLAYS for the newspapers at the Atlanta convention will be handled this year by G. W. Brett of the E. Katz Special Agency of New York City; Frank D. Webb, advertising manager of the Baltimore News and Star, and F. Ernest Wallace, advertising manager, Elizabeth (N. J.) Daily Journal. In a letter written recently to Mr. Brett, by Mr. Miller, the policy of the association is announced of not featuring any particular paper, but of endeavoring to sell newspapers as the logical national advertising media.

Applications have been received by Mr. Brett, from both the New Orleans



# Win New York State

## THROUGH DAILY NEWSPAPERS

New York State is the greatest market on earth. People from all parts of the country are in New York State every day of the year. There are enough large and important cities in New York State with sufficiently varied industries to men from everywhere to New York State. So, first there is a market already there; then there is the transient population. And these transients returning to their homes, ask for the brand they found in New York, thus advertising the goods by word of mouth, everywhere.

Co-operate with local dealers. Localize your sales appeal through local newspapers in New York State and the territory is won.

The New York State newspapers are at your service with circulation and rates that make them particularly attractive and they back distribution that adds to their value vastly.

	Circulation	2,500	10,000		Circulation	2,500	10,000
	Lines	Lines	Lines		Lines	Lines	Lines
*Albany Knickerbocker Press..... (M)	32,243	.09	.09	†New York American..... (S)	949,450	1.25	1.25
*Albany Knickerbocker Press..... (S)	45,293	.11	.11	*New York Globe..... (E)	164,429	.45	.45
†Auburn Citizen..... (E)	6,887	.04	.035	*New York Evening Mail..... (E)	155,148	.41	.40
*Brooklyn Daily Eagle..... (E)	56,487	.20	.20	**New York Evening Post..... (E)	36,875	.32	.25
*Brooklyn Daily Eagle..... (S)	70,493	.20	.20	**The New York Herald..... (M)	203,686	.50	.45
*Brooklyn Standard Union..... (E)	65,939	.20	.20	**The New York Herald..... (S)	207,662	.50	.45
*Brooklyn Standard Union..... (S)	44,017	.20	.20	**The Sun, New York..... (E)	190,509	.50	.45
*Buffalo Courier and Enquirer..... (M&E)	84,478	.22	.18	**New York Times..... (M)	327,146	.65	.636
*Buffalo Courier..... (S)	117,634	.27	.22	**New York Times..... (S)	504,823	.75	.727
*Buffalo Express..... (M)	36,065	.12	.10	**New York Tribune..... (M)	142,310	.40	.36
*Buffalo Express..... (S)	62,747	.18	.14	**New York Tribune..... (S)	142,835	.40	.36
*Buffalo Evening News..... (E)	104,221	.21	.21	New York World..... (M)	346,626	.60	.56
Buffalo Evening Times..... (E)	75,176	.15	.15	New York World..... (S)	621,489	.60	.56
Buffalo Sunday Times..... (S)	82,717	.15	.15	New York World..... (E)	313,143	.60	.56
Corning Evening Leader..... (E)	7,353	.04	.04	Niagara Falls Gazette..... (E)	12,292	.05	.05
*Elmira Star-Gazette..... (E)	24,451	.08	.07	Clean Times..... (E)	5,021	.02286	.02
*Glens Falls Post-Star..... (M)	7,323	.03	.03	*Poughkeepsie Star and Enterprise..... (E)	10,819	.05	.05
Gloversville Leader-Republican..... (E)	6,126	.03	.03	Rochester Herald..... (M)	27,757	.08	.08
Gloversville Morning Herald..... (M)	6,129	.035	.03	*Rochester Times-Union..... (E)	64,031	.20	.18
Hornell Tribune-Times..... (E)	6,553	.035	.035	Schenectady Union Star..... (E)	13,442	.06	.05
†Ithaca Journal-News..... (E)	7,226	.04	.04	*Staten Island Daily Advance..... (E)	7,140	.05	.04
*Jamestown Journal..... (E)	6,821	.025	.025	*Syracuse Journal..... (E)	42,218	.09	.09
*Jamestown Morning Post..... (M)	9,248	.05	.03	*Troy Record..... (M&E)	22,794	.05	.05
**Middletown Times Press..... (E)	5,861	.04	.03				
*Mount Vernon Daily Argus..... (E)	7,032	.04	.04	Government Statements, April 1st, 1921.			
*Newburgh Daily News..... (E)	10,726	.05	.05	*A. B. C. Publishers' Statement, April 1st, 1921.			
†New York American..... (M)	291,840	.60	.60	†Government Statement, October 1st, 1920.			
				**B. C. Publishers' Statement, October 1st, 1920.			

# In Jewish New York



## Is The Best Buy

*Jewish New York* means 1,600,000 Jewish consumers. Numerically, it represents a purchasing public larger than the population of Cleveland and Baltimore, or Boston and St. Louis, combined.

*Jewish New York* is compact, closely knit and homogeneous. Centrally located and easily accessible, it reduces the cost of distribution and sales, for the advertiser who enters this market, to a minimum.

*Jewish New York* not only speaks and reads Yiddish, but *thinks* in Yiddish. To be effective, the *advertising appeal must be in Yiddish.*

THE DAY-WARHEIT reaches the progressive, American element in *Jewish New York*—a circulation that BUYS. This is reflected in both the fine class and large volume of advertising the paper carries.

The Merchandising Service Department of THE DAY-WARHEIT renders complete, effective co-operation to its advertisers—a service that invariably makes a sales campaign successful.

Why not let us co-operate with YOU?



Member A. B. C.

183 East Broadway

New York

### ANNUAL PEACOCK ALLEY PARADE

(Continued from Page 6)

"WE are very happy in our labor situation, so far as it affects our mechanical department," said J. H. McKeever, publisher of the Aberdeen (S. D.) American. Last fall we had a strike. The union would not yield and neither would we. The conditions were such that we could not yield if we wanted to continue in business. So we went ahead on the open shop plan, which so far has worked out successfully. The scale has not been reduced materially and we find our men well satisfied. If we are to base a judgment upon our experience, we must feel that the open shop is the solution of a vexed question. One thing is sure—the approach of May 1, or any other date for changing or renewing contracts with our men does not worry us.

"In other respects, too, we are fairly happy. We are buying our paper for 5½ cents and have no trouble about supplies. We have nothing to lie awake o'nights about on account of the question of national and local advertising rates, because with us they are the same. There is argument for a higher rate for national advertising than for local advertising, perhaps. The national advertiser gets some advantage in out-of-district appeal that the local advertiser does not receive, but just what charge to make for this extra service, if any, we have not determined."

"I NEVER could understand," said R. A. Crothers, editor and publisher of the San Francisco Bulletin, "how an advertising agent can have two principals having opposite interests in the same transaction. How can he represent both buyer and seller at the same time and give the same impartial service? The agent represents the advertiser first, last and all the time, and should be paid by him. He is entitled also to some remuneration, I admit, for any service he renders the publisher in developing new advertisers and in guaranteeing accounts. We have been committed for so many years to the old practice of compensating the agent that it will be hard to change it, but I believe the time will come when a more equitable system of remuneration will be adopted. Business on the Pacific Coast has been off as it has everywhere else. We are expecting that it will pick up when the new wheat crop comes in."

"THERE is only a slight difference between our local and foreign rate," said Theodore Bodenwein, publisher of the New London Day, "and therefore we have no trouble about national advertising, being placed through our local merchants. In my opinion foreign advertising, instead of being 'velvet,' as some people seem to think, is less remunerative than local advertising. It is customary, as you know, for publishers to allow agents 15 per cent commission on national advertising and 2 per cent additional for cash. To this must be added 10 per cent paid to your special representative. This makes the cost of getting the business 27 per cent—a rather expensive proposition. At present our foreign advertising represents 25 per cent of our entire volume of advertising."

"So far as we are concerned," said A. L. Shuman, advertising manager of the Fort Worth Star-Telegram, "labor

has not offered the least bit of trouble. Fort Worth is a strong union town, and there isn't an open shop in the place—nor likely to be. Our paper pays the scale and is continuing the bonus we paid during the war, and our men all seem satisfied.

"I have read the letter sent out by the A. A. A. on the equalization of local and national advertising rates, but it seems impossible for us to change either. We won't cut down our national rate and we can't raise our local rate; it is carrying now all the traffic can bear—and we are a flat rate paper.

"But there is one thing we will not stand for, namely, for local advertisers to run national copy as local copy and at the local rate. None of our local merchants has tried it yet, and I rather think they won't try it. National copy is national copy wherever it comes from, and with us, at least, must be paid for on that basis."

"OURS is a tight and fast union shop," said J. J. Bernstein, secretary and manager of the Massillon (Ohio) Evening Independent, while discussing the labor situation. "Indeed, our shop employs the entire Massillon Union, president, secretary and all, except one man, who works in a job shop.

"The 44-hour controversy will come to our very door if the union puts it over on the job shops, of course, but we are ready to deal with it. We are sticking hard and fast by the resolution against the 44-hour week that was passed at the last convention of the Associated Ohio Dailies. If there is trouble we will meet it, and if it comes to a show-down we are ready to quit publishing rather than give in.

"As to rates for national and local advertising, we have just equalized them. We calculated always that the advertiser who got 100 per cent of the circulation was called upon to pay a higher rate than the one who got only the local circulation. But when we found that we went to every family in Massillon with the exception of 21 we concluded that local advertisers were getting 100 per cent of our circulation as well as the national advertiser, and so we made the rate the same.

"To illustrate our attitude, let me tell you of an incident that occurred before we made the change: A local merchant who had not been in the paper for ten years called up and asked our rate. He was quoted the local rate of 45 cents an inch, of course. Later I met him and spoke about his advertisement. 'Oh,' he said, 'I don't pay for that. The manufacturer is putting up the money.' 'In that event,' I replied, 'the rate goes to 60 cents, since it is national advertising, and not local'; and he had to pay it."

"THE question of agencies' commissions does not trouble us," said Edward J. Thomas, publisher of the Norwalk (Conn.) Hour. "We are on O'Flaherty's list and have monthly settlements. But I am firmly of the belief that sooner or later it will be established that agents will derive their entire revenue from their clients. It seems to me the only fair way, and the fair thing will, in the end, be the one finally determined upon.

"As to labor, we run an open shop, and do not anticipate any trouble except, perhaps, in our job department, where we have one union man. Our job shop sets matter for our newspaper, too, and that leaves a small opening for trouble—though it won't last long if it starts. I had the pleasure of tearing up our contract with the union some time ago.

and there will never be a new one made. At that, we employ the president and the secretary of the union on our paper. The president, when we were talking about a possible strike, a short time ago, said he had lost nine months during the last strike and didn't want to put his family under that deprivation again. I told him he needn't, so far as we were concerned.

"As to equalizing local and national advertising rates, ours are very close together now, and if it seems best to make them equal them it will be easily accomplished. Whether or not equalization is best I can't say now, but we can be counted in for whatever shall be finally decided upon by publishers generally."

ONE of the prominent members of the Ohio delegation was R. C. Patterson, president and general manager of the Toledo Times. Mr. Patterson, who assumed entire charge of the paper on the death of George Dun several years ago when it was at the lowest ebb of its fortunes, has made the Times one of the leading dailies of the State. It has just taken possession of a fine new building, a picture of which recently appeared in the EDITOR & PUBLISHER, and now has one of the best plants in the Middle West. "We have no reason to complain of poor business," said Mr. Patterson on Wednesday. "Our foreign advertising is off not more than 4 per cent, which you will admit, is not much during the present depression. The automobile factories are getting into action."

"WE don't have the labor question to trouble us down our way," said H. M. Turner, publisher of the Tonawanda (Pa.) Review. "If we did we'd have to go out of business. But we are going to have the question of agency commissions to bother us, I fancy, before long. It is in the air and must be disposed of. There'll be argument enough about it before it is settled, but which ever principle is right will come out on top, as it always does. "I don't think we can ever equalize our foreign and local advertising rates in Tonawanda. We occupy the peculiar, but rather gratifying, position of publishing in a town of 4,200 people a newspaper that has a circulation of 5,400. That means we cover the whole county. Do you mean to tell me that our circulation is not worth more to the national advertiser than it is to the local advertiser? We charge the local man 20 cents an inch and the national man 42 cents an inch, flat. The probability is that we shall raise our local rates to 30 or 35 cents, but it is hardly possible for us to bring the national rate down to either of these figures."

HARRY CHANDLER, president and general manager of the Los Angeles Times, said that for the first three months of this year that newspaper has printed more advertising than any other newspaper in the country. A number of years ago the Times carried off first honors of several years in succession. Last year it stood third.

"I do not know whether we will be able to keep up the pace we are now going for the next nine months, but we certainly will make the effort. While we have lost some general advertising like all the other dailies, the loss has been more than made up by an increase in local display and classified advertising."

"In regard to the attempts of some national advertisers to place advertising contracts I would say that our local publishers' association has come to an

agreement under which copy is to be passed upon by a committee. If the committee decides that it is national advertising it will be accepted only at the foreign advertising rate. Under the agreement we have made there will be no confusion as to what is and what is not foreign advertising.

"We are not having any trouble about labor. There is no probability that the 44-hour week will ever be adopted by Los Angeles publishers. Our city is known as an open shop city and non-union men in all lines of industry are flocking to it because of that fact. Manufacturers, knowing that non-union labor is desirable, are locating their factories there in large numbers. Our city is therefore growing rapidly. The tourist business the past year has been very large. All the resort hotels have been crowded and many private families took in guests for the first time in order to accommodate them. No, we have no reason to complain about business in Los Angeles."

"WE believe in giving the advertising agent who places business in our paper the fullest protection possible, and no national advertising placed through any local distributor ever is taken at anything but the foreign rate," said F. E. Johnson of the Taunton Gazette. "Not even national-advertiser-local-dealer copy placed on a '50-50' can get into the Gazette except on that basis. However, we have found some advertising agencies, and national advertisers, and they are not all small ones either, who hardly play fair with the newspapers. They think nothing of asking us to make trade surveys, and after we have spent considerable time and expense in supplying them, we never even get a word of acknowledgment, much less advertising. It would seem but logical that protection should cover both sides."

"THE growth of New Orleans the past year," said D. D. Moore, general manager and editor of the New Orleans Times-Picayune, "has been phenomenal. On one day the past winter there were 180 ships tied up along the water-front of the city. Theibernia Bank is now erecting a \$4,000,000 building, the largest, I believe, south of New York and Chicago. Numerous other buildings, mostly business structures, are either under way or have just been completed. The Times-Picayune and the Item both have established themselves in fine new homes. The fact that the prices of tobacco, sugar and cotton are away down does not put as much of a damper upon business as you would naturally suppose it might. Our newspapers—all of them—are doing well and unless we have some set-back at present indiscernible on the the year."

ALTHOUGH out of active newspaper work at present, Frank P. Glass and Victor Rosewater, in days past two of the most active officials of the A.N.P.A., were on hand to greet old friends. Mr. Glass, in answer to a query, said he had plans in mind for a return to business but they were not ready for announcement yet. Mr. Rosewater, former chairman of the postal committee, said: "The only word I might possibly suggest is to remind publishers that postage rates, under the zone law, are to go up another notch on July 1, unless remedial legislation is had sooner. It behooves the publishing interests to decide what they want to do about it."

# WISCONSIN

The day is fast approaching when Wisconsin will open its door to the vacationist and tourist. And they come in thousands.

Every mile is a mile of beauty or a mile of riches and many of them are both.

Here in this beautiful rolling country are grazing herds that bless Wisconsin with 10,000,000,000 pounds of milk every year and the fields of towering grain that make it a leading state in the value of its farm crops.

Remember that Wisconsin not only grows the crops and makes the cheese but it also manufactures much of the machinery to cultivate and harvest.

What are you doing in this prosperous territory to advertise and sell your goods?

The quick way, the easy way and profitable way to sell your goods in Wisconsin is to advertise them in the Wisconsin daily newspapers.

Use this list first:

	Circulation	Rate for 5,000 lines
**Appleton Post-Crescent .....	(E) 7,915	.035
**Beloit News .....	(E) 7,814	.045
Eau Claire Leader-Telegram .....	(M&S) 8,603	.035
*Fond du Lac Reporter .....	(E) 5,538	.03
**Green Bay Press-Gazette .....	(E) 9,716	.04
Kenosha News .....	(E) 5,858	.03
La Crosse Tribune and Leader-Press .....	(E&S) 12,423	.05
Madison (Wis.) State Journal .....	(E&S) 15,119	.05
¶¶Milwaukee Journal .....	(E) 115,279	.20
¶¶Milwaukee Journal .....	(S) 92,769	.20
Milwaukee Sentinel .....	(M&E) 76,611	.14
Milwaukee Sentinel .....	(S) 74,398	.14
Racine Journal-News .....	(E) 8,113	.045
*Superior Telegram .....	(E) 17,973	.055
¶¶Superior (Wis.) Sunday Times .....	(S) 10,000	.055

Government Statements, April 1, 1921.  
 \*A. B. C. Publishers' Statement, April 1, 1921.  
 ¶¶Publishers' Statement, April 1, 1921.  
 \*\*Government Statements, October 1, 1920.

## PAPER MILL WAGE PARLEYS FAIL BUT NO SHORTAGE DANGER SEEN

### Publishers Warned Against Paying Higher Prices—Trade Commission Reports 49 Days' Supply of Newsprint in Publishers' Hands and in Transit on March 31

After the meeting of representatives of thirteen of the largest paper manufacturing companies in the United States and Canada in New York, April 25, it was announced that the Brotherhood of Paper Makers and the Brotherhood of Pulp, Sulphate and Paper Mill Workers had rejected the employers' proposals for a reduced wage. The present agreements between the workers and employers expire May 1 and May 11.

The following companies were represented at the conference: Minnesota & Ontario Paper Company, St. Francis Paper Company, Grand Lake Company, Spanish River Pulp & Paper Mills, Cliff Paper Company, Sherman Paper Company, Pettebone-Cataract Paper Company, Hanna Paper Company, St. Regis Paper Company, Abitibi Power & Paper Company, International Paper Company, Union Bag & Paper Company, St. Maurice Paper Company.

The manufacturers issued the following statement:

"The paper manufacturing companies, at the request of the Brotherhood of Paper Makers and Brotherhood of Pulp, Sulphite & Paper Mill Workers, expressed through invitation of their international presidents, have been acting together in an effort to arrive at mutually satisfactory adjustments of wage rates and working conditions to take the place of those provided for by the trade agreements which exist between each of such manufacturers and labor unions named, with the object of avoiding any interruptions of operation in their manufacturing business when such agreements expire on May 1 and May 11.

"A preliminary meeting was held on February 24, and a meeting attended by all of them on March 30, at which time the manufacturers present agreed on proposals to be made to the labor unions on the subject of wages and working conditions such as the present business situation in the paper industry warrants, due consideration being given to industrial and economic conditions as well as living costs.

"A committee of manufacturers presented said proposals to the labor unions who had invited the joint action. The committee reported to the full meeting of manufacturers today that the proposals made were rejected by the labor unions and that no definite counter proposition has been made by them.

"The action taken by the employees concerned and their representatives is regretted by the manufacturers as each of them is desirous of operating their plants to the largest possible extent, thereby furnishing as much employment as is possible to their employees and paying rates of wages compatible therewith, which is represented in the propositions submitted to the labor unions and rejected by them.

"It is understood the joint efforts of the manufacturers will be continued and that the present committee will represent them in any further negotiations with the labor unions that may be required on the subject of rates of wages and working conditions."

The manufacturers also warned jobbers against jobbers who try to "jack up" prices of newsprint on the pretext of a possible walkout of the mill hands. They point to the report of the Federal Trade Commission for March as showing that any such increases will be unjustified. The Federal Trade Commission (based on reports of 663 publishers using standard newsprint) shows that:

Publishers' stocks and transit tonnage on March 31—241,065 tons—represent slightly more than 49 days' supply at the existing rate of consumption.

Publishers' stocks increased 5,216 tons during the month. The average daily tonnage used during March was 141 tons more than the average used in February.

Eighty-four publishing concerns held about 85 per cent of the tonnage on hand at the end of the month.

The domestic consumption of standard news, by metropolitan dailies using be-

tween one-half and three-fourths of a million tons annually, for March, 1921, when compared with March, 1920, shows that the consumption for the month of March, 1921, increased about 4 per cent over March, 1920, and increased slightly less than 15 per cent for March, 1921, over March, 1919.

The paper manufacturers declare that despite the fact that 4 per cent more paper was used in March of this year than last there is no reason for worry on the part of publishers. Stocks on hand at mills at the end of March amounted to 41,789 tons, which was 14,225 more than at the corresponding time last year.

The Trade Commission's report on publishers' tonnage follows:

"Monthly tonnage reports from 663 (a) of the most important newspaper publishing concerns and associations grouped according to the principal business sections of the United States, together with a separate tabulation for the agricultural publications show the following results for March, 1921:

Location of Publishers (b)	Number of concerns	On hand first of month	Received during month	Used and sold during month	On hand end of month	In transit end of month
		Net tons	Net tons	Net tons	Net tons	Net tons
New England .....	81	22,067	16,464	15,094	23,437	2,620
Eastern States .....	172	58,945	60,352	56,299	62,998	9,398
Northern States .....	129	51,475	34,630	33,583	51,722	6,532
Southern States .....	74	14,054	8,841	9,179	13,716	2,344
Middle West .....	149	38,454	24,179	24,983	37,650	4,011
Pacific Coast .....	31	12,991	13,520	12,324	14,187	3,914
Farm Papers (c) .....	27	8,654	1,508	2,016	8,146	190
	663	206,640	159,494	154,278	211,856	29,209

"(a) This number represents a much larger number of publications.

"(b) *New England* includes Connecticut, New Hampshire, Maine, Massachusetts, Rhode Island and Vermont; *the Eastern States* include Delaware, The District of Columbia, Maryland, New Jersey, New York and Pennsylvania; *the Northern States* include Illinois, Michigan and Ohio; *the Southern States* include Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia; *the Middle West* includes Arkansas, Arizona, Colorado, Idaho, Iowa, Kansas, Minnesota, Missouri, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oklahoma, South Dakota, Texas, Utah, Wisconsin, and Wyoming; *the Pacific Coast* includes California, Oregon and Washington.

"(c) The farm papers for the most part use special grades of news print instead of the standard news.

#### PRICES PAID BY PUBLISHERS

"The weighted average price of contract deliveries from domestic mills to publishers during March, 1921, f. o. b. mill in carload lots for standard news in rolls was \$5.862 per 100 pounds. This weighted average is based upon March deliveries of about 45,000 tons on contracts involving a total tonnage of approximately 680,000 tons of undelivered paper manufactured in the United States.

"The weighted average contract prices based on deliveries from Canadian mills of about 26,000 tons of standard roll news in carload lots, f. o. b. mill in March, 1921, was \$6.480 per 100 pounds. This weighted average is based upon the March deliveries on contracts involving about 355,000 tons of undelivered Canadian paper.

"The weighted average market price for March of standard roll news in carload lots, f. o. b. mill based upon domestic purchases totaling about 2,600 tons was \$5.623 per 100 pounds.

#### IMPORTS AND EXPORTS

"The imports and exports of printing paper not dutiable (practically all newsprint) and of wood pulp for the month of February, 1921, compared with the month of February, 1920, were as follows:

	Feb., 1921 Net tons	Feb., 1920 Net tons
Imports of Newsprint (total)	58,893	52,126
From Canada .....	48,894	50,581
Germany .....	5,642	.....
Sweden .....	694	1,545
Finland .....	417	.....
Norway .....	2,858	.....
Other countries..	388	.....
Exports of Newsprint (total)	2,533	2,764
To Argentina .....	730	779
Cuba .....	949	247
Uruguay .....	320	67
Other countries..	534	1,671
Imports of Ground Wood Pulp (total)	3,275	11,973
Imports of Chemical Wood Pulp (total)	15,547	46,848
Unbleached Sulphite	6,620	28,904
Bleached Sulphite..	3,140	3,969
Unbleached Sulphate	5,787	13,400
Bleached Sulphate..	.....	575
Exports of Domestic Wood Pulp .....	2,714	3,585

"The imports of newsprint for February, 1921, were 6,767 tons more than

for February, 1920. The exports for February, 1921, were 231 tons less than for February, 1920. The tonnage to "other countries" under "exports of Newsprint" for February, 1921, includes 85 tons to Australia, 63 tons to Canada, 31 tons to China and 25 tons to Philippine Islands. The imports of mechanically ground wood pulp for February, 1921, were 8,698 tons less than for February, 1920. The exports of domestic wood pulp were 871 tons less than for February, 1920."

#### MILL REPORTS

The following is a review of the reports received by the Federal Trade Commission from domestic manufacturers of newsprint paper, from jobbers buying and selling newsprint paper and from leading publishers using newsprint paper. Import and export statistics of the Department of Commerce are also included in the review. Whenever possible the figures for 1921 are compared with those for the correspond-

ing period of 1920, 1919, and 1918. The figures in *Table A* show the results of the Commission's tabulations for March, 1918, to 1921, inclusive.

The average production of total newsprint and standard news based upon the total combined production for the years 1918, 1919, and 1920, amounted to 121,959 tons of total newsprint and 109,782 tons of standard news, for a period corresponding to March. The actual production amounted to 107,532 tons of total newsprint and 98,190 tons of standard news, which for total newsprint was 12 per cent below the average for the three-year period and for standard news 11 per cent below the average.

#### PRODUCTION FIGURES

The production of newsprint for March, 1921, compared with March, 1920, shows a decrease, amounting to 16 per cent for total newsprint and about 18 per cent for standard news.

The production for March, 1921, compared with March, 1919, shows a decrease of 6 per cent for total newsprint and a decrease of 6 per cent for standard news.

The increase of production for March, 1921, over March, 1918, amounted to 2 per cent for total newsprint and 3 per cent for standard news.

Mill stocks of both total newsprint and standard news increased during March, 1921.

In addition to the stocks given above, 84 tons were reported on hand at terminal and delivery points on March 31, 1921.

"Derb," writing in the *Paper Mill's* current issue, says:

"The International Paper Company will withdraw prices for newsprint paper on or about May 1, for the reason that all the sulphite, sulphate, soda and ground wood pulp and newsprint manufacturers have fully made up their minds to bring about a wage reduction of from 25 to 30 per cent. The newsprint manufacturers throughout the United States and Canada anticipate a strike among the workers and therefore they do not wish to have their mills tied up with contracts for paper that they may not be able to fill.

"The withdrawal of all prices for newsprint paper by the manufacturers, as I understand it, is not to advance the price of paper at all. It is simply to 'play safe' in case of a strike."

#### Uses Ads to Combat 44-Hours

The Southeastern Typothetae Federation, with headquarters at Nashville, Tenn., has been conducting an extensive advertising campaign in many of the Southern newspapers the past several weeks in opposition to the inauguration on the first of May, of the forty-four hour week.

TABLE A

	Number of Mills	Stock on hand at month of month	Production Net tons	Shipments Net tons	Stocks on hand at end of month
		Net tons	Net tons	Net tons	Net tons
Total Newsprint:					
March, 1921 .....	85	39,176	107,532	104,919	41,789
March, 1920 .....	90	27,955	127,847	128,238	27,564
March, 1919 .....	68	25,471	114,746	108,285	31,932
March, 1918 .....	66	28,014	105,700	106,730	26,984
Total (3 mos.), 1921..	..	24,763	334,402	317,376	41,789
Total (3 mos.), 1920..	..	15,369	371,745	359,550	27,564
Total (3 mos.), 1919..	..	19,408	334,148	321,624	31,932
Total (3 mos.), 1918..	..	31,713	304,904	309,633	26,984
Standard News:					
March, 1921 .....	67	33,293	98,190	95,966	35,517
March, 1920 .....	76	24,795	119,152	118,843	25,104
March, 1919 .....	51	19,543	104,497	99,171	24,869
March, 1918 .....	50	24,886	95,471	99,658	20,699
Total (3 mos.), 1921..	..	19,573	306,777	290,833	35,517
Total (3 mos.), 1920..	..	12,338	339,451	326,685	25,104
Total (3 mos.), 1919..	..	15,656	304,723	295,510	24,869
Total (3 mos.), 1918..	..	26,482	276,031	281,814	20,699

NOTE.—Above figures for total newsprint do not include hanging paper.

ADVERTISING MANAGERS' ROUND TABLE

(Continued from page 88)

Times-Picayune and the Chicago Tribune for space at the exhibit. Nothing definite has been done as yet about arrangements.

THE newest member of the National Association of Newspaper Executives is the Paducah (Ky.) News-Democrat. An intensive campaign is being made by the vice-presidents of the association to bring the membership up to as near 100 per cent of the papers of the country as possible.

WHEN Harvey Young, the energetic advertising manager of the Columbus (O.) Dispatch, goes after some-

W. S. DICKEY PURCHASES KANSAS CITY JOURNAL

"Knocked Down" at Receiver's Sale for \$110,000—Buyer a Well Known Business Man and Prominent Figure in Republican State Politics

(By Telegraph to EDITOR & PUBLISHER)

KANSAS CITY, Mo., April 26.—Walter S. Dickey, a leader in the "Old Guard" faction of the Republican party in Missouri, purchased the Kansas City Journal for \$110,000 yesterday, at a receiver's sale held at the County Court House. The sale is subject to the approval of Judge Arba S. Van Valkenburgh of the Federal Court.

Mr. Dickey, if his bid is approved, will acquire the real estate and personal property of the Kansas City Journal Company, which includes an Associated Press morning membership, building and equipment and the daily and weekly papers with their subscription lists.

Twenty-five business men, including bankers, creditors and possible bidders, crowded close to Mr. Jobes, the receiver. The first part of the proceedings was perfunctory, but interest became tense when the bidding began to mount.

A. C. Jobes, trustee, made an initial protective bid of \$50,000. Mr. Dickey bid \$60,000 and H. P. Wright of the H. H. Wright Investment Company, on behalf of a reorganization syndicate, began to alternate bids with Mr. Dickey.

The purchaser of the Journal is president of the W. S. Dickey Clay Manufacturing Company, a heavy stockholder in the Commerce Trust Company and one of the largest owners of business and switch properties in Kansas City. Mr. Dickey's ambitions have embraced both business and politics.

Mr. Dickey declined to discuss his purchase. "Until the court acts," Mr. Dickey said to EDITOR & PUBLISHER, "my status is only that of a bidder at the sale."

Markey Moves Offices

Frank J. Markey, Eastern representative of the Chicago Tribune Newspaper Syndicate, has moved his offices from 512 Fifth avenue, New York City to the Daily News Building, 25 Park Place, the new home of New York's picture newspaper.

SELL IT IN ILLINOIS

See that this great state is put on your advertising list and kept there

Third in population, the center of mighty railroads, vast grain and meat packing industry, the dominating commercial core of the progressive West, with vessels and barges crowding its numerous waterways, Illinois offers unique opportunities to the National Advertiser and Manufacturer.

The territory of Illinois is small enough to watch but big enough to Pay and pay Big.

Advertising in daily newspapers may not be so handsome, but it gets home, and it is sufficiently elastic to enable us, not only to tell about your Goods, but at the same time to tell about local Dealers who Sell you to their home folks.

To cover Illinois properly, to reach her buying millions, with certainty Illinois Daily Newspapers are absolutely necessary, as they are part and parcel of Illinois home-life and activity.

Table with 4 columns: Newspaper Name, Circulation, Rate for 2,500 Lines, Rate for 10,000 Lines. Includes titles like Bloomington Pantagraph, Chicago Evening American, etc.

Government Statements, April 1, 1921. Publishers' Statements. Government Statement, October 1, 1920. A. B. C. Publishers' Statement, April 1, 1921. A. B. C. Publishers' Statement, October 1, 1920.

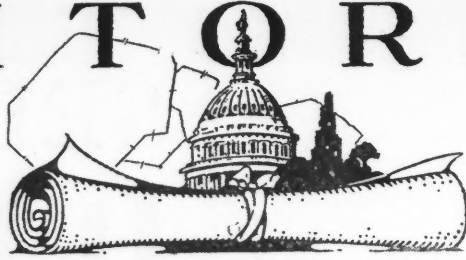
Advertisement titled 'To Men Who MAKE Conditions' with a logo and text about advertising and business opportunities.

thing—that something is just simply bound to bust! Harvey set his mind on having a special train from Columbus to the Atlanta advertising convention.

ANOTHER addition to the publishers of retailer newspaper is the Indianapolis Star. The merchandising and promotion departments of the Star has just started a monthly which, according to Russell E. Smith, the manager, will aid in promoting co-operation between advertisers, retailers and the newspapers.

Strike in Price Bros. Mills The paper mills of Price Brothers, at Kenogami and Jonquieres, Que., have been closed down. The suspension of activities throws 1,600 men out of employment.

# EDITORIAL



## AGENCY COMMISSIONS

**G**RADUALLY the belief is spreading among publishers, agencies and national advertisers that the payment of advertising commissions by publishers should be discontinued and a fee based upon service alone be charged the advertiser by the agency. The best of ground is established for the growth of the belief and the abandonment of the practice.

None will gainsay that every penny in commission collected by an agency is paid by the advertiser, since he alone is the source of the fund from which commissions are drawn. How and why the payment of commissions began is a matter of history and has no place in any consideration of the present condition. Nor does the argument signify that agencies by solicitation open new accounts that add to publishers' business. That is a service, of course, and should be paid for like any other service—when rendered. But there are hundreds of accounts that have been created by agencies upon which commissions are still paid, but paid to agencies other than the one that created them.

It would be perfectly fair and business-like for an amount of money proportionate to the volume of business contained in the account of a new advertiser to be paid to the agency creating the account, but not to another agency to which the account passes. In the case of a transfer of an account it might be fair for publishers to pay the new agency a stipulated sum based upon any increase in that account brought about by the solicitation of the agency, but upon that increase only.

Agencies there are which argue that they earn their commissions from publishers by the act of placing their clients' advertising with them. If that be true they are false to the trust of their clients. The obligation of the agency is to place a client's advertising where the client directs it to be placed or where, in the judgment of the agency, it must be placed to be the most effective. If the agency follow that basic principle it is not performing the least service to the publishers.

Accepting this premise, the agency which receives a publisher's commission either takes something for which it does not give a *quid pro quo* or is influenced by the commission to be false to the interests of its client.

Some agencies argue that they accept—not to use the stronger word, demand—commissions, because of special service given to newspapers in copy, cuts, mats, plates, etc. Without going into the details of whether or not this is a service performed for the newspapers rather than for their clients, the question arises: Why are the same commissions collected in the same proportion where service is actually rendered as where no service of any kind accompanies or follows the copy? If service is actually rendered the publishers where the advertiser would not suffer if it were not rendered, to the sole benefit of the publisher and upon his invitation, then let the publisher pay for that service just as he should for any other service he requires. It would be fair and right.

It is argued again that there are many small accounts that agencies could not afford to handle without commissions from the publishers. This must fall of its own weight, since it is obvious that the commissions are actually paid out of funds provided by the advertisers placing these small accounts with agencies, whether they are directly informed of it or not.

Adjudication of the whole vexed question reverts to this: Agencies should look for their recompense to the parties they serve. If the publishers, let the publishers pay; if the advertisers, let the advertisers pay. And no agency will dare tell its clients that the interests of the publishers are the interests it serves.

**N**EWSPAPER men everywhere are approving the suggestion of Don Marquis, of the New York Sun, that the profession of journalism be put on a plane comparable to that now occupied by the legal profession. As chairman of the Progressive Committee of the New York Press Club, Mr. Marquis, who is one of the best known column editors in America, has outlined a plan under which the much needed reforms can be brought about. The thing for all real newspaper men to do now is to let the leaders in this movement know that they are prepared to make their support real.

## THE REAL MISSION OF THE NEWSPAPER

**W**HAT is the real mission of a newspaper beside producing an income for its owner? Is it the presentation of news and the molding of public opinion? Is it the inauguration of reforms in government, in securing well-paved and well-lighted streets, well-constructed and appropriate public buildings, an adequate water supply and a good sewer system?

The Rev. Dr. C. F. Goss, who writes editorials for the Cincinnati Enquirer, in an address before the National Editorial Association at Daytona, Fla., declared that the mission of the newspaper is not to print the news, but to serve as a medium through which the editor can express his opinions on matters of public interest.

Henry Watterson, on the other hand, voices the views of the majority of newspaper men, when he declares that the primary purpose of the newspaper is to present the news of the day and comment upon it. It is true, however, that while printing the news is the chief mission of a newspaper, it is only one of many functions which it performs. In last week's EDITOR & PUBLISHER Addison Hibbard enumerated some of the by-products of American journalism, such as the New York World's service in raising \$100,000 to provide a pedestal for the Statue of Liberty, James Gordon Bennett's expedition to the interior of Africa to find Livingston, the New York Tribune's Fresh Air Fund, the Kansas City's successful campaign to provide a water supply system for Kansas City, Kan., the New York Herald's fund, the Detroit News' campaign in behalf of the reforestation of Michigan and the New York Times Christmas Fund for "The One Hundred Neediest Cases."

The modern newspaper does not serve its constituency as it should if it confines its activities to the presentation of news and editorial opinions. Those dailies and weeklies that are the most highly prized by their readers are those that are a constructive force in the upbuilding of the ethical, religious, educational and commercial welfare of the city in which they are published. And behind them, in every instance, you will find men of vision and of character; men who render service not for the purpose of increasing circulation or adding to their advertising income, but out of a sincere desire to benefit their fellow men and make the world a better place to live in.

## IMPORTANCE OF CLASSIFIED ADVERTISING

**T**HE daily newspaper having the largest local circulation is, almost without exception, the one having the largest volume of classified advertising. The man who seeks a position, or has a room or a store to let, or who wants to buy or sell a house selects as the medium for reaching the public the one having the most readers.

Another interesting point is that classified advertising is a circulation stimulus. It is one of the best boosters of circulation there is. It is better than all the premium schemes ever invented for it works all the time—year in and year out—and does not require the employment of a lot of outside help including several professional boomers who draw large salaries.

To many newspaper readers the classified columns are the most interesting part of the paper and they would as soon think of passing up the local news in going over its pages as they would those little ads with their wealth of variety. Many a valuable item of news is hidden among the classified advertisements. The city editor of a metropolitan newspaper has one of his assistants read over the want-for-sale, to let and lost and found columns every day to discover leads for good news or feature stories.

In a large city there are thousands of men and women who are looking for better positions than they are now filling and it is in the hope that they will sometime find them advertised in the want columns of the newspapers that they read every line of such advertising that is printed.

Most newspapers regard classified as the most desirable of the different kinds of advertisements carried and spend generous sums of money to obtain them because of their reader interest and the prestige they give the paper among business men.

## ENGLISH ADVERTISERS WANT CIRCULATION

**T**HE Incorporated Society of British Advertisers, which corresponds to our own Association of National Advertisers, has decided to establish an audit bureau of circulation similar to the one in existence here. Members in several cities have pledged themselves to support the bureau and, "in so far as the exigencies of the individual business permits," to use only those newspapers that provide the society with reliable circulation data. They also declare that they will withhold their advertising from papers publishing objectionable advertising.

It will be interesting to watch developments in Great Britain when the proposed audit bureau of circulation is once established. Hitherto, according to Paul Derriek and other Americans who have established advertising agencies in London, the newspapers of the Empire have, in most cases, refused to furnish circulation statements to advertisers on the ground that the number of copies printed and sold is a private matter, in the same sense that the amount of newspaper earnings is private. The advertiser, so they contend, pays solely for the privilege of having their announcements appear in their pages, the size of the circulation having nothing to do with the matter.

Pressure has been brought to bear upon the newspaper proprietors, in time past to get them to change their attitude, but English conservatism, and the prejudice against innovations that has long characterized their business attitude, are hard to overcome, and little progress has thus far been made.

To newspaper publishers on this side of the Atlantic the listing of circulation figures is an every day matter. They know that instead of being a deterrent to business it promotes it. They recognize the right of the advertisers to know just what he is getting when he buys advertising space.

Perhaps the time has arrived when our English contemporaries, in view of the many changes that have taken place in journalism and advertising practice during the last seven years, will recognize the necessity of yielding to the request of national advertisers and furnish all the circulation information that may be required of them.

EDITOR & PUBLISHER repeats for their information that which it had the pleasure of saying over a year ago, namely, that under the direction of Stanley Clague, managing director, the American Audit Bureau of Circulations has been the great stabilizing factor in these strenuous reconstruction days.

April 30, 1921. Volume 3, No. 48

**EDITOR & PUBLISHER**  
 Published Weekly by  
**THE EDITOR & PUBLISHER CO.**  
 1117 World Building, 63 Park Row, New York.

*James Wright Brown, Editor.*  
*John F. Redmond, Managing Editor.*  
*Arthur T. Robb, Jr., News Editor.*  
*Rosalie Armistead Higgins.*

*Associate Editors:*  
*Ben Mellon                      Walter Sammis*  
*Frank LeRoy Blanchard*

*J. W. Ferguson, General Manager.*  
*J. B. Keeney, advertising; Penton Dowling, circulation.*  
*R. L. Staunton                      George Strate*  
*C. B. Groomes                      J. G. Tanner*  
*F. W. Payne*

*Los Angeles: R. W. Madison, 802 Title Insurance Building.*  
*St. Louis: Roy M. Edmonds, 1777 Arcade Building.*  
*Washington: Robert T. Barry, Pennsylvania Avenue and 14th Street.*  
*London Editor: Herbert C. Ridout, 10 Radcliff Road, Winchmore Hill.*  
*London Distributor: The Rolls House Publishing Co., Ltd., Rolls House, Breems Buildings, London, E. C. 4.*  
*Paris: William A. Bird, IV., 8, Place du Palais-Bourbon.*  
 10 cents a copy; \$4 a year; foreign \$5; Canadian \$4.50.

**PERSONAL**

**WILLIAM F. METTEN**, publisher of the Wilmington (Del.) Evening, was elected president of the Wilmington Rotary Club last week.

Don C. Seitz, business manager of the New York World, will make the baccalaureate address at Williams and Mary College in June. Mr. Seitz was a speaker at the last meeting of the Grolier Society of New York.

Clarence W. Wagener, who for four years was advertising manager of the Allen Motor Company, Columbus, Ohio, has purchased the Manassas Va. Democrat, a weekly, from Thomas E. Haines. Mr. Wagener has changed the name of the publication to the Prince William News.

R. G. Leeds, owner and publisher of the Richmond (Ind.) Palladium, has been making an extensive tour of the Pacific Coast.

W. E. Smallfield, former publisher of the Renfrew (Ont.) Mercury, which was founded by his father, fifty years ago was presented by the employes of the local power plant, of which he was chairman, with an address and a gold-headed cane on the occasion of his leaving Renfrew to take an important position in Toronto.

John J. O'Flanagan resigned last week as managing editor of the new Boston Telegram and William N. Hardy was appointed to succeed him. Mr. Hardy was promoted from the managing editorship of the Lynn Telegram-News, also owned by Frederick W. Enwright. Mr. O'Flanagan did not make known his plans. Mr. Hardy was succeeded as managing editor of the Lynn paper by Neil P. Moynihan, who came from the Haverhill Gazette. Mr. Hardy was on the Boston Post for several years, for part of the time as assistant Sunday editor. He had also been telegraph editor of the Detroit Free Press, later New York correspondent of that paper and came to the Lynn Telegram-News from the Washington Herald, where he was assistant to the publisher.

John Rudolphus Booth, Canadian lumber king recently celebrated his ninety-fourth birthday and received congratulations from all over the States and Canada. Except for an indisposition resultant upon a heavy cold he was in customary good health, and confident of spending several years yet in directing the lumber and paper making activities of the Booth firm.

Col. George Harvey, was sworn in as Ambassador to Great Britain, at the State Department April 25. He expects to leave for his new post next week. Col. Harvey has severed all connections with Harvey's Weekly and it was discontinued April 14.

Col. Theodore Roosevelt, Jr., has had his first battle with newspaper men. He was acting chief of the Navy Department in the absence of Secretary Denby. His antagonist was Hal H. Smith, State, War and Navy correspondent for the New York Times, and the champion long distance question artist of the world. After the smoke of battle cleared Col. Roosevelt shook hands with the correspondent whom he now calls "Battling" Smith.

**IN THE EDITORIAL ROOMS**

**JACK JAMES**, sports page editor of the San Francisco Examiner, left a note on his desk the other day reading, "Let Spike Slattery sub for a few days; off on honeymoon." The bride is C.

Helen Ide of New York, who was an active worker for the Republican National Committee during the campaign.

Albert G. Nicolai, a Milwaukee newspaper advertising man, suffered injuries to his right hand in an automobile accident in Chicago recently. His wife, who accompanied him was uninjured.

Howard W. Hartley, of the editorial staff of the Detroit Daily Times and formerly of the Detroit News, will return to the Muncie (Ind.) Star as desk man and city hall reporter. He has been connected with Detroit newspapers for six years and wears the silver button having been badly wounded at Chateau Thierry with the A. E. F.

Leo A. Harrington, formerly reporter for the St. Paul Daily News and Pioneer Press and later with the Chicago Journal, has become a real estate salesman in St. Paul.

William T. Bell, after supervising the reporting of the Minnesota legislative session for the Associated Press, is back at his old desk as exchange editor of the St. Paul Dispatch-Pioneer Press.

Carl Hanton, late legislative reporter for the Northwestern News Bureau of the Associated Press, has become sporting editor of the St. Paul Pioneer Press.

Philip Brunson, late of the sport desk of the St. Paul Pioneer Press, has been made assistant sporting editor of the Dispatch.

James K. Shields, formerly of the Buffalo Enquirer city staff, is acting secretary of the Erie (Pa.) Chamber of Commerce, following the resignation of H. A. Davidson, former secretary.

Will O. Green, editor of the Fairport (N. Y.) Monroe County Mail, and Miss Helen F. Hutchinson of Fairport, were married April 20.

"Viv" J. Gray, assistant Sunday and "rod and gun" editor of the Cleveland Plain Dealer, has returned from a three weeks' fishing trip in southern Florida. He was accompanied by Mrs. Gray. "Had a lot of fun, caught some fish, but did not land any tarpin," said "Viv."

George L. Edmunds, who used to do the Senate for the New York Sun, is slated to return to Washington as the representative of the Evening Telegram. Edmunds left the Gallery about a year ago to become publicity manager of the Republican National Senatorial Committee.

**THE BUSINESS OFFICE**

**JOHN N. LEACH**, formerly with the Ketterlinus Lithograph Company, Philadelphia, has been appointed advertising manager of the Quincy (Mass.) Patriot-Ledger.

P. H. Batte, for the past two years head auditor, has been appointed general manager of Wilmington (N. C.) Morning Star. George Tilles, Jr., formerly of the Fort Smith (Ark.) Times-Record and more recently of the Wilmington (N. C.) Dispatch, has been appointed advertising manager of the Star.

Harry D. Jersig has joined the trade extension department of the San Antonio (Tex.) Express and the Evening News under direction of T. M. Darlington, manager of national advertising.

G. H. Snyder has been appointed advertising manager of the Evanston (Ill.) News-Index. Mr. Snyder was recently manager of the Chicago office of Doremus & Co.

W. E. Smallfield, who retired over a year ago after having published the Renfrew (Ont.) Mercury for many years, has found "the quiet life" too

**FOLKS WORTH KNOWING**

**JOHN WILLIAM DAVIS**, who served as Ambassador to Great Britain during the last term of President Wilson's administration, on April 22 was appointed general counsel for the Associated Press by the board of directors at the meeting in New York.



JOHN W. DAVIS

Mr. Davis has within the past month become a member of the firm of Stetson, Jennings & Russell, New York attorneys, succeeding the late Frederick Beach Jennings, who also was general counsel for the A. P.

Mr. Davis was born at Clarksburg, W. Va., and was educated at Washington and Lee University, University of West Virginia and at the University of Birmingham, England. He was assistant professor of law at Washington and Lee University, and later practised at Clarksburg. After serving two terms in Congress, he resigned to become solicitor-general of the United States, serving from 1913 to 1918, when he was appointed Ambassador to Great Britain. Mr. Davis is a member of Phi Beta Kappa, Phi Kappa Psi, an Elk and a Mason, and is also a member of the National Press Club of Washington.

monotonous for his taste and has accepted an important position with a Toronto business house.

Walter J. Healy has been appointed advertising director of L'Evenement, Quebec, and Le Nouvelliste, a recently-established French daily published at Sherbrooke, Que. The two papers are owned by a syndicate of French-Canadian business men. L'Evenement is under the management of Florian Fortin and Le Nouvelliste under that of Romuald Bourque.

**THE ADVERTISING FOLKS**

**CLARK F. ROSS** has resigned as director of sales and advertising for the S. S. Miller Hosiery Mills at Reading, Pa., to enter into special advertising management service in Philadelphia.

Prior to Mr. Ross's connection with the Miller company, he was for three years Pennsylvania manager for the Fairchild Publications, with headquarters at Philadelphia.

Willis Gale Gray has recently been made director of sales promotion with the Jackson Corset Company, Jackson, Mich. Mr. Gray assumes his new duties in addition to those of advertising manager.

W. A. Carlson, Jr., of the advertising and sales department of the Reno Motor Car Company, Lansing, Mich., and Miss Bernadine E. Worden, of Lansing, were married in Lansing recently.

Cedric B. Smith has left the Professional Engineer, Chicago, to become advertising manager of the Chicago Bridge & Iron Works.

Bernard H. Brunner has resigned as advertising manager of Parsons & Whittemore, Inc., of New York, and has gone into business for himself as an editor of house organs.

George E. Guise, for many years on the Minneapolis News and Tribune, has been appointed general manager of three Detroit theaters by Charles H. Miles, owner. Mr. Guise was promoted from advertising and general press representative of the three theaters.

**NOTES OF THE AD AGENTS**

**EARL S. SCHACK**, formerly of the copy department of the George Batten Company, has joined the copy department of the Philip Kobbe Company, New York.

H. M. Van Hoesen has joined the John L. Clough Advertising Agency of Indianapolis. Mr. Van Hoesen was formerly with Bert L. White Company, Chicago.

Joseph C. Gries, formerly of the Johnson Studios, of Chicago, has gone with the Charles Everett Johnson Company, of the same city.

The Ferry-Hanly Advertising Company, will move its Chicago office on May 1, from the Kesner Building, to the eleventh floor of 6 North Michigan Boulevard.

Among the papers that have signed contracts for the Haskin Service for the coming year are the following:

- The San Francisco Examiner
- The Memphis News-Scimitar
- The Rocky Mountain News
- The Denver Times
- The Arkansas Gazette
- The Great Falls Tribune
- The Pueblo Chieftain
- The Colorado Springs Evening Telegraph
- The Helena Independent

A. N. P. A. PAPER REPORT

(Continued from page 20)

It was ascertained that, from various sources, there was a maximum possibility of 300,000 tons available from European sources. It was also estimated that, if 100,000 tons of European paper were brought into this market it would be sufficient to break the spot market. Special attention was given to the development of European offerings and also to reduction in price quotations. Through the efforts of your Committee and the co-operation of certain members early in September, foreign quotations at 7 1/2 cents and 7 cents, c.i.f. New York were secured.

A steady drop in the spot market for both domestic and foreign paper continued with the result that orders were placed for foreign paper in December for 1921 delivery at prices under those quoted on domestic paper for 1921 contracts. While no accurate data is available it is conservatively estimated that contracts placed for European paper for 1921 delivery exceeded 100,000 tons.

THE HULL BILL

The efforts of your Committee to secure a change in the wording of the tariff measure relating to news-print, from "five" to "eight" cents per pound so that news-print valued at not above eight cents per pound might be imported duty free resulted in the introduction of the Hull Bill, H. R. 12260 (Exhibit F), which became a law April 24th, 1920.

This law provides that news-print valued at not above eight cents per pound in the country from which exported be admitted to the United States free of duty for a period of two years, or until April, 1922, at which time the five-cent limit automatically becomes effective unless changed by subsequent measure. It may be stated this change in the tariff resulted in the importation of a considerable quantity of news-print, which would otherwise have been subject to the 12 per cent ad valorem duty at least up to the early fall months when the break in spot market prices occurred.

The Underwood Resolution (Exhibit G) requesting Canada to remove the embargo on export of pulp wood from crown lands was passed by both Houses of Congress but was not signed by the President.

REPORT OF HEARINGS ON REED RESOLUTION

Of the various Bills introduced in the 66th Congress, calling for investigation of the news-print industry, the only one on which hearings were had was Senate Resolution 164, introduced by Senator Reed, of Missouri, which had been referred to a sub-committee of the Committee on Manufactures. Hearings extending over several weeks were commenced April 26th. Witnesses representing all classes of publications, manufacturers of news-print, paper brokers and dealers appeared before the Committee. The report of the sub-committee (Exhibit H) was submitted to Congress June 5th, too late for action before adjournment.

FREIGHT CAR SHORTAGE

Because of car shortage during April and May the situation regarding the shipment of paper from the mills and shipment to the mills of necessary raw materials became critical. Through co-operation with railway and transportation executives, your Committee aided in securing preferential consideration for the expediting of shipments of raw

materials into the mills and also of news-print from the mills, and few, if any, publishers were seriously embarrassed and then only temporarily, in delays in receipts of their shipments.

In July we received an appeal from paper manufacturers who were seriously embarrassed because of insufficient cars to supply the pulp wood and wood pulp, coal, and various other materials entering into the manufacture of news-print. It appeared that unless sufficient cars could be secured certain of the mills would be forced to curtail production, but fortunately no mill was forced to materially decrease production through inability to secure cars for transportation of necessary raw materials.

ASSISTANCE TO MEMBERS AND SMALL PUBLISHERS

During the year many calls were received from members and a number of small publishers, not members of the Association, for information and assistance in securing paper in emergency, and for both domestic and foreign tonnage for 1921 deliveries.

While your Committee was not able in every instance to meet these requests fully, it is gratifying to report that it met with a very considerable degree of success especially in securing paper, in several instances, at prices somewhat under the quotations prevailing at the time.

The following may give some idea of what has been done in this direction: Of 78 publishers who either wrote or called at this office in connection with news-print supply, 11 covered inquiries regarding contracts for 1921. We reported on conditions and proffered assistance should it be needed, but were not further advised.

Forty-five publishers in need of emergency supplies or paper for early deliveries were immediately notified of offerings in our possession which would fit their requirements, or we secured from local dealers quotations which were promptly forwarded. Of this number, we were advised in ten instances that an order had been placed as a result of our action, two of them being orders for a considerable amount of European paper. Others suggested we ask the dealers to communicate direct, and on the remainder, although not advised of the outcome, we have reason to believe that several of them placed orders with firms with which we put them in touch.

On the balance, or 22, we furnished lists of dealers in order that the publishers might take up direct with them the question of their needs; answered inquiries regarding quotations published in our bulletins, and furnished various other information on the subject of news-print supply.

During October, 1920, a questionnaire (Exhibit 1) was sent to all members of the Association in order that your Committee might assist any who were without contracts and might need assistance in securing a supply of news-print. Three hundred and seventy-five replies were received, indicating that practically one-half of them had covered their 1921 requirements; some had assurances for part of their needs while less than 100 had not at that date taken up the question of contract. These were followed up at a later date when it developed that the majority of those with whom we were in communication had contracted or were quite certain of doing so. Nine (9) members asked for information, and we wrote them fully.

Whenever we learned of quotations which seemed to be particularly attractive, we wired or wrote to members

who, it was thought, might be interested. In several instances, publishers asked for further information and we put them in direct touch with the dealers, and it is our thought that some sales resulted. Others, although not interested at the time, expressed their appreciation of our efforts to keep them posted.

At various times throughout the year, we have answered inquiries regarding the financial standing, reliability, etc., of dealers offering news-print on the spot market.

BULLETINS

During the year special attention has been given to frequent issues of the "B" Special News-Print Bulletins. Every effort has been made to make these bulletins comprehensive and to supply members with information having a direct bearing on news-print matters. In this connection charts have been published, showing production, consumption, stocks on hand, imports and exports, and volume of advertising, together with collateral tables and data. These charts have been of special value in showing the trend of advertising, volume of demand for news-print, increase in production, and stocks on hand at the mills as well as publishers' stocks. Frequent report of dealers offering news-print on the spot market.

CONTRACT PRICES

The news-print paper manufacturers, with few exceptions, made their 1920 news-print contracts on an adjustable basis, so far as price was concerned. Some were to be adjusted quarterly, others semi-annually.

At the time of the 1920 Convention contract prices were as follows:

International Paper Co., 2d quarter, 5 cents. Canadian Export Paper Co., Ltd., 1st 6 months, 4 1/2 cents. Minnesota & Ontario Paper Co., year, 4.9 cents. George H. Mead Co., 1st 6 months, 4 1/2 cents. Great Northern Paper Co., year, 4 cents. Subsequent prices for the year were: International Paper Co., 3d quarter, 5 3/4 cents; 4th quarter, 6 1/2 cents. Canadian Export Paper Co., Ltd., 3d quarter, 5 1/2 cents; 4th quarter, 6 1/2 cents. George H. Mead Co., 2d 6 months, 5 cents.

In November and December, announcements were made of 1921 contract prices as follows: International Paper Co., 1st quarter, 6 1/2 cents. Canadian Export Paper Co., Ltd., 1st quarter, 6 1/2 cents. Minnesota & Ontario Paper Co., 1st 6 months, 6 1/2 cents.

Great Northern Paper Co., year, 5 cents. George H. Mead Co., 1st 6 months, 7 cents. H. G. Craig and Co., representing Gould Paper Co., 1st quarter, 6 1/2 cents. Peepsot Paper Co., year, 7 1/2 cents.

A number of changes were made in these announced prices as many publishers refused to close at the quotations named. The revised prices were as follows: Minnesota & Ontario Paper Co., 6 1/2 cents for 1st 6 months. George H. Mead Co., 6 1/2 cents for 1st quarter. H. G. Craig and Co., representing St. Regis Paper Co., 7 cents for year, or 1st quarter. Peepsot Paper Co., 6 3/4 cents for March.

Contract prices for the second quarter of 1921 were first announced as follows: International Paper Co., \$70 for second quarter of 8 1/2 cents for balance of year. Canadian Export Paper Co., Ltd., 5 1/2 cents. Hanna Paper Corp. (formerly Remington Paper & Power Co.), \$70 for second quarter, or 5 1/2 cents for balance of year. George H. Mead Co., 5 1/2 cents. Northwest Paper Co., 5 cents. Finch, Bruyn & Co., 5 1/2 cents. Oswego Falls Pulp & Paper Co., \$7 cents.

The International Paper Company subsequently revised its price to 5 1/2 cents for the second quarter. The Minnesota and Ontario Paper Company, on April 1, announced a reduction of \$17 per ton, making the price for the second quarter 5.65 cents.

INCREASED NEWS-PRINT PRODUCTION.

The following is a list of new tonnage which came into production during 1920 and the early part of 1921, with new tonnage expected for the balance of the year:

Table with columns: Daily Capacity Net Tons started 1920, When Production duction Net Tons started 1920. Includes entries for Escanaba Pulp & Paper Co., Spanish River Pulp and Paper Mills, Ltd., Espanola, Ont., Escanaba Pulp & Paper Co., Escanaba, Mich.

Table with columns: Company Name, Location, Capacity. Includes Manistique Pulp & Paper Co., Maine Pulp & Paper Co., Crown Willamette Paper Co., West Linn, Ore., Kennebec Paper Co., Augusta, Me., Laurentide Co., Ltd., Grand Mere, Que., Washington Pulp & Paper Corp., Port Angeles, Wash., Price Bros., Ltd., Kenogami, Que., Laurentide Co., Ltd., Grand Mere, Que., Ontario Paper Co., Ltd., Thorold, Ont., Juniper Paper Mill, Iowa, Inland Empire Paper Co., Millwood, Wash., Itasca Paper Co., Grand Rapids, Minn., Consolidated Water Power & Paper Co., Wisconsin Rapids, Wis., Spanish River Pulp & Paper Mills, Ltd., Sturgeon Falls, Ont., Abitibi Power & Paper Co., Ltd., Iroquois Falls, Ont., Abitibi Power & Paper Co., Ltd., Iroquois Falls, Ont., International Paper Co., Three Rivers, Que., Hoskin-Moranville Paper Co., Monrovia, Mich.

Following recommendations embodied in the resolution (Exhibit A) for the conservation of news-print adopted by the 1920 convention, President Williams appointed the following Committee to supervise and carry out the provisions of the said resolution: Roscoe Chapman, Rockford, (Ill.) Star. W. J. Pape, Wateryburg (Conn.) Republican. W. S. Cowles, Spokane (Wash.) Spokesman-Review. Charles I. Stewart, Lexington (Ky.) Herald. William B. Bryant, (Paterson, N. J.) Press-Guardian, Chairman.

REPORT A. N. P. A. PAPER CONSERVATION COMMITTEE

The first meeting of the Committee was held in New York on May 19, following which an appeal for conservation, together with pledge and tonnage report blanks (Exhibit B), was mailed to publishers of daily newspapers and sent to national, state and local editorial and publishers' associations for distribution to the weekly, semi-weekly and tri-weekly publications. A large number of pledges were received from publishers who agreed to keep out of the spot market and to restrict the use of news-print for the remaining months of 1920, and to keep within the same tonnage used during a like period of 1919.

Each month thereafter a request for tonnage reports (Exhibit C) was mailed to daily newspapers having a circulation of 5,000 or over. The reports compiled from month to month demonstrated that the majority of the publishers reporting were endeavoring to keep consumption below the amount used during the corresponding months of 1919, and right here it is only fair to state that a greater proportion of large newspapers responded than the smaller or medium size.

Several methods of conservation were suggested, and the two most generally put into effect were the increase in the selling price and increase in advertising rates, besides an increase in the percentage of advertising as compared to news matter. Many, if not most of the newspapers which, until the need for conservation became so evident, had maintained a one-cent selling price, joined the ranks of those selling at 2 cents, and there was a general movement on the part of two-cent newspapers to raise their selling price to 3 cents, with corresponding increases in weekly and yearly subscription rates.

The results of the economies and conservation practised were soon reflected in spot market prices which had been around 16 cents in April but gradually dropped until in December domestic spot quotations were 6 1/2 to 7 1/2 cents with European paper plentifully offered at from 5.80 to 6 1/2 cents. Another significant result is shown in the increase in publishers' stocks of news-print from 30 days' supply in March to 51 days in August, the highest point shown since March, 1919, when stocks on hand and in transit equaled 53 days' supply. An average of 46 days' was maintained throughout the balance of the year, with January, 1921, showing 53 days' supply on hand and in transit.

The Conservation Resolution Committee had been appointed for the period May 1st to December 31st, 1920, so its final request for tonnage reports covering the month of December was mailed in January with a letter in which the Committee, through its Chairman, extended to publishers thanks for the hearty co-operation shown in conserving supply as an aid in righting the market.

A.N.P.A. LABOR REPORT IS PRINTED ON PAGE 100



Editor & Publisher for April 30, 1921

# ALCO-GRAVURE

## THREE

## PLANTS

Printing the Gravure Sections for

Printing for the Gravure Service Corp.

New York Tribune

Philadelphia Record

New York Herald

Minneapolis Journal

Baltimore Sun

Indianapolis Star

St. Louis Globe-Democrat

Louisville Herald

Washington Star

Des Moines Capital

Des Moines Register

Washington Herald

Fort Worth Record

Denver Rocky Mountain News

Omaha Bee

Syracuse Post-Standard



NEW YORK  
52 East 19th St.



ST LOUIS  
15th and Pine Sts.



BALTIMORE  
Sun Building

Alco-Gravure, Inc., Specializes in Printing Gravure Sections for Newspapers

May  
Sept.  
Nov.  
Dec.  
Dec.  
Dec.  
1921  
Jan.  
Feb.  
Apr.  
Apr.  
May  
15 May  
June  
June  
July  
July  
Sept.  
enome.  
machine  
ity of  
chine will  
rs, it will  
-print, it  
PER  
TEE  
ed in the  
vation of  
nvention,  
following  
out the  
Star.  
epublica-  
bookemas  
Herald  
J.) Pres  
was held  
which a  
h pledge  
B), was  
apers and  
itorial an  
on to the  
lications  
ived from  
the spot  
news-sta  
, and u  
during a  
for too  
to daily  
5,000 a  
month n  
ty of the  
g to keep  
ed during  
and right  
a greater  
ended than  
were sug  
put into  
ing price  
resides u  
rtising a  
not most  
need for  
ad main-  
ained in  
there was  
two-cent  
rice to 3  
in weekly  
conser-  
spot m-  
cents in  
n Decem-  
¼ to 6;  
ly offered  
n in the  
ews-print  
51 days  
wn since  
l and in  
n average  
about the  
21, show-  
transit.  
ittee had  
y list in  
quest for  
of De-  
a letter  
ts Chair-  
for the  
ving sup  
ORT

This Telegram  
was sent  
to Our Newspaper  
Customers

and brought  
the following Replies  
by Wire and  
Letter

Charge to the account of **ALCO-Gravure, Inc.**

Class of Service	Priority
Day	Time
From	To
Message	Remarks

**WESTERN UNION TELEGRAM**

Send the following message, subject to the terms on back hereof, which are hereby agreed to

**April 15, 1921.**

Mr. Paul Patterson,  
The Baltimore Sun,  
Baltimore, Maryland.

May we refer to you at the A.E.P.A. Convention as to quality and service Alco-Gravure, Inc. is furnishing the Baltimore Sun in connection with its gravure sections?

ALCO-Gravure, Inc.  
G. H. Buck, President.

**THE NEW YORK HERALD**  
600 Broadway

New York April 16th, 1921.

Mr. G. H. Buck,  
ALCO-Gravure, Inc.,  
52 East 19th St.,  
New York City:-

My dear Mr. Buck:-

Answering your letter of April 15th, indeed you may refer to The New York Herald regarding your work on our Gravure Section. It is most satisfactory in quality, service and delivery.

Very truly yours,  
*Art Manager.*  
Art Manager.

CUT-CORNER.

**New York Tribune**  
75 West 19th Street

April 16th, 1921.

George H. Buck, Inc.,  
President -  
ALCO-Gravure Inc.,  
52 East 19th Street.

Dear Mr. Buck -

I have your letter of April 15th and you may of course refer to our use of your rotogravure product at the Convention.

However, that the quality especially just at present, and permit a number of samples of you sometime to-day, only in maintaining these the better printing they are.

Truly,  
NEW YORK TRIBUNE.

Charge to the account of **ALCO-Gravure, Inc.**

Class of Service	Priority
Day	Time
From	To
Message	Remarks

**WESTERN UNION TELEGRAM**

Send the following message, subject to the terms on back hereof, which are hereby agreed to

**April 16 1921**

CLAYTON AA 20 COLLEGE

G H BUCK PRESIDENT  
ALCO GRAVURE INC 52 EAST 19 ST NEW YORK

NO AS FAR AS YOU LIVE ILL TELL YOU THE WORLD FOR ALL RIGHT  
PAUL PATTERSON 1230P

Charge to the account of **ALCO-Gravure, Inc.**

Class of Service	Priority
Day	Time
From	To
Message	Remarks

**WESTERN UNION TELEGRAM**

Send the following message, subject to the terms on back hereof, which are hereby agreed to

**April 15 1921**

ST. LOUIS MO 207P APR 15

G H BUCK  
ALCO GRAVURE INC NY

TELEGRAM RECEIVED 00 AM 748 EST 748P

2 LANSING MI 39P

Charge to the account of **ALCO-Gravure, Inc.**

Class of Service	Priority
Day	Time
From	To
Message	Remarks

**WESTERN UNION TELEGRAM**

Send the following message, subject to the terms on back hereof, which are hereby agreed to

**April 15 1921**

CLAYTON AA 20 COLLEGE

G H BUCK PRESIDENT  
ALCO GRAVURE INC 52 EAST 19 ST NEW YORK

WE ARE PLEASED WITH THE QUALITY AND SERVICE YOUR ST. LOUIS PLANT IS GIVING US YOU CAN REFER TO US

GARDNER COWLES 240P

The Evening Star - The Saturday Post  
Washington, D.C.

April 16, 1921.

Mr. G. H. Buck, President,  
ALCO-Gravure, Inc.,  
52 East 19th St.,  
New York, N.Y.

Dear Mr. Buck:

We would be very glad to have you refer me on to us at the A.E.P.A. Convention or at any time as to quality and service we are receiving from your Baltimore plant in connection with the printing of our rotogravure section.

Yours Very truly,  
*Business Manager.*  
Business Manager.

King School-3

POSTAL TELEGRAPH COMMERCIAL CABLES

Class of Service	Priority
Day	Time
From	To
Message	Remarks

**WESTERN UNION TELEGRAM**

Send the following message, subject to the terms on back hereof, which are hereby agreed to

**April 15 1921**

ST. LOUIS MO 207P APR 15

G H BUCK PRESIDENT  
ALCO GRAVURE INC 52 E 19 ST

YOUR WIRE DATE YOU HAVE OUR PERMISSION

PTROTHER RECORD

Charge to the account of **ALCO-Gravure, Inc.**

Class of Service	Priority
Day	Time
From	To
Message	Remarks

**WESTERN UNION TELEGRAM**

Send the following message, subject to the terms on back hereof, which are hereby agreed to

**April 15, 1921.**

MR. G. H. BUCK, PRESIDENT,  
ALCO-Gravure, Inc.,  
52 East 19th Street,  
New York, N. Y.

IF YOU REFER US TO US AS TO ALSO PRINTING WE WILL TELL 'EM IT'S THE BEST ROTOGRAVURE PRINTING IN THE WORLD AND WHAT'S MORE WE WILL TRY TO PROVE IT WITH ALL THE BLOCKS AND PICTURES WE CAN SEND. WE ARE TRYING TO MAKE ROTOPRINT PLAY MAGAZINE THE MOST INTERESTING AND MOST INTERESTING NEWSPAPER ROTOGRAVURE SECTION PUBLISHED AND WE WOULD BE TO YOU WITH OUR LARGE CIRCULATION WITHOUT THE COOPERATION WHICH YOU HAVE BEEN GIVING WITH A GOOD REVISED CIRCULATION THAT EXCITES OUR AMBITION.

ROTTEN PLAY MAGAZINE  
G. KEITH STARR, PRESIDENT

Charge to the account of **ALCO-Gravure, Inc.**

Class of Service	Priority
Day	Time
From	To
Message	Remarks

**WESTERN UNION TELEGRAM**

Send the following message, subject to the terms on back hereof, which are hereby agreed to

**April 15, 1921.**

CLAYTON AA 20 COLLEGE

G H BUCK PRESIDENT  
ALCO-Gravure, Inc.,  
52 East 19th Street,  
New York, N. Y.

WE WILL BE VERY GLAD TO HAVE YOU REFER TO THE CHAMA BECK ON QUALITY AND SERVICE ON ROTOGRAVURE WORK AND QUOTE OUR ENDORSEMENT OF THE SPECTACULAR CO-OPERATION MR. SCHWARZ AT ST. LOUIS READERS THIS NEWSPAPER

CHARLES S. YOUNG

We invite a... all of which are complete in equipment

**PRESIDENT HARDING ASKS FOR AID OF PRESS**

(Continued from page 19)

undoubtedly entering, it is of paramount concern to make certain that our vessel will answer to the helm.

"That we are entering upon such an era, who can doubt? With our far-flung insular possessions, our new merchant marine, our foreign debts and investments, and our expanding trade, with our rightful insistence upon the 'open door,' and our eager desire for peace, it is quite conceivable that foreign policy may become not merely an important, but the most important factor in our national life. It can be safely based only upon information transmitted with exactness and digested without prejudice.

"This leads me to say a word on a subject which lies very near my heart, and in which I can no longer be suspected of a personal interest. I think you will agree that no matter how diligent or faithful the agents of the Associated Press may be, or how many are the outposts from which they watch the passage of events, the Government cannot act upon newspaper report alone. It must have its own staff of trained correspondents and agents. Notwithstanding an opinion which seems to have prevailed, the diplomatic and consular service is not and never was a merely ornamental branch of the Government.

**ASKS AID FOR DIPLOMATIC SERVICE**

"On the contrary, it is our first line of defense. The trenches, therefore, should be manned with troops who are both well-trained and, what is equally important, well-equipped and well-fed. They should not be required while they are in service to forage on the country or to act as their own commissaries. Nothing is less democratic in our democratic country than our refusal to compensate those who serve us. The nation has the right to the services of all her sons, rich and poor alike, but she should not ask it upon terms such that none but those with private means can afford to serve. She should maintain her representatives abroad, not in luxury or ostentation, but in such manner as her own dignity requires. The only truly democratic rule is that no public office should be a source of private gain; on the other hand, it should not impose upon the holder a personal loss.

"I am speaking not only of ambassadors and ministers, but equally of the trained personnel of our diplomatic and consular service, without whose efficient aid no chief of mission can hope to discharge his duties. I know many of these men and I am proud of them. By and large, they are an able, devoted and efficient body of public servants. As one after another has come to me in recent years to confess his discouragements and has asked whether I would advise him to spend more of his life as a diplomat, it has been a source of keen regret that I could not more sincerely urge him to do so.

**AVERAGE SALARY \$1,892**

"The average salary, I am told, paid to officers of career in the diplomatic service is \$1,892. For this they are expected to abandon all private pursuits and to maintain themselves abroad under circumstances that render many personal economies impossible. If we are to hold these men, as we must hold them, three things seem to me to be imperative.

"First, adequate compensation and maintenance for themselves and their

families so that they may work in contentment.

"Second, a retirement system which will relieve them from the fear of a useless and dependent old age; and

"Third, a reasonable possibility of promotion for merit to the highest posts so that each man may go hopefully, like Napoleon's soldiers, feeling that he has a marshal's baton in his knapsack. And behind them we must station at all times a State Department, adequately and completely manned to digest and act on the information it receives. Men do not gather grapes of thorns or figs of thistles, and we shall not reap a harvest in foreign fields unless we are willing to pay the cost of sowing. We should either support our foreign service—which is but simple justice—or abandon it, which would be criminal folly.

"I know of no reason why I should longer convert a semi-social meeting into an occasion for airing my individual views. Let me thank you again for this opportunity to address you and close with words descriptive of your function which deserves to be written in letters of fire:

"'No great and lasting wrong,' says the gentleman I am quoting, 'can be inflicted upon the sons of men anywhere so long as this fierce blaze of publicity is beating upon the scene. For in the end, the world must know, and when the world knows, justice must be done. The most absolute and irresponsible authority must finally yield to the demands of a great public sentiment.'

"This language from the pen of Melville E. Stone is at once the creed, the shibboleth and the justification of the Associated Press. Long may it pursue its lofty errand."

**CANADIAN MEETINGS MAY 3-5**

**Publishers and Members of the "C. P. L." Gather in Toronto**

The annual meeting of the Canadian Daily Newspapers' Association will be held in Toronto, May 3, in compliance with a change in the by-laws, which moves the convention from October to immediately follow that of the American Newspaper Publishers' Association, of which many of the Canadian publishers are members. Sessions will be held in the King Edward Hotel.

The annual general meeting of the Canadian Press, Limited, will be held at the Prince George Hotel on May 5, at 10 A. M. This meeting also has been shifted from October. The outgoing directors will meet May 4 and the new board immediately after the annual convention.

**N. Y. News Starts Sunday Edition**

The New York Daily News will start a Sunday edition May 1, to sell at five cents within the city limits and 10 cents elsewhere. It will be a tabloid illustrated paper, like the daily edition, with a special insert of Chicago Tribune Sunday features.

**Will Meet June 28-July 1**

The New York State Press Association will meet at Ithaca, June 29, 30 and July 1. The New York Associated Dailies meet in Geneva, June 28. The arrangement will allow members to attend both gatherings if they desire to do so.

**Asks Help for Forest Protection**

Secretary of Agriculture Wallace wrote letters several days ago to the Governors of all the States asking their co-operation in the nation wide observance of Forest Protection Week, May 22 to 28, set by President Harding.

**G. LOGAN PAYNE**

*Announces the opening*

*of a*

**PACIFIC COAST OFFICE**

**427 Security Building  
LOS ANGELES, CAL.**



*M. F. Harris, formerly Advertising Manager Armour & Co. and later Advertising and Sales-Manager French Lick Springs (Pluto Water), will be in charge as western manager.*

## REPORT OF A. N. P. A. LABOR COMMITTEE

Many members of the Association have had serious differences with labor unions of the printing trade during the past year, though trouble has not been quite so prevalent as during the preceding twelve months. There were nineteen strikes, most of which were illegal and the majority of which were not voted upon officially by the unions concerned, but were brought about by agitators and were what is called "individual action." There were twenty-four near strikes. In most of the cities in which difficulties occurred during the past year, settlements were finally made and union conditions continued.

### THE BINGHAMTON CASE

In Binghamton, N. Y., a strike was called with the approval of the Executive Council on the evening of March 8, 1921. Members of the Association in Binghamton did not have our arbitration contract nor any provision in their local agreement for arbitrating differences regarding a new contract, but the local contract, which was a four-year agreement, provided for expiration on March 4, 1921, but that the agreement should remain in effect thirty days thereafter, if necessary, in order to negotiate a subsequent contract. Your Chairman protested to the Executive Council against authorizing any strike prior to April 4th, but the protest was disregarded. The Union demanded increases of \$7 per week for day work and \$9 per week for night work, and a reduction in hours from 47 to 42 on the newspapers, and to 44 in commercial shops. The newspapers and job printing establishments joined forces and inaugurated open shop conditions. The papers were suspended from March 10th to 17th, when publication was resumed and has continued without interruption on an open shop basis.

Sixty per cent of the composing room force of the Phoenix, Arizona, Republican struck Saturday night, March 6, 1920, to force increases in pay under an unexpired contract, claiming they were "resigning as individuals." The President of the local union sent men from job shops and did everything possible to assist in getting out the paper. It was issued with some delay and serious inconvenience. Some men left the Gazette office, the evening paper in Phoenix, on the following Monday, and the President of the Union offered to supply their places and repeated the offer on Tuesday and Wednesday. He was told in each instance no men were needed. On Thursday, March 11th, the publisher of the Gazette posted a notice that thereafter his composing room would be conducted as an open shop.

### MEN REFUSED TO WORK

Nearly all members of the Union refused to work under those conditions, but the publisher had secured non-union men and was able to issue the Gazette without interruption. The Gazette composing room was under the regular A. N. P. A.—I. T. U. arbitration contract and since the President of the local union had agreed to supply all the men necessary to get the paper out, as he did in the Republican office, the charge was made that the publisher violated his arbitration obligations when he established open shop. It was necessary for your Chairman to go to Phoenix to investigate. A full report of the matter was made to the Directors of the Association.

A very serious breach of the obligations of the arbitration contract oc-

curred in Everett, Washington, when printers on the Herald were called out, after the publisher had refused a demand of the local union that he accept a local arbitration award, which he considered excessive. The publisher had appealed and the case was considered by the International Board at two meetings and deadlocked in each instance. The members of the Executive Council claimed that the publisher had broken his arbitration contract because he attended the first meeting of the International Board at which his case was considered, as the local union claimed an agreement was made before the arbitration contract was signed that neither party would appear before the International Board on any appeal cases. The publisher denied the allegation. The Executive Council authorized a strike over the vigorous protest of your Chairman, who pointed out that if the charge was true the Executive Council could not arbitrarily set aside the arbitration agreement, as the question of whether or not it had been violated should be settled in accordance with the provisions of the arbitration contract itself which has a section covering such contingencies. Soon after the local union received strike sanction the men went out and after fifteen hours the publisher surrendered "under protest." No issue was missed. This breach of the arbitration agreement was immediately reported to the Directors of the Association and they took the matter up with the Executive Council, but that body refused to change its position.

### TROUBLE IN CINCINNATI

A very serious situation developed in the city of Cincinnati because the Executive Council of the I. T. U. passed upon several issues involving the foreman of the Commercial-Tribune. The local typographical union brought a number of charges against the foreman for carrying out the publishers' instructions to discontinue paying the assistant foreman more than the contract required, after a local arbitration award which became effective as of May 1, 1920, and carried an increase of 15 per cent in pay. Two fines were imposed on the foreman and he was suspended from membership in the International Union for one year. The contract in effect provides that all grievances between the chapel and the publisher shall be submitted to the Joint Standing Committee and to arbitration, if necessary, under the regular arbitration contract which is in effect. Your Chairman called to the attention of members of the Executive Council the obligations of the local agreement and insisted that the Council could not properly make a decision in these cases. The Council did make a decision and endeavored to enforce it to the extent of authorizing the union to take a strike vote, in spite of the fact that the arbitration contract was in effect. However, when the question of strike was voted upon by the local, it failed to secure the three-fourths majority necessary; hence the men did not strike.

In spite of substantial reductions in living costs and decreases in wages in many industries the great majority of unions of the printing trades have presented proposals for large increases in wages, and many contracts have been made during the past six months which provide advances. There have, however, been forty-six unions that were reasonable, with the result new contracts with these unions were made carrying the same wages as before or

old agreements were extended without change. There are a few cities in which wages have been reduced, including:

#### AUSTIN, TEXAS

Typographical scale for night work: Pay on January 21, 1921, was: Operators, piece scale bonus not known; operators, average hourly earnings, \$1.25 per hour; machinists, \$45.00; floormen, \$45.00. On January 22, 1921, bonus was reduced making pay as follows: Operators, average hourly earnings, \$1.10 per hour; machinists, \$42.00; floormen, \$42.00.

#### LEXINGTON KY.

Typographical scale from January 1, 1921, to August 1, 1921: Night, \$42.00; day, \$40.00. From August 1, 1921, to January 31, 1922: Night, \$40.00; day, \$38.00.

#### LOUISVILLE, KY.

Typographical journeymen's scale: Night, \$39.00; day, \$36.00; plus \$6.00 a week bonus. In March, 1921, publisher reduced bonus \$1.90 a week.

Pressmen's Scale: Foremen, \$42.00 day and night; men in charge, \$36.00 day and night; journeymen, \$33.00 day and night, plus \$6.00 a week bonus. In March, 1921, publishers reduced bonus \$1.90 a week.

Stereotypers' scale: Journeymen, \$30.00 day; \$28.50 night; plus \$9.00 a week bonus. In March, 1921, publisher reduced bonus \$1.90 a week.

Mailers' scale: Journeymen, \$21.00 day and night; plus \$6.00 a week bonus. In March, 1921, publisher reduced bonus \$1.90 a week. All these (Louisville) decreases being made in accordance with contract provisions, based on living costs.

#### MEMPHIS, TENN.

The previous typographical scale for time hands was \$27.00, plus a \$15.00 bonus, making total wage \$42.00—new contract from April 4, 1921, to March 1, 1922, provides a time scale of \$40.00. The piece rate (nonpareil) was reduced from 13c to 12½c.

Besides the foregoing publishers have made twenty-six propositions for decreases. In three of these instances local arbitration has been held and local decisions were as follows:

Indianapolis—Typographical: Local decision provided same rates as before, viz.: \$45.00 per week for day work and \$49.00 per week for night work.

Omaha—Typographical: Local decision provided same rates as before, viz.: \$36.00 per week for day work and \$39.00 per week for night work, plus \$6.00 per week bonus.

Vancouver: Typographical: Local decision provided same rates as before, viz.: \$40.50 per week for day work and \$44.10 per week for night work.

In the Indianapolis case the publishers have filed a dissenting opinion and will probably appeal to the International Board. In Omaha and Vancouver appeals were taken to the International Board. The cases were considered at the February meeting and deadlocked, the International officers being unwilling to accept awards without increases. Your committee, on the other hand, refused to approve a local award in a typographical case from the city of Detroit in which increased wages were provided.

Several, if not all, of the twenty-three other proposals for reductions will probably be arbitrated, preliminary steps to this end having been completed in a few of these cases.

During the year Mr. John McParland, president of the I. T. U., was elected and assumed office on November 1, 1920. He was nominated by the Progressive faction of the International Union, but was the only representative of that element to be elected; the other four members of the Executive Council, representing what is known as the Administration party, being re-elected.

### FOUR ON 44-HOUR BASIS

There has been much interest by members of the Association in the 44-hour week movement, and a great deal of correspondence respecting it. Publishers have been reminded of the resolutions against reducing hours, adopted at the 1920 Convention of the Association, and told that International Unions would not attempt to force reductions in newspaper mechanical departments, but would no doubt insist that job departments of newspapers accept 44 hours on May 1st, in instances where local contracts do not extend beyond that date. Commercial shop employers by a very great majority are unalterably opposed to reducing hours and there is no doubt that in many cities strikes will occur in commercial shops and also in job departments of newspaper on May

1st. Many publishers having job departments stated they will close those departments for the time being at least if union men do not work 48 hours after May 1st. Reports received indicate that only four members of the A. N. P. A. have accepted the 44-hour week during the year and in one instance it was because of an arbitration award. In another case a member formerly having 48 hours agreed to 45. Your Committee has published three bulletins on developments in the 44-hour movement and furnished members interested in the question all the data it could secure regarding the purposes of the International Unions, and the plans of employers to resist reductions in hours. Your Chairman attended four meetings of State Publishers' Associations at which the matter was discussed and gave the publishers all the information he had regarding the movement and what should be done by them.

### NEW ARBITRATION AGREEMENTS

A few members of the Association have inquired about the International Typographical Union rule regarding reproduction of local matter and have been advised that those having arbitration contracts are required to comply with that regulation, but that publishers without the agreement are not under that obligation. There are some cities in which local unions do not enforce reproduction. Particulars as to this are given in bulletin No. 2415, containing comparison of typographical scales.

It is necessary at this time for members to decide what they wish to do relative to new arbitration contracts. We now have agreements with the I. T. U., I. P. P. & A. U., I. S. & E. U., and I. P. E. U. which will expire on April 30, 1922. If new contracts are to be made so they will be effective May 1, 1922, they must be negotiated this year and the agreement with the I. T. U. one is made, must be submitted to the Convention of that organization to be held in Quebec, Canada, next August. There is no question but that the officers of the International Unions will propose that the Association agree to accept 44 hours under the new arbitration contract. Your Committee cannot say whether or not they will make agreements that do not have such provisions, but believes the Association should consent to arbitration agreements which carry less than 48 hours. It has been customary in the past to appoint a special committee to take up negotiations for arbitration agreements, and it is believed that is the best plan to follow now.

### TRAVELLED 26,000 MILES

During the past year it was necessary for your Chairman to take twenty-six trips to various cities in behalf of members of the A. N. P. A. the total distance traveled being approximately 26,000 miles.

During the past year there were 26 local contracts made by members of the Association as compared with 244 during the preceding year. There are now 26 arbitration contracts in effect for composing rooms, 53 for mailing departments, 185 for stereotyping departments, 132 for pressrooms, 27 for photo engraving rooms. Last year there were 26 for composing rooms, 53 for mailing departments, 170 for stereotyping departments, 56 for pressrooms, 26 for photo engraving rooms.

There have been four I. T. U. arbitration board meetings, two I. S. & E. U. meetings and one I. P. E. U. meeting. Twenty-six cases were considered by the I. T. U. Board, one by the I. S. & E. U. Board and one by the International Photo-Engravers Union Board.

# Print Paper at Lower Prices

**N**OW is the time to tear loose from the control of those who have exploited the newspaper industry. As announced before the A. N. P. A. Convention on Wednesday last, I am in position to put newspaper publishers in touch with firm assurances of print paper tonnage at lower prices than are obtainable through ordinary channels.

Those in control of paper supply are planning to charge 5c per pound for the last half of 1921 on contract tonnage. There is absolutely no justification for this price. At a time when they are selling paper at top prices they are about to take action that may bring on a strike, through an arbitrary cut of 30 per cent in pay of their labor, undoubtedly for the purpose of helping maintain high prices. There is an abundance of paper supply at New York and nearly all other points, and publishers should refrain from being stampeded into the open market. I can place publishers in touch with from 50,000 to 100,000 tons of paper for delivery in the period of May to December, 1921, and from 100,000 to 200,000 tons for 1922 delivery.

In addition to the above, I am in position to give publishers assurance of direct mill connection with new paper mills for supply from January, 1923, and thereafter, entirely independent and free from the control of those who have exploited us in the past.

Publishers with contracts providing for adjustments in price July 1st will do well to consult me personally and in absolute confidence, in order to be free from the high prices that will be demanded of them. Publishers with firm contracts for the remainder of the year will do well to consult me. The only way to get lower and fairer prices for print paper is through buying intelligently, effectively and fearlessly.

When a man has just fallen upon me and taken my purse, it is no time to discuss future friendly co-operation and such.

In my opinion, the very life of the newspaper industry is now at stake, and we should do everything in our power to lower print paper costs, in order to enable us to slightly lower advertising rates to reap the full volume of advertising which is coming our way.

We all realize that print paper price is only one factor in the situation necessitating present high prices for advertising space, but I believe that we have it in our power to help bring down rates through securing lower prices for our newsprint.

JASON ROGERS, *Publisher*

## NEW YORK GLOBE

NEW YORK, APRIL 29, 1921



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

IN NEW ORLEANS  
IT'S—

## THE NEW ORLEANS ITEM

# WIRE NEWS

For Evening and Sunday Newspapers  
International News Service  
World Building, New York

## Another Big Plant

Now in Course of Construction at  
**Perth Amboy, N. J.**

Large increase in Savings Deposits during past year.  
For further information regarding this important territory, address Perth Amboy Evening News or F. R. Northrup, 303 Fifth Avenue, New York City.

## The Pittsburg Press

Daily and Sunday  
Has the Largest

CIRCULATION IN PITTSBURG  
MEMBER A. B. C.  
Foreign Advertising Representatives  
Metropolitan Tower, People's Gas Bldg.  
L. A. KLEIN JOHN GLASS  
New York Chicago

RECOGNIZED  
Acorn Agency (Inc.), New York City.  
Back, J., Nashville, Tenn.  
Beck Adv. Agency (Inc.), Houston, Texas.  
Betting, Thompson (Inc.), St. Paul, Minn.  
Bisherne Adv. Co., Chicago, Ill.  
Borough Adv. Agency, Brooklyn, N. Y.  
Bradfield Co. (Inc.), Detroit, Mich.  
Brisacher, Emil, San Francisco, Calif.  
Brown, Derby Co., Boston, Mass.  
Comrie & Cleary (Inc.), Chicago, Ill.  
Curtis-Newhall Adv. Agency, Los Angeles, Calif.  
Dake-Johanet Adv. Agency, Los Angeles, Calif.  
Demopolis Adv. Agency, Demopolis, Ala.  
Eberhard, Geo. F., Co. (Inc.), San Francisco, Calif.  
Ensign, F. A., Adv. Agency (Inc.), Pittsburgh, Pa.  
Farrar Adv. Co., Pittsburgh, Pa.  
Ford, Geo. W., Co. (Inc.), Atlanta, Ga.  
Friend Adv. Agency, New York City.  
Frost, Harry M., Co. (Inc.), Lynn, Mass.  
Gillham, L. S., Co. (Inc.), Salt Lake City, Utah.  
Goldman, Louis J. (Inc.), New York City.  
Hopper Adv. Agency (Inc.), New York City.  
Hower Adv. Agency (Inc.), Denver, Colo.  
Jones, Ralph H., Co. (Inc.), Cincinnati, Ohio.  
King, John S., Co. (Inc.), Cleveland, Ohio.  
Kirkpatrick, W. S., Adv. Service, Portland, Ore.  
Liberty Adv. Agency (Inc.), New York City.  
Lockwood, Russell N., Co., Los Angeles, Calif.  
Long-Costella (Inc.), Chicago, Ill.  
Lyon Adv. Service (Inc.), New York City.  
Lytle, J. Horace, Co. (Inc.), Dayton, Ohio.  
McKinney Co. (Inc.), Chicago, Ill.  
Mid-Continent Adv. Agency (Inc.), Dallas, Texas.  
Miner, Dan B., Adv. Agency, Los Angeles, Calif.  
Neshitt Service Co. (Inc.), Cleveland, Ohio.  
Oliphant, C. J., Adv. Agency (Inc.), New York City.  
Olson & Ezinger (Inc.), Milwaukee, Wis.  
Peck Adv. Agency (Inc.), Brooklyn, N. Y.  
Phillips, Harry D., New York City.  
Prather-Allen Adv. Co. (Inc.), Cincinnati.  
Robel & Bryant (Inc.), Chicago, Ill.  
Rosier, Oscar, Adv. Agency, Philadelphia.  
Ross, F. J., Co. (Inc.), New York City.  
Ross-Gould Co. (Inc.), St. Louis, Mo.  
Sacks Co. (Inc.), New York City.  
Short, Floyd, and Partners (Inc.), Chicago.  
Smith, Denne & Moore, Ltd., Toronto, Canada.  
Snodgrass & Gayness (Inc.), New York City.  
Snow, Walter B., & Staff, Boston, Mass.  
Snyder, J. A., Co. (Inc.), Chicago, Ill.  
Spivak, M., New York City.  
Staples & Staples (Inc.), Richmond, Va.  
Stavrum & Shafer (Inc.), Chicago, Ill.  
Sternau, Arthur R., Philadelphia, Pa.  
Stevens, Wallis & Brazier (Inc.), Salt Lake City, Utah.  
Sweeney & James Co. (Inc.), Cleveland, Ohio.  
Tucker Agency (Inc.), New York City.  
Walters Co., Milwaukee, Wis.  
Warfield Adv. Co. (Inc.), Omaha, Neb.  
Weill, Armand S., Co., Buffalo, N. Y.  
Western Adv. Co. (Inc.), St. Louis, Mo.  
Whidden, Guy C., Adv. Agency, Philadelphia, Pa.  
Zimmer, Walter F., Co., Detroit, Mich.

TRANSFER OF RECOGNITION  
Aitkin-Kynett Co., Phila., Pa., from Dippy & Aitkin.  
Benson, Gamble & Slaten, Chicago, Ill., from Benson, Campbell & Slaten.  
Betting-Thompson-Madden (Inc.), St. Paul, Minn., from Betting-Thompson (Inc.).  
Blackman Co. (Inc.), New York City, from Blackman-Ross Co. (Inc.).  
Clough, John L., Adv. Agency (Inc.), Indianapolis, Ind., from John L. Clough Adv. Agency.  
Conner Adv. Agency (Inc.), Denver, Colo., from Conner Adv. Agency.  
Conover-Mooney Co. (Inc.), Chicago, Ill., from Dooley-Brennen Co. (Inc.).  
Coolidge Adv. Co., Des Moines, Iowa, from Coolidge Adv. Co., Des Moines, Iowa.  
Cowen Co., New York City and Boston, Mass., from Cowen Co. (Inc.).  
Erwin, Wasey Co., Chicago, Ill., from Erwin & Wasey Co. (Inc.).  
Fairfax, H. W., Adv. Agency (Inc.), New York City, from H. W. Fairfax.  
Greve Adv. Agency (Inc.), St. Paul, Minn., from S. Greve Agency.  
Hays Adv. Agency (Inc.), Burlington, Vt., from Hays Adv. Agency.  
Henri, Hurst & McDonald, Chicago, Ill., from Henri, Hurst & McDonald (Inc.).  
Johnson-Dallis Co., Atlanta, Ga., from Johnson-Dallis Co. (Inc.).  
Lockwood-Shackelford Co., Los Angeles, Cal., from Russell N. Lockwood Co.  
Machen & Dowd Co. (Inc.), Toledo, Ohio, from Arkenberg, Machen & Dowd Co. (Inc.).  
Massengale Adv. Agency, Atlanta, Ga., from Massengale Adv. Agency (Inc.).  
Mitchell-Faust Adv. Co. (Inc.), Chicago, Ill., from Mallory-Mitchell & Faust (Inc.).  
Patterson-Andress Co. (Inc.), New York City, from W. A. Patterson Co. (Inc.).  
Sherman & Lehair (Inc.), New York City, from Sherman & Bryant (Inc.).  
Snitzler-Warner Co. (Inc.), Chicago, Ill., from Snitzler Adv. Co. (Inc.).  
Southern Adv. Agency (Inc.), Atlanta, Ga., and Memphis, Tenn., from Southern Adv. Agency, Atlanta, Ga.  
Van Haagen, John G., Adv. Agency, Philadelphia, Pa., from Van Haagen Adv. Agency.  
Von Poettgen, Carl S. (Inc.), Detroit, Mich., from Carl S. Von Poettgen.  
Williams & Cunningham, Chicago, Ill., from Williams & Cunningham (Inc.).  
Zimmer-Thein (Inc.), Detroit, Mich., from Walter F. Zimmer.

SUPPLEMENTAL REPORT  
Action taken from January 1st, 1921, to date (April 25, 1921).  
Since January 1st, 1921, fifty (50) applications for recognition have been received. Action taken as follows: Thirty-nine (39) agencies have been granted recognition, and recognition previously extended to thirteen (13) has been cancelled. Thirteen (13) applications has been refused.

RECOGNIZED  
Alexander Adv. Agency, New York City.  
Bellamy-Neff Co., Chicago, Ill.  
Bergen Adv. Co. (Inc.), St. Louis, Mo.  
Bloodhart-Soat Co., Omaha, Neb.  
Buck, Glen Adv. Co., Chicago, Ill.  
Campbell, Blood & Trump, Detroit, Mich.  
Chance, Frank S., Adv. Agency, Indianapolis, Ind.  
Chilton Adv. Agency, Dallas, Texas.  
Curtiss, John Co. (Inc.), New York City.  
Dean, E. Sterling, Adv. Agency, Toronto, Canada.  
Doe, Elmer H., Adv. Agency, Louisville, Ky.  
Dippy, Robert H., Philadelphia, Pa.  
Evans & Barnhill (Inc.), San Francisco, Calif.  
Goodwin, A. O. (Inc.), Richmond, Va., and New York City.  
Hellwig, E. W., Co. (Inc.), New York City.  
Holmes, Frances Adv. Agency, Los Angeles, Calif.  
Hunt, Atlee F., Co., Oakland, Calif.  
Koch Co., Milwaukee, Wis.  
Kraff Adv. Agency, Minneapolis, Minn.  
Livermore & Knight Co. (Inc.), Providence, R. I.  
McClure, O. J., Adv. Agency, Chicago, Ill.  
McVey, Hugh, Adv. Co., Philadelphia, Pa.  
Marks Advertising Co. (Inc.), New York City.  
Miller Advertising Service, New York City.  
Murphy, Carroll Dean (Inc.), Chicago, Ill.  
Paris, Daniel E., Boston, Mass.  
Porter, DeForest, Service, Buffalo, N. Y.  
Purkis, Thornton, Toronto, Canada.  
Rosenberg, Arthur Co. (Inc.), New York City.  
Shuman & Pomeroy (Inc.), Chicago, Ill.  
Smith, Endicott Co. (Inc.), Boston, Mass.  
Smith-Ferris Company, Los Angeles, Calif.  
Suedhoff-Ross Co. (Inc.), Fort Wayne, Ind.  
Sugden, J. L., Adv. Co., Chicago, Ill.  
Temper, Clifton H., Agency, San Antonio, Texas.  
Turner, Wagener Co. (Inc.), Chicago, Ill.  
Universal Adv. Service (Inc.), Chicago, Ill.  
United States Adv. Corp., Toledo, Ohio.  
Young, Lloyd W., Cleveland, Ohio.

### TRANSFER OF RECOGNITION AND CHANGE OF RATING

Fisher-Brown Adv. Agency (Inc.), St. Louis, Mo., from Fisher-Ruebel-Brown Adv. Agency (Inc.).  
Southwestern Adv. Co., Oklahoma City, Okla., from corporation to business trust estate.

## HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. Entree & Praxson will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR.

The Chicago Evening Post devotes a quarter-page each day to the "Boys and Girls Post," which is a section made up almost entirely of contributions of poems, stories, school news, etc. submitted by children. Every Friday the staff of a different high school paper is given charge of the section.—R. R.

Short stories describing the hobbies of city notables and near notables are used with good effect by the Detroit Journal. New news sources are made as well as copy interesting to thousands of the subject's friends. Often these stories concern persons whose names are rarely seen in the papers. Beat reporters write a few of these stories every so often, generally two to four sticks in length, each accompanied by a portrait for a half-column cut.—E. C. L.

Have the leading merchants and business men of the town express opinions as to whether or not they think college graduation is essential to success in their particular business.—G. H. D.

A series of bird pictures with notes from a well known syndicate is being run with notes by a local bird enthusiast. Suppose today, the article discusses the flicker. This is supplemented by notes by the local bird observer, telling when, in this town or in some other part of this county, he first saw the flicker this season or some other season.—J. L. M.

## The Detroit News

THE Detroit News has achieved almost as fine a circulation lead Sunday as daily. This accounts for the News leading its field in advertising Sunday as well as daily, as proven by the 1920 record.

## Durham, N. C. RENOWNED THE WORLD 'ROUND

Home of the World's largest Cigarette factories and Hosiery Mills, Large Tobacco Warehouses, eleven banks, Trinity College, and—  
**The Durham Herald**  
"SUPREME IN ITS FIELD"  
A high grade morning publication.  
Member Associated Press and A. B. C. Has the largest percentage Home Delivered circulation of any paper in the Carolinas. Carries more Local and Foreign advertising than any other Durham paper. Use The Herald and cover Durham territory at one cost.  
Represented by  
**Frost, Landis and Kohn**  
New York Chicago Atlanta

## Few Papers—(if any)—surpass the TRENTON 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.  
Marbridge Bldg. Lytton Bldg.  
New York Chicago

## A business depression has no terrors for the North Jersey Shore—the field dominated by

**THE ASBURY PARK PRESS**  
(Evening and Sunday)  
This territory has factories that produce \$25,000,000 annually; farms yielding \$10,000,000 annually; and a huge resort business besides.  
It requires a panic, indeed, to seriously affect all of these lines of endeavor.  
Member A. B. C. Standard Rate Card  
Frank R. Northrup, Special Representative  
303 Fifth Avenue, New York City  
Association Bldg., Chicago, Ill.  
J. LYLE KINMONTH, Publisher  
Asbury Park, N. J.

## New York American

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

**AD BUREAU HEARS TRUTHS ON NATION'S CONDITION**

(Continued from page 17)

cent normal, as compared with 72 per cent in April, 1920, and 84 per cent in April, 1919, and wages are from 25 to 35 per cent less than last year.

"In the end the farmer will profit most by not seeking to increase the price of his products by artificial means and economically unsound devices but by exerting his powers to effect a readjustment of commodity prices and production costs to a fair, stabilized basis. His trouble today is chiefly maladjustment, and the solution of the problem is balanced readjustment. The farmer has most to gain finally by producing as much primary wealth as his land will yield. Prosperity is essentially based on production.

**REAL CAUSE OF OUR DEPRESSION**

"And if the period of deflation through which we are passing has taught our business men anything it should have impressed upon them the absolute necessity for adequate financial reserves to take care of the 'lean' years that follow the 'fat' years. Many business interests have depended too much on the banks in the last year to meet exceptional situations, because those interests did not have foresight to create a sufficient surplus for just such exigencies as occurred and were long foreshadowed.

"We must also understand the necessity that rests upon all of us to work out our salvation on a new basis of values. Our principal difficulty is that all of us have not visualized that cardinal fact.

"But, after all, the enactment of emergency tariff legislation, the changing of taxes, the return to inflation, the reduction of railroad rates and other similar measures advocated today as panaceas of our economic ills cannot solve our problem. They could not materially better domestic conditions even were all of them sound and safe—which they are not, because the real reason for our present depression lies in international economic paralysis. Our task, therefore, is to help speed world stabilization, and the sooner we appreciate that duty, as well as opportunity, the quicker will we dissipate the depression that retards business activities in this country. We must aid far more than we have in putting Europe back to work.

"The world still requires in vast quantities the things which we can best supply. What men need they will purchase if they are able to pay therefor. When the present reaction in prices has run its course our export trade in merchandise can, if adequately supported by credit and banking facilities, be increased; though the present great excess over imports cannot be carried indefinitely.

**DUTY RESTS ON ALL**

"By and large, however, the duty of supporting our foreign trade does not rest entirely on the banker. Our banks cannot work alone; they must have the co-operation of their customers, if our trade is not to suffer a decline as spectacular as has been its rise. If the hanks tied up their liquid funds in long-term investments, no matter how good the security, there would soon be no more liquid capital and the wants of our agriculturalists and manufacturers could not be supplied.

"The variety of our foreign trade is now so wide that an excess of production over consumption reacts upon every class of our population. The duty, therefore, of supporting our foreign trade in this time of readjust to the more permanent conditions of the future

rests on every individual citizen who feels that his welfare and prosperity are not independent of the economic position of his country. And that is the message which those who play so vital a part as the members of this organization in the moulding of public opinion in this country should convey to the great mass of our people. In brief, our principal problems are no longer domestic, they are international. That is the paramount meaning of our new post-war economic and political status."

**THE FUTURE NOT DARK**

E. J. Cattell, Statistician of the City of Philadelphia, famed for his power of oratory—he has delivered 300 addresses, it was announced, since the first of this year—and the remarkably apt stories with which he decorates his public speeches, convulsed his audience with laughter at some points and with equal ease led them to contemplation of serious subjects.

"With fifty-five years of clear-cut memory of our national progress," said Mr. Cattell, "I find nothing in the present that makes me doubtful of the future of our country. We are hearing just now a great deal about the enormous debts that the war has piled up, both here and abroad. But we hear very little about the enormous savings that the war forced upon us.

"I deal in statistics, as you know. Will you let me tell you that the savings of the American people during the war—and by savings I mean the cutting down of waste—amounted to more than \$12,000,000,000? Couple that with the habits against waste that were formed during the war and that are still practiced by a great number of our population, and the result for our national benefit can scarcely be expressed in figures prefaced by the dollar mark.

"Again, by our improved and increased producing facilities we added another \$12,000,000,000 to our material wealth; and that makes \$24,000,000,000. Let us think of these things when we talk about our war debts and our heavy obligations.

"Another thought on this—and again from the view-point of a man who is always dealing with figures: If we would—and we could—save 15 per cent from our normal expenditures we could pay all our war debts in five years. They are such a small matter, looked at from these angles, that they ought to scare nobody.

"There is another consideration not always taken into account when we think of the economic future of our country. We are working toward disarmament. Ten million valuable lives were taken by the war from the producing element of the world. Today we have hordes of men in armies and navies who produce nothing, but who have to be fed by the workers. If we can free them so that they can go into the workshops of the world their productiveness will wipe out entirely the loss occasioned by the sad and unnecessary deaths of their brothers."

**To Meet in Hutchinson**

HUTCHINSON, Kan.—The 1922 convention of the Missouri Valley Conference of employing printers will be held here, according to a message received from W. J. Leatherman, of the Hutchinson Gazette, delegate from the local offices to the convention at Des Moines.

**Caldwell Paper Company**  
Wholesale Paper Dealers  
489 Fifth Avenue New York

**SUPPLIES & EQUIPMENT**

For Newspaper Making

**For Sale**  
Brass leads and slugs at 60c. per pound. First class condition. Itemized list furnished on request. Enquirer-News Co., Battle Creek, Mich.

**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.

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

**Peckham Machinery Co.**

Marbridge Building

N. Y. City

Phone, Fitzroy 6659 Room 1029

10 Years Selling Web Presses, Linotypes and Newspaper Equipment

An experience of 30 years in Selling and Equipping Newspaper plants at your service

**Publishers**

RARE OPPORTUNITY TO SECURE LOW PRICED USED PRESS

**Hoe Sextuple**

Capacity, 48,000 papers per hour (2-4-6-8-10-12 pages); 24,000 (14-16-18-20-22-24 pages); 12,000 (28-32-36-40-44-48 pages).

Must be sold during convention. For appointment in New York address Box A-510, Editor & Publisher.

**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, and Form Tables, all in A-1 condition.

Will be sold reasonably, immediate delivery to make room for our new plant.

**THE DULUTH HERALD**

DULUTH :: :: MINNESOTA

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 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      |



BETTER MEN FOR BETTER POSITIONS

SITUATIONS WANTED

A WORD for advertisements under this classification. Cash with order. For those employed one insertion (adv. not to exceed 50 words) FREE.

Advertising Manager... 35 years old, desires situation as assistant manager, or advertising manager on up-to-date daily, can handle all kinds of advertising...

Classified Manager... on daily newspaper; town of 200,000 in Middle West preferred. Previous experience in display selling and assistant classified manager of classified department carrying 3,000,000 lines last year.

Circulation Manager... with several years' experience in metropolitan and small city dailies desires to make a connection with a live daily west of Mississippi River.

Circulation Manager... 32, married, worked up from carrier, twelve years' experience; believe in steady systematic building; have reached limit with paper of 13,000 circulation; prefer central states.

Position Wanted... assistant to manager. Make-up, advertising, salesman, 25, employed, married, wants leave base. Capable installing and operating systems to produce best results with minimum expense and trouble and least chance error.

Editorial Writer... seeks new field. Can manage news department. Address Box C-994, Care Editor & Publisher.

Syndicate Salesman... of the publisher of a syndicated article to which several important dailies throughout the country already subscribe is anxious to obtain the services of some traveling man enjoying an acquaintance with the journalistic profession who can take on the sale of the article as a side line.

For a Newspaper Publisher... advertising department is facing entirely new conditions in the business world today. It is changing to meet those conditions, thereby keeping abreast of the times? Two young men, under thirty, who have successfully sold newspaper, magazine and farm paper space, believe that an accurate knowledge of merchandising, backed by real selling ability will win out for some publisher over existing conditions and increasing competition.

Wanted... young man twenty-two years of age, single, wants position as traveling salesman for newspaper supply house. Have had several years experience in newspaper circulation work.

Want a Job... know the newspaper business inside out, from newsboy to publisher and in every department, circulation, advertising, accounting, editorial, mechanical, and want a job as business manager or general manager, where I can cash in on this knowledge.

News Editor... New York and Chicago experience qualifies for copy or telegraph desk or entire editorial management. Excellent editorial writer. Prefer permanent opportunity in small city in extreme West or East. Age 26, married. Highest references. Address M. T., Room 903, 108 S. La Salle St., Chicago.

SITUATIONS WANTED

Managing Editor... Fifteen years Hearst service, last five years Assistant Managing Editor largest afternoon paper on Pacific coast. Am all round, experienced newspaper Editor now employed, wants a change. West preferred. Answer Box A-504, Care Editor & Publisher.

HELP WANTED

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

Editorial Writer... Young, experienced, broad gauge man for high grade Independent Republican daily newspaper in large Eastern city. Give full information in first letter as to experience, references, etc., and send samples of work and photograph. Man must be possessed of executive ability and be able to handle men and be a working foreman himself. Address full particulars to Box A-505, Care Editor & Publisher.

A Good Opening... awaits a competent working printer on an evening newspaper near New York. Ideal working conditions and a good permanent position. Man must be possessed of executive ability and be able to handle men and be a working foreman himself. Address full particulars to Box A-505, Care Editor & Publisher.

Reporter Wanted... Daily newspaper in town of 100,000 wants an alert young man as reporter. Must have some experience and a good "nose for news." State qualifications by letter to the Daily Advance, Staten Island, N. Y.

BUSINESS OPPORTUNITIES

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

Business Opportunity... An experienced newspaper man who can take an interest in a morning daily to be established in a city in the central west. Very modern plant available. A good manager with circulation experience or editor preferred. Big field, success assured. Give experience, age, amount available for investment in first letter. Address N. Gallagher, 751 W. 77th St., Chicago, Ill.

LEGAL NOTICE

TO THE STOCKHOLDERS OF THE EDITOR AND PUBLISHER COMPANY: The annual meeting of the stockholders of THE EDITOR AND PUBLISHER COMPANY will be held Wednesday morning, May 11th, at eleven o'clock, at the general offices of the Company, Pulitzer Building, suite 1116, 63 Park Row, New York, for the purpose of election of directors and two inspectors of election and for the transaction of such other business as may properly come before the meeting.

HEARST SERVICES ENTERTAIN

Visiting Newspaper Men Help Koenigsberg Make Tuesday Night Big

What followed the dinner given by M. Koenigsberg at the Friars' Club in behalf of King Feature Syndicate, Newspaper Feature Service, International News Service, Universal Service and Star Ad-craft Service on Tuesday night was called a Lollypop Lark. It may have been but about six hundred visiting delegates to the American Newspaper Publishers' Association convention spoke of it as the big night of the week.

Little bits of many of the good things of Broadway were among the entertaining contributions and among the Hearst stars that helped to make the night bright were:

George McManus, Tom Powers, H. H. Knerr, F. Opper, Jean Knott, Walter Hoban, Harry Hershfield, T. A. Dorgan, J. T. Callahan, Rube Goldberg, Cliff Sterrett, A. C. Fera, Frank Williard, Billy DeBeck, J. E. Murphy, E. Segar, Russ Westover, Winsor McCay, Hal Coffman, Joe McGurk, "Bugs" Baer.

As usual, Fred Block, busiest and most friarly of all Friars, was everywhere, doing everything, all the time, to make the occasion a brilliant and memorable success.

"LIFTING" COPYRIGHTED NEWS UNLAWFUL

New York Tribune Wins Important Decision in Case Against Chicago Record-Herald—Only a Part of Story was Quoted

A decision by the United States Circuit Court of Appeals of the Seventh Circuit, upholding the New York Tribune in its suit against the Chicago Record-Herald Company, for an infringement of the copyright law, will have far-reaching influence, it is believed, in protecting publishers of this country.

The offence with which the Record-Herald Company was charged was the publication of an article on February 3, 1917, headed "Germany Pins Hope of Fleet on 300 Fast Submarines." This article began: "New York, Feb. 3, 3 a. m. (Special).—The Tribune this morning in a copyrighted article of Louis Durant Edwards, a correspondent in Germany," and proceeded to quote verbatim several sentences, or paragraphs, from the Edwards article, which was much longer than that appearing in the Chicago Herald, a morning newspaper, now defunct.

The Tribune's complaint set forth that the Edwards article was offered to the Herald and was refused. The story then was accepted by the Chicago Daily News, an evening newspaper, but this publication in turn declined to accept it when the article to which objection was made appeared in the morning Herald of that date.

The United States District Court of Northern Illinois rendered judgment for the Tribune at the trial of the suit, but the Record-Herald Company appealed to the Circuit Court, contending that news could not be copyrighted. The observations of the higher tribunal on this contention are considered of the utmost importance to publishers. The opinion says:

"It is true that news as such is not the subject of copyright and so far as concerns the copyright law, whereon alone this action is based, if the Herald publication were only a statement of the news which the copyrighted article disclosed, generally speaking, the action would not lie.

"But insofar as the Edwards article involves authorship and literary quality and style apart from the bare recital of the facts or statement of news, it is protected by the copyright law."

Another observation by the court, which will set a precedent that will protect publishers in future, is that disposing of the Chicago newspaper's contention that the Herald article was much shorter than that offered by the Tribune, therefore contained no substantial part of it. Of this the court rules:

"We find no merit in the contention that the Herald publication constitutes no substantial part of the copyrighted article.

"It presents the essential facts of that article in the very garb wherein the author clothed them, together with some of his deductions and comments thereon in his precise words, and all with the same evident purpose of attractively and effectively serving them to the reading public.

"Whether the appropriated publication constitutes a substantial portion of that which is copyrighted cannot be determined alone by lines or inches which measure the respective articles. We regard the Herald publication as in

truth a very substantial portion of the copyrighted article and the transgression in its unauthorized appropriation is not to be neutralized on the plea that 'it is such a little one.'"

The opinion was written by Justice Alschuler and was concurred in by Justices Baker and Evans.

May Amend Constitution

At the regular monthly meeting of the New York Press Club, May 3, the following amendment to the constitution, offered by D. A. Curtis, will be considered: "Resolved, That Section 10 of Article IV of the by-laws of the New York Press Club be amended by striking out the words 'and his successor chosen for until the next election of the club' and substituting therefor the words 'and his successor shall be elected at the next regular election of the club or at a special election which may be called for the purpose provided in Section 7 of the article.'"

\$50,000.00

We have customer with above amount available in cash, as first payment on substantial, net earning EVENING NEWSPAPER. Prefer Middle Atlantic or Southern State. Correspondence confidential.

HARWELL & CANNON Newspaper and Magazine Properties Times Bldg. New York

SHOWALTER'S Advertising & Promotion Service

Founded by W. D. Showalter Carried on by E. J. Craine 51 Irving Place For Newspapers and Magazines

Monthly promotion copy for use in building up classified and store advertising. A service that educates readers to read the advertisements and stimulates merchants to advertise adequately. Write for particulars and rates on four month's trial service.

EQUIPMENT FOR SALE

24-page High Speed Straightline Goss. New in 1916. 7 or 8 cols. Type length only 20 in. Tapeless folder. Simplex control. Complete stereotype equipment, including new dry mat process. 16-page Straightline Goss. 7 or 8 cols. Type length 21 1/2 in. Complete stereotype equipment, including motors. Standard make Presses from 8 to 40 page capacity. Also, 1 Model 8 Linotype, practically brand new; 1 Model 5; 1 Model 2; 1 Intertype, Model A; 1 Intertype, Model B. Immediate Deliveries Wire or Write SOUTHERN PUBLISHERS EXCHANGE, Incorporated Newspaper Properties and Equipment 12 North 9th St. P. O. Box 1597 Richmond, Virginia

\$15,000 buys

one-half of only daily newspaper property of a small city. Owner of this interest drew \$40 a week salary in 1920 and \$1,300 in cash dividends. Proposition V. T.

Charles M. Palmer NEWSPAPER PROPERTIES 225 Fifth Ave., New York

Editor &  
 Publisher  
 Classified  
 Advertisements  
 find  
 Better  
 Positions  
 for  
 Ambitious  
 Newspaper  
 Men

## PREACHER WILL EDIT DENVER POST

**Will Play Down Sensationalism—Bitter Sermon Brings Offer of Editorial Control for Day—Dr. Boyle For Flaming Convictions**

(By Telegraph to EDITOR & PUBLISHER)

DENVER, April 27.—Dr. W. H. Wray Boyle, pastor of the Central Presbyterian Church here, will edit the Denver Post on May 5 or 6, it was announced this morning, following a sermon delivered from his pulpit Sunday evening on "The Perils of the Press."

Dr. Boyle has some very definite ideas on what news is, what is not news, how news stories should be displayed, what should be printed, what should not be printed, according to the statement made in the Denver Post front page story that the Denver pastor would turn editor for a day.

The eminent churchman said this morning he would accept the invitation extended him either on Thursday or Friday, depending on his time.

"If ten thousand citizens were only brave enough to ring true to their convictions, they would say: 'Close up the sewer of the racy story, which takes the edge off the moral sensibility of childhood, or cease to deliver your newspaper at my door.'"

This statement was made by Dr. Boyle in his sermon Sunday night in censure of the "publication which is purveyor of sensation for sensation's sake."

"Flaming convictions, not flaming headlines, keep the public's confidence in a newspaper," he declared, and added, "The corner of the press that caters to the sewer-pipe type of mind loses its confidence among the readers."

Dr. Boyle said his ideal journalist would never stoop to the level of a faked interview. "He will not specialize in half-truths in order to create a sensational paragraph."

"Why should the ink of the sanetum be dipped in the slime of high or low life in Texas or New York or Los Angeles with their unblushing exploits, while millions of American homes, with no skeletons in their closets, are building home life heavenward and teaching their children to be white flowers in the garden of the Lord?"

Dr. Boyle said this morning his policy in editing a newspaper for one day would be that of sensationalism "played down."

### Rocky Mountain News Celebrates

(By Telegraph to EDITOR & PUBLISHER)

DENVER, April 27.—The Rocky Mountain News, the only morning newspaper published here, and one of the John C. Shaffer publications, celebrated its sixty-second birthday April 23. A reproduction of the first page of the first issue under the editorship and ownership of William N. Byers was run on the first page of all editions. Arthur E. Pierce, who was present when the first copy was run off, contributed a feature article on the founding of the Rocky Mountain News.

### Vincent B. Kelly Dead

Vincent B. Kelly, for many years a newspaper writer on national politics, and active in civic affairs at Palisade, N. J., died April 28 in a hospital at Englewood, N. J. He had been ill only a short time, and was taken to the hospital last Sunday. Diabetes caused his death. Mr. Kelly's newspaper work

began in Springfield, Ill., whence he went to Chicago, where he covered national conventions and gained a reputation as a political correspondent. Later he went to Washington, and finally came to New York. Here he was night editor of the Herald. At the time of his death he was on the staff of the Evening World.

### A. B. C. SEEKS HAYS' HELP

**Wants P. O. Statement Abolished and Six Month Limit on Arrears**

The board of directors of the Audit Bureau of Circulations at its meeting Wednesday afternoon decided to take definite action toward abolishing the publishers' statement to the Government as injurious to honest publishers and useless to advertisers; to appeal to Postmaster General Hays to rule that subscriptions shall not be counted for second-class mail privileges when they are more than six months in arrears, instead of one year as now obtains, and to rule that at least 50 per cent of the subscription price of any publication shall be received direct from the subscriber himself.

A committee will be appointed today to place the matters before Mr. Hays. O. C. Harn and Stanley Clague will represent the A. B. C. on the committee, which will be completed by the appointment of representatives of national advertisers and of the publishers.

The board of directors re-elected Henry Schott vice-president. When Mr. Schott left Montgomery Ward & Co., he resigned his office with the A. B. C. Now, having become general manager of the Seaman Paper Company and so again eligible for office, he resumes his place.

G. Lynn Sumner, of the International Correspondence Schools, Seranton, Pa., was elected a director to fill the vacancy caused by the retirement of Lucius L. King.

### PREPARE FOR MILL STRIKE

**Canadian Newspapers Buying Heavy Stocks of Newsprint**

(By Telegraph to EDITOR & PUBLISHER)

OTTAWA, Ont., April 26.—While both sides express confidence that a strike of paper mill workers will be avoided between now and May 1, Canadian publishers are taking no chances of a possible tieup. In the event of the mills closing.

As a result of the men refusing to accept a reduction in wages the local mills have been bombarded with requests for newsprint during the past month and have turned down many orders above their customers regular amounts. The Booth Company has refused to supply papers with more than their normal quantity of paper, but the Eddy Company has been able to fill some orders above normal.

### Stockbridge Bankrupt

Frank Parker Stockbridge, of New York, well known as a newspaper man and writer, has filed a petition in bankruptcy with liabilities of \$25,352 and assets of \$4,150. The assets include real estate, \$2,500; accounts, \$315, and unliquidated claims, \$825. Mr. Stockbridge formerly was secretary of Old Colony Club, Inc., and editor of Old Colony Magazine.

### Chicago Agency Moves

The Matteson-Fogarty-Jordan Company has moved to 215 North Michigan avenue, Chicago

## A LATE SERIAL The Ghost Garden

by Amelie Rives  
(Princess Troubetskoy)

Already ordered by

New York World	San Diego Sun
San Francisco Star	Evansville Press
Cincinnati Post	Oklahoma City News
Seattle Star	Columbus Citizen
Los Angeles Record	Houston Press
Des Moines News	Tacoma Times
Cleveland Press	Duluth Herald
Spokane Press	Dallas Dispatch
Akron Press	Portland News
Sacramento Star	Memphis Press
Terre Haute Post	Toledo News Bee

A Southern story of exquisite charm and sentiment, with a background of the supernatural

Wire your order

**McClure Newspaper Syndicate**

373 Fourth Avenue New York City

1920

Indication of Lineage Increase  
 1920 vs. 1918  
 in the  
**BOSTON AMERICAN**  
 on  
 Financial Advertising

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

1918

Buy Space in Boston's Greatest Evening Newspaper

**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 90 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.

**"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

**EQUIPMENT FOR SALE**

Advertisements in  
**EDITOR & PUBLISHER**  
 Bring Results

# A Great Newspaper In a Great Field The Minneapolis Tribune

## Complete All-day Daily and Sunday Newspaper Service—

The Minneapolis Tribune is a complete newspaper. It is comprised of The Minneapolis Morning Tribune, The Minneapolis Evening Tribune and The Minneapolis Sunday Tribune. The Minneapolis Morning Tribune is the only morning newspaper published in Minneapolis. The Minneapolis Evening Tribune and the Minneapolis Morning Tribune cover the full twenty-four hours of the world's news, so that the subscriber taking either has the day's news in complete form. For that reason these papers are sold separately at the full subscription price for each, thus eliminating duplication of circulation. At the same time the advertiser buys space in both for the one nominal price—a rate usually charged by the paper with only one edition. The Minneapolis Sunday Tribune is the greatest Sunday newspaper in the Northwest. It is the only Sunday newspaper published in Minneapolis that prints the Associated Press telegraphic and cable news, and it exceeds by more than 50,000 the paid circulation of any other Minneapolis Sunday newspaper.

## Circulation Constantly Predominant—

For many years The Minneapolis Tribune has led the field in the Northwest in both daily and Sunday net paid circulation, and now is selling more than 120,000 copies daily and more than 150,000 copies each Sunday.

## Reader Interest and Prestige—

The Minneapolis Tribune is the oldest newspaper of continuous publication in Minneapolis. It was established in 1867, in which year the city was incorporated. Ever since that time, but particularly in later years, The Tribune has wielded a tremendous influence for the development of Minneapolis and the Northwest as a whole. Its voice has been raised always in behalf of those aims, objects and projects, the achievement of which stands for good government, clean morals, educational advancement, better business and all those fundamentals upon which are builded the better American home.

## Its Earnings Reinvested—

Necessarily much of the earnings of The Tribune have gone back into production—into the employment of men and women, not only of local worth, but who have made their names famous nationally and internationally; in the purchase of the newest and most widely interesting of news and feature services; in the establishment of the most modern devices in mechanical equipment, and lastly—

## An Eight-page Rotogravure Section—

The Tribune has once more demonstrated its eminent leadership by the institution of a complete equipment for the production in its own office, by its own art and engraving departments of what is freely acknowledged as the best printed, best assembled and most beautiful rotogravure section in the United States.

It is a part of The Minneapolis Sunday Tribune and there is none other between Chicago and the Pacific coast assembled and printed in its home office on its own rotogravure press.

## Makes Its Own Paper—

But that is not all. In its regular everyday press work, in the quality of print paper used, made in its own complete paper mill at Manistique, Mich., in the wonderful perfection of the colors in its Sunday magazine section—printed by the most expert color pressman west of New York—The Tribune is supreme.

The cost of advertising per thousand circulation in The Minneapolis Tribune is less than that of any other paper published in Minneapolis or St. Paul, being in The Daily Tribune 19/100 cents per line; and in The Sunday Tribune 15/100 cents per line per thousand circulation.

For these reasons The Tribune, both daily and Sunday, by the almost uncomputable reader interest it has built and constantly maintains, multiplies manifold the value of the average newspaper as an advertising medium. This great reader interest value—this great prestige—the advertiser in The Tribune gets with a rate so nominal and so little in excess of less valuable mediums and so thoroughly proved by consistent advertisers, that the lead of The Tribune in advertising patronage is taken as a matter of course.

## Supreme in Advertising Patronage—

In national display advertising The Tribune has led its field consistently since 1912, as shown by the appended statement:

Year	Tribune Lines	Second Paper	Tribune Lead
1912	1,279,157	964,141	315,016
1913	1,271,190	1,056,071	215,119
1914	1,305,867	1,013,799	292,068
1915	1,756,966	1,445,138	311,828
1916	1,842,613	1,496,276	346,337
1917	1,647,673	1,282,056	365,617
1918	2,544,323	2,318,096	226,227
1919	2,598,248	2,432,759	165,489

This is a total lead over the eight-year period of 2,137,731 pages lines of national display advertising.

In total advertising for 1920 The Tribune published 15,716,459 lines, which was 221,512 lines more than its nearest competitor carried.

## Maintains Continuous Big Lead in Classified Advertising—

There is one infallible method of determining the most productive newspaper of a community as to advertising returns, and that is to check the volume of classified, or want ads published. In this class of advertising The Tribune is, and has been for many years, absolutely predominant, as witness:

Year	Tribune Lines	Second Paper	Tribune Lead
1911	2,865,659	2,720,397	145,262
1912	2,899,130	2,665,969	233,161
1913	2,536,762	2,697,183	160,421
1914	2,986,467	2,600,082	386,385
1915	2,486,589	2,162,131	324,458
1916	2,759,463	2,437,733	321,730
1917	3,001,596	2,559,366	442,230
1918	2,941,130	2,463,393	477,737
1919	3,425,811	2,933,347	492,464
1920	4,066,512	3,423,595	642,917

The greatest predominance of The Tribune in classified, however, is best shown in the individual number of classified ads published. In these The Tribune has led all other papers year after year by more than 100,000 ads—a truly remarkable preference for The Tribune.

## Class and Mass Circulation and Patronage—

The Tribune enjoys the patronage to a leading extent not only of the highest class of advertisers, but of all other classes as well, just as its circulation is one of class and mass—the paper of all the people.

The Minneapolis Tribune  
The Greatest Advertising Medium  
West of Chicago



