

MAY 10 '20



EDITOR & PUBLISHER



1884 *The Oldest Publishers' and Advertisers' Journal in America* 1920

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The House Built on Sand

was a fine-appearing structure. But the parable shows what became of it under the assaults of time.

It was the house built upon the rock that still stood firm and impregnable, long after the house with unsound foundations had vanished.

The old parable applies with disheartening exactness to the question of newspaper circulation.

How many newspapers there are which, under artificial stimulus, make a brave showing—only to crumble in the test of time.

But a newspaper whose circulation is built upon the rock of public approval, whose foundations are sunk deep in the public trust—that newspaper prospers and waxes with the years.

Such a newspaper, going daily into nearly four hundred thousand Chicago homes—not just this month, nor just this year, but *every* month, *every* year, is

THE DAILY NEWS - - FIRST IN CHICAGO

Selected Newspapers of New England READY TO SERVE!

MASSACHUSETTS—Population, 3,605,522		Circu- 2,500 10,000
		lation lines lines
Attleboro Sun	(E)	4,795 .0225 .015
Boston Sunday Advertiser	(S)	388,559 .40 .40
Boston American	(E)	291,461 .45 .45
Boston Globe	(M&E)	282,172 .35 .35
Boston Globe	(S)	327,924 .45 .45
Boston Post	(M)	407,787 .45 .45
Boston Post	(S)	342,524 .35 .35
Boston Record	(E)	42,189 .20 .20
Boston Transcript	(E)	33,404 .20 .20
*Fall River Herald	(E)	10,140 .03 .03
†Fitchburg Daily News	(E)	4,563 .01785 .01785
Fitchburg Sentinel	(E)	7,669 .04 .03
Haverhill Gazette	(E)	14,596 .04‡ .03
Lynn Item	(E)	15,504 .055 .04
Lynn Telegram-		
News	(E&S)	15,677 .04 .04
Lowell Courier-		
Citizen	(M&E)	17,147 .045 .045
New Bedford Standard-		
Mercury	(M&E)	27,407 .06 .06
Salem News	(E)	18,811 .06** .05***
Worcester		
Telegram	(M-S)	34,751 .13-.15 .12-.15
MAINE—Population, 762,787		
Bangor Daily Commer-		
cial	(E)	14,356 .04 .03
Portland Daily		
Press	(M&S)	14,566 .03 .03
Portland Express	(E)	23,726 .08 .055
Portland Telegram	(S)	21,942 .07‡ .055
NEW HAMPSHIRE—Population, 500,510		
†Concord Daily		
Patriot	(M&E)	4,130 .025 .015
†Manchester Union-		
Leader	(M&E)	25,375 .08 .06
RHODE ISLAND—Population, 652,335.		
Newport Daily News	(E)	6,109 .0335 .0293
Pawtucket Times	(E)	23,372 .06 .05
†Pawtuxet Valley Daily		
Times (Arctic)	(E)	2,230 .021429 .021429
*Providence Bulletin	(E)	54,632 .135 .135
Providence Journal (M-S)		30,856 .08-.12 .02-.12
Providence Tribune	(E)	26,729 .09 .08
Westerly Sun	(E)	4,451 .02 .02
Woonsocket Call-		
Reporter	(E)	12,662 .04 .035
VERMONT—Population, 361,205.		
Barre Times	(E)	7,001 .0225** .0175
Burlington Daily News	(E)	7,512 .035 .03
Burlington Free Press	(M)	11,117 .035 .035
*Rutland Herald	(M)	7,917 .025 .025
St. Johnsbury Caledonian		
& Newport Record	(E)	2,460 .013 .013
CONNECTICUT—Population, 1,114,756.		
Bridgeport Post-		
Telegram	(M&E)	46,730 .115 .11
Bridgeport Post	(S)	16,653 .065 .06
Hartford Courant	(M-S)	28,743 .06-.08 .06-.08
Hartford Times	(E)	37,324 .08 .08
New Haven		
Register	(E&S)	28,334 .08 .07
New London Day	(E)	10,470 .06 .035
New London		
Telegraph	(M)	5,120 .0179 .0179
Norwich Evening		
Record	(E)	3,350 .025 .015
Norwalk Hour	(E)	3,860 .025 .025
Stamford Advocate	(E)	8,097 .035 .025
Waterbury		
Republican	(M)	10,726 .045 .035
Waterbury		
Republican	(S)	11,962 .045 .035
Government Statements, April 1st, 1920.		
*A. B. C. Report, April 1st, 1920.		
†Government Statement, October 1st, 1919.		
‡Rate on 3,000 lines.		
**Rate on 3,500 lines.		
***Rate on 7,000 lines.		

Don't you hear "The East" a- calling? Calling YOU!

Not the "mysterious East of Suez on the road to Mandalay" or the "back home" of every excursionist to the so-called "wild and wooly," *BUT* good old New England with 40% of the Nation's savings deposits, 7½% of its population, and "GOOD WILL" to give fame and fortune to any National Advertiser who can win and keep it.

AND the New England newspapers have more than 2,000,000 daily circulation to give potential power to his advertising.

In New England *KNOWN* "PROPOSITIONS" keep moving, *by advertising*

—the *DAILY PAPERS* carry the printed word *HOME* and build up *GOOD WILL*.

The
LARGEST PAPER
In the State of Connecticut

The
HARTFORD
Sunday
COURANT

ONLY SUNDAY PAPER IN HARTFORD

Covers the Field Thoroughly

Gilman, Nicoll & Ruthman
REPRESENTATIVES
World Bldg Tribune Bldg.
New York Chicago

PHILADELPHIA

IS THE THIRD LARGEST MARKET IN THE U. S. FOR

Summer Floor Coverings

At this time of the year most of the housewives in the four-hundred thousand homes in Philadelphia, not to mention those in the suburban zone, are getting ready for the summer.

Philadelphia is also the centre of a belt of summer resorts such as Atlantic City, Cape May, Wildwood, Ocean City, Seaside Park, Delaware Water Gap, Eagle's Mere, etc., and most of these places are peopled with summer cottagers from Philadelphia.

In many thousands of homes the winter rugs and carpets are now being cleaned, packed in camphor and stowed away until cool weather comes again.

Grass rugs, light-weight carpets, art squares, oil-cloth, linoleum and other hot-weather floor coverings take their place, while the heavy curtains and hangings are also being displaced with light, filmy summer curtains.

If you sell anything that helps to make a home more comfortable, you'll find Philadelphians wonderfully receptive to it because so many of them own the homes they live in.

Dominate Philadelphia

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

THE BULLETIN

Net paid average circulation for six months ending April 1, 1920, as per U. S. Post Office report.

"In
Philadelphia
nearly everybody
reads the
Bulletin"

466,732 *Copies*
a Day

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

The Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is one of the largest in the United States.



EDITOR & PUBLISHER



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Vol. 52

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No. 49

PROFITEERING BY BIG PAPER MAKER CHARGED

Stock Supposed to Be Under Contracts Sold at 9 Cents to Brokers, Senate Committee Hears— International Company Warns of Higher Prices

(Special to Editor & Publisher)

WASHINGTON, D. C., May 7.—That a certain large manufacturer, with his entire product supposed to be under contract to large publishers at not more than 5 cents, has been selling to brokers at 9 cents to be passed on to small publishers at still higher prices, is one of the outstanding charges made in the Senate committee hearings on newsprint. Senator McNary said this charge was made in executive session. The name of the manufacturer, withheld by the committee for the present, will develop in future hearings of the manufacturers themselves.

An "alarming rise" in prices of pulp wood and other mill supplies will necessitate a high selling price of newsprint beginning July 1, according to a letter from Chester W. Lyman, vice-president in charge of sales of the International Paper Company, submitted to the committee by Joseph Pulitzer, Jr., of the St. Louis Post-Dispatch.

Publishers without paper supply have been invited by William J. Pape, publisher of the Waterbury (Conn.) Republican, to attend a meeting at the New Willard in Washington on May 17 to devise means of getting paper at less than spot market prices.

The hearings which are intended to bring out all the facts from all sides of the newsprint situation for the guidance of Congress in possible legislation, began April 28 and are continuing daily. Many publishers, brokers and jobbers have been heard, and others together with manufacturers have been summoned. Today Stanley Clague, managing director of the Audit Bureau of Circulations testified at an executive session.

In general, the publishers of the larger cities agree that newsprint conditions are bad, but might be worse, and that any Government action toward enforced limitation of size of their papers would be unfair to them and unsettling to capital investing in paper manufacture.

These mainly are the publishers with print contracts at 4½ to 5 cents for sufficient supply. On the other hand, the mass of smaller publishers throughout the country, who cannot get contracts, and are buying their full supply on the spot market at 10 to 15 cents, are insistent upon restriction of big brokers.

With those many smaller publishers are allied the few very largest ones.—Hearst and Munsey, as well as Jason Rogers of the New York Globe, and to a degree George McAneny of the New York Times.

The I. P. "bomb" was thrown in this telegram from Mr. Pulitzer, submitted by Charles G. Ross, Washington correspondent of the Post-Dispatch:

"The following telegram from Chester W. Lyman, vice-president of International Paper Company, is sent to me in reply to request for information with

respect to the cause underlying the present price of paper sold to us by the International Paper Company and inquiring as to probable price of their paper for last two quarters of this year the International contracts provides for fixing a new price every three months. You are at liberty to introduce this telegram as evidence should Senator Reed's committee desire it the telegram follows:

"Cause of present paper shortage is demand from publishers greater than production of United States machines and tonnage imported from Canada and forced importation from Scandinavia. Total imports and production were absorbed by publishers and in addition mill stocks and publishers' reserves reduced in 1919 a minimum of 63,000 tons. Present situation is accentuated by car shortage, embargoes, strikes and unpre-

cedented weather conditions of early spring. Large increase in mill labor cost, effective today (May 1) alarming rise in prices for pulp wood, other raw materials and mill supplies, together with inevitable increase in transportation charges, will necessitate a higher selling price for last two quarters impossible. To foretell extent of increase on account of uncertainty of conditions increase in cost likely to continue to turning point reached in general industrial, social and financial conditions. Only remedy for present trouble is rigid economy by the publishers in their use of newsprint. It would be the height of folly for government to attempt to regulate or lower spot market, onerous as it may appear, as it would result in diversion of many small specialty mills now making newsprint to their normal product. This ad-

dition to present newsprint supply, stimulated by the high prices of the spot market, is estimated at about 150,000 tons a year. High spot market prices largely warranted by scarcity of raw material and corresponding high prices in most cases. Believe the profits are not inordinate. Small publishers must be helped out by larger consumers protected by contracts. "Chester W. Lyman.—Joseph Pulitzer, Jr."

A previous statement by Mr. Pulitzer, submitted by Mr. Ross, follows:

We used last year 20,000 tons, bought from the International Paper Company. The price last year was 3.75 cents a pound, or \$75 a ton. We estimated our requirements for this year at 23,000 tons and made every effort to get that tonnage under contract with the International Paper Company, but were able to get from the International Paper Company under contract only 18,000 tons.

"The International Paper Company's contract calls for 1,500 tons a month, but up to date this company is short 900 tons in its contract shipments, due to causes of which we have no exact knowledge, but no doubt the shortage in cars has been in large part responsible. We tried to get contracts for additional paper from all the large paper companies, but, as usual, were refused by all of them. For the first four months of this year we have been running on a basis of a 25,000 ton consumption for the year. Having been assured of only 18,000 tons under contract, we were forced into the open market and have bought approximately 4,000 tons at prices varying from 8 cents a pound, or \$160 a ton, to 12 cents a pound, or \$240 a ton.

"In spite of increased advertising these high prices of paper bought on the open market have compelled us to increase the price of the Post-Dispatch from 2 to 3 cents daily and from 5 to 10 cents Sunday. We estimate that the temporary reduction in circulation resulting from these price increases will enable us to publish both editions with the tonnage that we have contracted for and with the additional tonnage bought on the open market. Our increased consumption is due to increased circulation and increased advertising, coupled with a deliberate policy of not reducing the amount of reading matter as distinguished from advertising matter, because we have thought that the readers' interests are paramount and are the first to be considered.

"The increased circulation in the case of the daily edition is an increase of 13,599 copies this year over last year and is due to no special causes other than a normal increasing demand by the reader for the paper. In the case of the Sunday, we show an increase over last year of 58,536, of which 30,000 more or less is the result of the disappearance of the St. Louis Republic, which in December was purchased by the Globe-Democrat.

"In response to questions asked other publishers by Senator Reed, we believe that the increase in advertising is only partly due to the excess profits tax, but that it is primarily the natural result of general prosperity and of a growing appreciation on the part of the large manufacturers and merchants of the value of newspaper advertising, demonstrated to many of them by the success during the war of the Liberty Loan, Red Cross and other patriotic newspaper advertising campaigns.

"As to the charge of profiteering, we feel that we are not in a position to give the committee any reliable information, but would point out that if a manufacturer can make and sell paper at a profit at 5 cents, our present contract price, there would seem to be no justification for demanding 18 cents for it in the open market, 18 cents being the latest quotation we have received from a broker for newsprint paper. In this connection the cost sheets of various paper mills which are owned by newspapers ought to throw valuable light on the question as to what are reasonable newsprint prices.

"The Post-Dispatch is strongly opposed to government control of the paper industry in any form whatsoever, on the ground that it would in effect be government control of the press. We do not believe that government regulation of the size of newspapers is a sound solution of the difficulty, but believe the solution should be left to the publishers and

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ACTION, NOT INVESTIGATION, NEEDED, VIEWPOINT OF A. N. P. A.

By T. R. WILLIAMS

President, American Newspaper Publishers' Association
(Written exclusively for Editor & Publisher)

WHEN the Senate months ago authorized the newsprint investigation just recently started, the A. N. P. A. directorate, in line with its policy in such cases, decided at the time to take no organic part in the inquiry until at least it should become apparent by the trend of the proceedings that by so doing newspaper interests could be helped. If the Senate inquiry shows signs of developing a new channel through which relief can be obtained, it will have the most vigorous A. N. P. A. support; and, on the contrary, if it develops a trend inimical to newspaper interests, the full power of our Association will be exercised in opposition. At the present writing, news dispatches and private reports show that not an important thought or suggestion on the newsprint shortage situation has been present that has not already had the most careful consideration of the A. N. P. A. Paper Committee.

The consensus of opinion at the recent convention, reflected by resolutions and discussion, showed that the membership deemed federal action highly inexpedient and held no faith in obtaining relief through the Government, which has so utterly failed to provide relief to the public from high prices of articles of food, clothing, etc., many of which have increased from 100 to more than 600 per cent in price.

It has been pointed out that the shortage of the raw material of the newspaper business is no more acute than the shortage of raw material in many other businesses. Also cases of profiteering by manufacturers, brokers and jobbers are probably less glaring than in many other businesses. The cause of the newsprint shortage is well known; the remedy is equally well known. Newspapers have the advantage over other businesses suffering from shortage of raw material, in that they can apply their remedy more easily, and co-operatively, with no loss but a distinct gain. The remedy, as has been pointed out by Mr. Hearst and others, lies with the newspapers themselves.

The A. N. P. A. membership, we think, believe that further investigation is quite unnecessary. It is time now for action—action on the part of the papers in carrying out the remedies which they know positively will cure the situation. If the recommendations of the A. N. P. A. Paper Committee are put in effect at once by all the newspapers of America, the newsprint spot market prices will be broken effectively and permanently within 30 days. Or if the Major Stahlman resolution, keeping consumption after May 1 within that of 1919, adopted at the convention, is observed by all papers, all our difficulties will soon be at an end.

Co-operation of all papers in a field is necessary in putting into effect conservation and other methods necessary to keep consumption down to that of a year ago. Reports show, however, that some cities and towns are now doing this. This shows that the A. N. P. A.'s recommendations are practicable and effective. When more cities and towns fall in line, distinct and definite results will follow. The newspapers of the country, as we see it, have it in their own hands to adjust their business in accord with the new economic conditions.

GOOD DEEDS ALSO MAKE GOOD NEWS, DANIELS TELLS PRESS CLUB

Presidential Candidates, Mostly Democratic, in Force at 48th Annual Banquet, with Treaty and Prohibition as Chief Topics

TRUE pictures of life—the good and the bad, for nobody would buy an expurgated newspaper—must be presented in true perspective to the American people—readers of American newspapers, in the new era of American journalism, Secretary of the Navy Josephus Daniels told the members and guests of the New York Press Club at its 48th annual banquet in the Hotel Astor on May 1. Politics of all shades and creeds was the piece de resistance of the entertainment after the dinner, Democratic tendencies being represented by Secretary Daniels, Secretary of State Bainbridge Colby, who was making his maiden speech since taking command of the State Department; James W. Gerard, former ambassador to Germany; and Senator Robert L. Owen of Oklahoma. On the Republican firing line was entrenched Senator William H. Calder of New York, with Herbert Hoover, modestly hidden in the throng of 800 at the tables, in support. Other Republican speakers were A. W. O. L. Governor Edward I. Edwards of New Jersey had a considerable following among those who miss their light wines and beer. All have longing eyes on the White House.

Proud to Be a Reporter

President Wilson and Marse Henry Watterson regretted their inability to be present, in letters read by President Edward Percy Howard of the Press Club.

Secretary Tumulty, writing for the President, recalled Mr. Wilson's previous appearances before the club—his last visit being the occasion of the first meeting of the President and his present Secretary of State. "Marse Henry's" letter follows:

MY DEAR MR. HOWARD: I wish it were possible. But I am just writing the Kentucky Society of New York, who had arranged what they called "a banquet" in my honor—which in an unguarded moment of gratitude and vanity I had accepted—to recall to mind and to say that when a man has reached four score he is immune. You don't want me more than I want you.

I have some right to claim a part paternity in the New York Press Club—at least I stood by its cradle. I made my living—not at Delmonico's—sixty years ago as an all-around reporter in New York—not a space writer, dod ding 'em—yet, sorter a space writer—and it would do me good to rub my old bones agin your young bones.

But, dear boys, to quote Scripper, "I ain't ekle to it." the "pain in the back" and the "stitch in the side," and the "bone in the leg," with which I sometimes evade the children at home, may be a trifle exaggerated, but the eighty years are "enough," as our little friend "Hamlet" observed, or was it Macbeth—maybe Othello—no matter who, the fact being that the thought of a long journey to a dry carouse is little short of appalling. I do pity you boys. Not even light beers and wines. Why don't you get up an insurrection?

I am a prohibitionist—with modifications; a female suffragist—with limitations; but not wholly a damn'd fool! Forgive the garrulity of age. I might have put in a word or two of familiar affection, like "Go to ——— Bill," but I wanted to show you that my "hand-write" is better than Horace Greeley's! I am still, let me say, "one of the boys"—a bit battered and out of the ring—but I can 'em sit up and take notice, and I like to see it going on! Goodbye, boys, good luck and God Bless you! Faithfully,

HENRY WATTERSON.

Women and Song

While the 1920 atmosphere was strengthened considerably by the fervid declarations of the Presidential candidates, the spirit of the evening was that of 1918, though the spirits of that era were lacking. Patriotism, as standardized by the war, started with the ringing bugle notes of "Assembly," which herded the throng into the dining room an hour after the scheduled time; continued with a toast to "The President of the United States," with the orchestra playing the national anthem and four huge spotlights centering their rays on a huge flag that floated slowly across the room between the balconies, picturesque with hopeful beneficiaries of the 19th Amendment in various states of evening dress.

Singing of patriotic and popular songs under the direction of a community service leader, while movie cameras clicked and the spotlights sputtered, worked up the enthusiasm formerly evolved in less spectacular fashion and it was a receptive audience that faced James W.

Gerard, the first speaker.

Mr. Gerard started—unwittingly, maybe—a demonstration that lasted over a minute when he mentioned that "he once had a candidate, name beginning with H, who was sitting at one of the tables." Cries for "Hoover" failed to disturb that gentleman, as did the rousing and rising cheers that greeted his unresponsiveness. Mr. Gerard in continuing his address referred to the steadily increasing importance and influence of newspapers as the only means of reaching the people as a whole. He advised his hearers to "see to it that whoever is nominated by you for President pledges himself to put an end to Government extravagance. We had to be extravagant during the war," he added, "but now we must get out of the habit."

Managing Editor of U. S. Navy

Secretary Daniels, introduced as the managing editor of the United States Navy, outlined the mission of the press in past as follows:

"This old country of ours is sound to the core. That is a fact the people are apt to forget who read nothing but sensational headlines. There is no news in the fact that 1,000,000 earnest and faithful toilers are cheerfully doing their job every day, but if ten thousand quit work it is worth screaming box-head lines, and the superficial reader thinks only of the 10,000 and forgets the 1,000,000.

"There is no news that the 100,000 officers and men in the Navy are studying and training and hitting the target in southern waters in spite of reduced personnel and delayed increase in pay. But there is sensation if one vain Admiral lets loose an unfounded assault upon the Navy. There is no news in the daily lives of the millions of good men and women. There are hot tamales of stories when a degenerate banker turns the head of a chorus girl and they cut high jinks.

"There is no news when misguided disciples of enemies of the country, which has given them food and clothing, see the error of their ways and renounce revolutionary doctrine. But there is scare and box-headlines when we properly deport anarchists, and we ought promptly to deport every alien anarchist and jail every homebrewed bolshevist.

"Who is responsible for the disproportion of good and bad news which makes a false perspective? That is the question which every member of our profession ought to ask his conscience.

"I tell you that there never was a time when so many noble deeds illumined the lives of American men and women as in our day.

"If I had made hundreds of millions of dollars in this war and wished to evade excess profits, as we are told some journalists have done, I will tell you how I would escape the excess profit tax:

Good Deeds, Good News

"I would offer high pay to men and women of talent to write true stories of the helping hand held out in this city and every city to despairing men and women. There are more of such stories that could be written every day than all you newspaper men could print in a week.

"And, believe me, when we dress up the impulsive deeds of generosity they are more beautiful than all the garish sensations we print, and people read them with deeper interest and they stimulate to emulation. More than that! Newspaper men should dig up these nuggets.

"Let us give to our readers the true pictures of life—the good and the bad—for nobody will buy an expurgated newspaper. If you print only the good, the people will think then that this world is heaven and cease all efforts to reform. If we print only the bad, the people will think the world so wicked it is beyond the hope of saving. Let us magnify the good in our humanity by telling with all the frills we put on sensation the concrete stories which are so plentiful there is no excuse for any writer's not turning in every day one such story that would brighten this old world and hearten mankind.

"The profession of which we are proud to belong justly demands a free press, untrammled. But the very guarantee of a free press demands a self-imposed responsibility and enlightened self-conducted censorship. We have no right as editors to print a paper which by overplaying sensation and scandal and abuse creates a false impression of national conditions. We have no right

(Continued on page 34)

NEARLY 700 GUESTS ATTEND FORTY-EIGHTH ANNUAL DINNER OF NEW YORK PRESS CLUB



LIVING JOURNALISM AND POISON THAT KILLS

"Interests" Influence Through Advertising Columns and Bank Connections, Suppressing or Circulating News As They Please

By CHARLES GRANT MILLER

[EDITORIAL NOTE—Mr. Miller was at one time editor-in-chief of the Cleveland (O.) Plain Dealer. He was one of the founders of the Newspaper Enterprise Association and for seven years was chief editorial writer of the Scripps list of newspapers. Recently he resigned the managing editorship of the Christian Herald. This is the fifth of a series of articles that Mr. Miller will contribute to EDITOR & PUBLISHER. The next article in this series will appear next week.]

TO what extent are the public policies of the great body of the American press being influenced by the big interests?

The pregnant question is on the lips of millions. Why not boldly set it up in print, and ask the press to answer?

The majority answer from the people would perhaps be too impolite for publication. We better pass that up for the present.

But what answer has the press itself to make? What answer is it making in its course from day to day?

"Why, our press is the most glorious," O, yes-yes! We swell in reading tributes to the chastity and virtue of our press, forgetting that we ourselves have put them to print. We point with pride to the giants of American journalism, forgetting that they are of the past. We look about for outstanding figures of power among us, and see, William Randolph Hearst—the most hated of us all, tarred with the same stick by the Interests and the press, and feathered from the same sack of slanders by publicity hirelings and editorial writers alike.

"Constructive Journalism"

It feeds our vanity to consider ourselves great prophets, philosophers and philanthropists, with all our policies based on the purest reason and all our motives animated by the highest patriotism and disinterested goodness. But such conceit only blinds us to our faults and shortcomings.

Come, let us face some cold facts. A publisher has frankly told me that what he considers the "best piece of constructive journalism" done in his paper in recent years was an article so ably defending the meat packers against an official charge of having shipped rotten meat to soldiers in Texas that it got for him advertising contracts from the packers amounting to \$600,000. He said also that the packers' publicity bureau sent this article to every leading newspaper in the country, several of which reproduced it in whole and many more in part. This is the same publisher who later excluded from his paper all mention of the Federal Trade Commission's indictment of the packing combine but was keen for a big spread when the packers' publicity agents brought charges of socialism against that Government department. There may or may not be special significance in the fact that this "best piece of constructive journalism" occurred in a leading religious weekly, proclaiming itself intent upon the higher things, not of the flesh but of the spirit.

Corrupting Influences

Few editors and publishers, let us hope, are so crudely, directly and frankly susceptible to corrupting influence. But there are many indirect and farther-reaching influences. The public favor and support are the legs with which the newspaper walks, but advertising is the hand with which it feeds itself. The larger newspapers, themselves enormous properties, are necessarily linked up closely with like big business. The entire press is closely hedged about by advertising representatives of Big Business, and its atmosphere is heavy with capitalistic and corporation suggestions. The currents, drifts, pools and eddies of editorial thought and impulse have their laws as all other movements of creation have, and the disinterested decisions upon which we so pride ourselves are

apt to be but the white-caps of waves swelling to a break from causes far above, about and beneath them. Constant forces not traceable or consciously felt are none the less effective.

The La Follette Hullabaloo

There was the nation-wide hullabaloo about LaFollette. Senator LaFollette is the real father of Progressivism and has been the leader in more wholesome reforms in the interest of the people and in antagonism to the interests, making America safer for Democracy, than other of our many politicians and statesmen. He was long a marked man—marked by the people for high patriotism and marked by the interests for annihilation. The confusions of war afforded the chance. The cry was raised, "LaFollette is talking treason! He must be driven from the Senate!"

The press promptly and universally took up that cry and clamored it back and forth across the continent. Just what the treasonable utterances were was never made clear, except that LaFollette was said to have said in a speech at St. Paul that "the United States had no grievances against Germany"; but this sufficiently served as an apex for an inverted pyramid of newspaper condemnation of LaFollette that grew to be monstrous alike in its proportions and in its senseless untruths. The Senate, forced by the clamor, started toward impeachment; and then it was found out that LaFollette had said, not that the United States had no grievances, but that the United States had grievances against Germany. The St. Paul papers had printed the statement as uttered, but the "no" was somehow inserted in a wire report which went throughout the country. Naturally, the case against LaFollette suddenly ended; but, unnaturally, the press that had charged him falsely suppressed the fact in his favor.

The small part of the public which knows even today what became of the case against LaFollette has had to read very carefully between the lines, and knows little yet.

What puzzles a good many millions of people is this, that the Interests, when they start out to "get" a statesman who is obnoxious to them, seem somehow to have a magic power to set the newspapers as a baying pack hot on the scent.

The editors may all have been deceived; but if this is to be the plea in all such cases it soon becomes a plea of editorial imbecility. Had it been deception, then it was confidently to be expected that at least a few great editors would come out with frank apology for the outrage that had been perpetrated not against Senator LaFollette alone but against the sanctity of truth and public opinion. Was any such apology anywhere made?

Reversing a Riot

Of course, the exigencies and confusions of war created strange conditions. But the war is over, and strange conditions still continue.

There was the story published in the entire press of the country that a patriotic parade in Centralia, Wash., was attacked as it passed Labor headquarters, a terrific riot resulting. As managing editor of the Christian Herald I received dozens of letters from good men and women in Centralia and elsewhere in that state, warmly protesting against the published version. The facts were, they said, that the Labor headquarters were raided and gutted, the laborites beaten up as they resisted and shot in the backs as they fled. "Even as near the scene as Seattle," wrote an eminent clergyman, "every paper printed that version which everybody in the state knows was false."

"Indeed, many here besides myself, believe the whole false account, if not the whole damnable affair itself, was framed up right here in Seattle."

When the general manager of one of the press associations called his Seattle correspondent to account for having sent this false version, the defense was: "I wrote it as I thought you would want it."

"As who would want it?"

ESTABLISHED 1870

The Standard-Examiner

SUBSCRIPTION PRICE \$9.00 A YEAR

OGDEN, UTAH, APRIL 26, 1920

TO EDITOR & PUBLISHER: In order to stop the great flow of free publicity and propaganda stuff coming daily to the Ogden Standard-Examiner, we have adopted the practice of refusing all such matter at the postoffice. Today, up to noon, we turned back to the postoffice our refusal of exactly 71 pieces of such mail matter addressed to our publication.

We find that the Federal government is the greatest offender in this respect, as fully one-third of the stuff refused is from that source.

We believe that if all newspaper publishers would adopt such a rule and refuse to take such matter from the postoffice, it would result in the saving of a tremendous amount of paper now going to waste, and the publicity grafters would soon go out of business.

Yours truly,
THE STANDARD-EXAMINER
By J. V. Eldredge, Jr.,
General Manager.

"Well, none of the papers on the Coast wanted to print it that way."

In all the newspaper pages after pages of super-edited stuff that we have printed in America about Bolshevism in Russia how many newspapers have ever carried the simple fact that the literal Russian meaning of the Russian word, Bolshevism, is the majority? How many American editors themselves have been permitted to know this illuminating fact? All the voluminous, intricate interpretations of the Russian situation, costing heavily in cables to the American press, have only rendered that situation utterly unintelligible to us; when three words, "Bolshevism means majority," would instantly have brought clear comprehension to the mind and happy relief to the heart of every American.

Some Super-Edited Stuff

All through the period of the coal strike every newspaper conspicuously reiterated the miners' demand for a five-day week. How many papers printed—how many editors even knew—the fact that the demand was for a minimum of five days of work?

These few detached little items of super-edited propaganda, "put over" through the whole American press, are only straws showing the way of the wind. And this wind is always blowing, heavy-laden with such straw-news.

As by the Lord the wind is tempered to the shorn lamb, so by the "handout" the news of great financial, political, commercial and industrial matters are carefully adjusted to the deluded public, to keep it content and quiet in its delusions.

Great Facts Suppressed

If anything can be worse than the distortion of important facts through prepared and lying statements it is the complete suppression of them.

At a recent luncheon of the Chamber of Commerce of Cleveland, O., Warren S. Stone, Chief of the Brotherhood of Locomotive Engineers, was the principal speaker, and the substance of his whole speech, as he said, lay in these two facts: There are 30,000 millionaires in this country, and 6,000,000 children underfed. Chief Stone asked the businessmen assembled whether Business would join hands with Labor in fixing the relation between these two facts and in finding the remedy for the doubly-wrong condition.

Hot stuff—eh? A big idea for dealing in a big way with a big question. But not a newspaper in Cleveland carried a word of it. Liberal space was given to bromidic utterances of other speakers, but Chief Stone merely "also spoke." Can such omission be an accident? Or is it part of a fixed policy of suppression? Are the people not canny wise to it? Cleveland is another of several cities in which the present mayor was elected with every newspaper in town against him. Is it any wonder? Is it getting so that "you can't fool" many of the people any of the time?

I am not at all advocating or defending radicalism. Nothing is further from my head or heart. I am simply presenting facts and pleading for newspaper publication of fact.

The public dependent upon the daily press east of the Mississippi river have little idea concerning the Non-Partisan

(Continued on page 35)

A. A. C. W. ISSUES GENERAL PROGRAM FOR INDIANAPOLIS CONVENTION

Five General, Two Departmental, and Two Interdepartmental Sessions Will Handle Business of 16th Meeting

THE program committee of the A. A. C. W. has announced a program for the June convention which is practically as it will be presented.

As heretofore announced, there will be an inspirational meeting Sunday afternoon, with sermons in five leading churches, preached by men of prominence in the advertising and publishing fields.

General sessions will take place Monday, Tuesday and Wednesday forenoons, Wednesday night and Thursday afternoon. For Monday and Tuesday afternoons, departmental sessions are scheduled, and Wednesday afternoon and Thursday morning have been reserved for interdepartmental sessions for the presentation of the best addresses delivered before departmental sessions. At the general session Wednesday night, delegates will hear talks by some of those whose advertising campaigns are displayed in the National Advertising Exhibit, which will be an important feature of the convention.

Attractive entertainment features are being planned by the Indianapolis Advertising Club for Monday and Tuesday nights.

The stage setting for the first morning will be a richly furnished director's room, with the necessary "props." This primary session will be opened by a man attired in an old-fashioned town crier's costume, who will make a five-minute announcement in rhyme, after ringing a bell, advancing to the center of the stage and reading from a large scroll. At the close of this introduction, the curtain will be raised.

No one will occupy the stage except those participating in the program. Meetings will be started promptly, and no one will be permitted to interrupt the address by entering while some one is speaking. An electric light signal, concealed from the audience in the footlights, will be employed to remind the speakers when their time is up.

The walls of the main auditorium will be lined with large charts and posters bearing instructive and timely facts about advertising.

The program, as it stands to date, follows:

Sunday Afternoon

International Meeting, 5 p. m., University Park.
 Preceding the meeting will be a band concert by the famous Indianapolis Newsboys' Band, from 4 to 4:45 o'clock.
 Chimes of Christ Church, 4:55 to 5 o'clock.
 Temporary Chairman—Reuben H. Donnelly, President, Associated Advertising Clubs of the World.
 Invocation by Dr. Owen D. O'Dell.
 Song by Shrine chanters.
 Welcome to Indianapolis—Charles Coffin, President, Chamber of Commerce.
 Response—Reuben H. Donnelly. Introduction of Hon. E. T. Meredith as permanent chairman.
 Address—Richard H. Lee, special counsel, Associated Advertising Clubs of the World.
 Music.
 Benediction.

Sunday Evening

Special services will be held in five downtown churches, the pulpits to be filled by the following advertising men:
 First Baptist—Samuel C. Dobbs, vice-president Coca Cola Company, Atlanta, Ga.
 Second Presbyterian—Sidney S. Wilson, treasurer, Western Reserve University, Cleveland, O.
 Roberts Park Methodist—George W. Hopkins, sales manager, Columbia Graphophone Company, New York.
 Christ Church—W. Frank McClure, advertising manager, Fort Dearborn National Bank, Chicago.
 Meridian Street Methodist—Speaker to be announced.

Monday Morning

Tomlinson Hall, Market & Delaware streets. Opening precisely at 9:30. Doors open for

admission or departure only between addresses.

Session Subject: "How to Make the Best Use of Advertising Now."
 Special Opening Ceremony—By the First Advertising Man.

"Advertising as an Economic Force," by Joseph French Johnson, D.C.S., dean New York University, School of Commerce, Accounts and Finance, and president Alexander Hamilton Institute.

"The How and Why of Buying Motives," by E. G. Weir, advertising manager, Beckwith Company, Dowagiac, Michigan.

"The Economics and Economics of Product and Market Analysis," by L. D. H. Weld, manager of commercial research department, Swift & Co., Chicago. Formerly president of Business Administration, Sheffield Scientific School, Yale University.

Presentation of Memorial in Commemoration of the late William Woodhead.

"Putting Longer Legs on the Advertising Dollar," by A. H. Deane, advertising manager, Borden's Condensed Milk Company, New York.

"How to Keep Production up with the Advertising by Selling the Advertising to the Workers," by Tim Thrift, advertising manager, American Multigraph Sales Company, Cleveland.

Monday Afternoon

Department Session and Conferences, 2 to 5 o'clock.

Departments:
 Agricultural Publishers Association.
 American Association of Advertising Agencies.

Associated Business Papers.
 North American Directory Publishers.
 Church Advertising Department.
 The Daily Newspaper Department.

Direct Mail Advertising Association.
 Financial Advertisers' Association.
 Graphic Arts Association.

Periodical Publishers' Association.
 Poster Advertising Association.
 Screen Advertisers' Association.

Conferences:
 Conference of Advertising Women.
 Pan-American Division.
 Retail Advertisers' Conference.
 Conference of Club Secretaries.

Monday Evening

Historical pageant and parade, celebrating the 100th anniversary of Indianapolis, will be staged. Arrangements have been made for the delegates to view this parade from the State House grounds.

Tuesday Morning

Tomlinson Hall.
 Session Subject: "Advertising, How and Now in Its Relation to Distribution."

"The Advertising Man's Interest in the Department of Agriculture," Hon. E. T. Meredith, Secretary of Agriculture.

"How to Fit the Window Display into National and Local Advertising," address and demonstration by C. J. Potter, "The Economist Group," New York, former president of National Display Men's Association, and chairman of their National War Service Committee.

"The Function of the Wholesaler as an Independent Advertiser and Merchandiser as well as a Distributor," by Saunders Norvell, chairman of board, McKesson & Robbins, New York.

"Advertising to Promote the Flow of Goods into and out of Retail Stores," by Alfred Koch, La Salle & Koch, Toledo.

"How Advertising Facilitates the Economic Distribution of Materials and Manufactured Goods from One Industry to Another," (Speaker to be announced later.)

"How the Better Business Movement is Enhancing the Value of All Legitimate Advertising," by Richard H. Lee, special counsel, Associated Advertising Clubs of the World.

Tuesday Afternoon

Department Sessions and Conferences, 2 to 5 o'clock.

Departments:
 Agricultural Publishers' Association.
 American Association of Advertising Agencies.

Associated Business Papers.
 North American Directory Publishers.
 Church Advertising Department.
 Community Advertising Department.

The Daily Newspaper Department.
 Direct Mail Advertising Association.
 Financial Advertisers' Association.
 Graphic Arts Association.

Advertising Specialty Manufacturers.
 Outdoor Advertising Association.
 Poster Advertising Association.
 Screen Advertisers' Association.

Conferences:
 Conference of Advertising Women.
 Pan-American Division.
 Retail Advertisers' Association.
 Conference of Club Secretaries.

Tuesday Evening

The Indianapolis Advertising Club will give an outdoor advertising show, in which more than 300 people will participate. There will also be theatre parties.

6:30—Official dinner to club presidents and executive committee of Associated Advertising Clubs of the World, at Roof Garden, Severin Hotel. Invitations confined to Club

presidents or their representatives. Followed by business session.

Wednesday Morning

Tomlinson Hall.
 Session Subject: "New and Significant Developments in Advertising."

"Co-operative Advertising as a Social Service as well as a Powerful Sales Force," by Don Francisco, advertising manager, Southern California Fruit Growers' Association, Los Angeles.

"Uncle Sam's Venture Into Paid Advertising," by O. H. Blackman, O. H. Blackman Company, New York, and president, Advertising Agencies Corporation.

"The Clean-up, Paint-up Movement," developing a market through the cultivation of interest in civic hygiene and beauty, by Rny Soule, vice-president, A. C. Penn Company, New York.

"What Applied and Practical Psychology is Doing to Shorten the Distance Between Human Minds," by Dr. A. I. Gates, Columbia University, New York.

"What Women Owe to the Home-Making Influence of Advertising," by Christine Terhune Frederick, Appleroft Experiment Station, Greenlawn, N. Y.

Wednesday Noon

12:30—Nominating Committee Luncheon at Claypool Hotel.

Wednesday Afternoon

Interdepartment Session, 2 to 5 o'clock, Tomlinson Hall.

Each Department and Conference will select in its own way the best and most helpful address delivered at the sessions on Monday and Tuesday afternoons, and from these the pro-

grams will be made up for the Interdepartmental Sessions.

Wednesday Evening

General Exhibit Session, 8 o'clock, Tomlinson Hall.
 Chairman, Charles H. Mackintosh, Chairman, National Exhibit Committee.

Three speakers will explain the three complete national campaigns shown at the National Advertising Exhibit.

"Lifting the Staple Article Into the Special Class," F. H. Gale, advertising manager, General Electric Company, Schenectady, N. Y.

"Linking Advertising with Sales Efforts," George W. Hopkins, sales manager, Columbia Graphophone Company, New York.

Third speaker to be announced.

Thursday Morning

Interdepartment Session, 9:30 to 12:30, Tomlinson Hall.

Each Department and Conference will select in its own way the best and most helpful address delivered at the sessions on Monday and Tuesday afternoons, and from these the program will be made up for the Interdepartment Sessions.

Thursday Afternoon

General Session, 2 to 5 o'clock, Tomlinson Hall.

Reports of Officers.
 Reports of Committees.
 Adoption of Resolutions.

Confirmation of Selection of Convention Officers for 1921.
 Awarding of Trophies.
 Election of Officers.
 Final Adjournment.

STEENERSON WOULD TAX NEWSPRINT

Bill Provides for Filing Price Schedules with Trade Commission and Penalizing Higher Charges—Clague and Thomason Before Reed

WASHINGTON, May 6. — Chairman Steenserson of the House Post Office Committee today introduced in the House a bill levying a tax of 5 cents a pound on newsprint paper sold by manufacturers and importers at prices other than those listed by them with the Federal Trade Commission. Brokers would be authorized to receive a discount not exceeding half of 1 cent a pound in the list prices.

Mr. Steenserson said the measure was an attempt by means of the taxing power to prevent profiteering in newsprint paper.

Manufacturers and importers are authorized to establish from time to time uniform prices for the different grades and kinds of newsprint paper for sale by them and to file a list of such prices with the Federal Trade Commission at Washington, where the same shall be kept as a public record. Where such a list is filed no tax shall be levied under the act on paper sold in conformity with the list prices, and a discount of not exceeding one-half of 1 per cent per pound to dealers or brokers shall not be deemed a variation from the price list.

As one solution of the print paper problem, Stanley Clague of Chicago, manager of the Audit Bureau of Circulation, today suggested before the Senate sub-committee that the Post Office Department cut off from the mail copies of newspapers and magazines for which subscriptions are six months overdue. Mr. Clague said no legislation was needed, and that a simple change in Post Office requirements as to expired subscriptions would do much to relieve the situation.

Increased consumption, together with decreased production, the witness said, had brought about the present paper situation. He disagreed with statements of previous witnesses that paper production had increased this year and cited figures showing that production in January was 19 per cent under that of the same month of the previous year, and in February, 27 per cent.

S. E. Thomason, business manager of the Chicago Tribune, told of the efforts of Chicago newspapers to curtail paper

consumption. He said a 15 per cent reduction was agreed upon, but that some of the papers failed to live up to the arrangement. Mr. Thomason said the last year the amount of advertising printed by the Tribune increased 75 per cent.

Government regulation of the size of publications and increase in second class postage rates was advocated by A. Penton, Cleveland, Ohio, of the Trade Review. The publishers will get together on a plan themselves, he said, "and the Government should fix regulations on size of publications by law."

Hearst—"A. P." Case Appeal Held

ALBANY, N. Y.—The Court of Appeals heard arguments May 6 in an action brought by William R. Hearst against the Associated Press involving the long standing controversy over the rights of Mr. Hearst as an A. P. member to issue an Oakland edition of the San Francisco Examiner. The appeal is from an affirmation by the Appellate Division, First Department, of a decision of Justice Benton at the New York Special term of the Supreme court granting an injunction restraining the Associated Press from suspending the daily news service to Mr. Hearst for publication in the Examiner or for refusing him by fine or otherwise for refusal or failure to comply with the directions of the Associated Press directors regarding the typographic make up or arrangement of the paper or heading of the Oakland edition.

Rollo Ogden Joins N. Y. Times

Rollo Ogden will join the staff of the New York Times, May 17 and will be associated with Charles R. Mott as the editor-in-chief, in the conduct of the editorial page. This announcement of Mr. Ogden's retirement as editor-in-chief of the Evening Post bears out a prediction made by Editor & Publisher last January.

Gen. Haldeman Under Knife

LOUISVILLE, Ky.—In failing health the past few months, Gen. William Haldeman, former editor and publisher of the Louisville Times, submitted to operation for gall-stones, April 27. Good chances for his recovery are said to be excellent. General Haldeman is 76 years old.

The Culver-Hammel Corporation has succeeded the R. C. Culver Company in Los Angeles, Cal.

come down in your expectations. Plan a system to fit the size of a collection necessary to suit your purposes, keeping in mind the number of persons you intend having to run it. The average boy or girl clerk is not competent to take full charge of a collection of clippings, but they can be taught to file.

Before starting a small system, whether for a general or a special collection, read over the coming chapters on General and Special Collections, Using Divisions As Sections, Section Guides, and Old Collection As Nucleus. Then prepare the Miscellaneous Class section-guides and place them on the shelves, in the order given in the List of Divisions in an article that will appear at a later date. Follow with the Biographical Class section-guides, labelling each guide for each two-letter combination and name in the Tentative List which will be given in a chapter on Biographical Class. If the cost of section-guides is too much to spend on your collection, use cardboard guides as outlined in the chapter on Section Guides.

Bear in mind that in order to reduce the system to one-tenth the size of a complete system we substitute the term *section* for the *division*. By this change we then have 40 sections and 466 envelopes for the small system, instead of the 40 divisions and 466 sections as there would be in a complete system. As 466 envelopes will be sufficient to start with, the envelopes should be made up and put in their places—in the sections—ready for the clippings to be filed.

Likewise, a Misc-Biog. envelope must be made for each section in the Biographical Class, as will be explained in detail in a later article.

In the chapter on Reading and Marking there are suggestions that will help the person reading ("selecting") clippings for a small system. There is a great difference in reading for a small system and reading for a complete system.

The former is done by selection—to save only what is considered worth while for the particular needs, while the latter calls for the systematic reading and marking of *everything*. Again, the small system is compelled to get along with but one or two copies of a story; but in a complete system ten or fifty copies of a single story can be saved for as many markings. To fill out the lack of copies the small system would use cross-reference slips. A chapter on Cross References will follow.

When a small collection of clippings becomes overcrowded the problem of weeding out or transferring is as great as it is in a larger collection. A chapter on Extra Space-Discarding will suggest how it can

be handled; the same methods can be followed with either size collections.

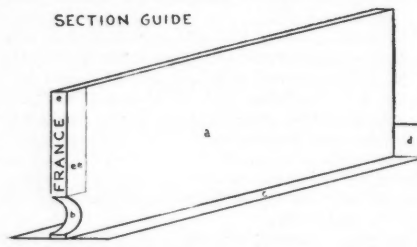
However, a decision must be made as to which of the three plans of providing more space—a store-room for the overflow, discarding by selection, or discarding by date—is the most suitable for the particular kind of collection. The author recommends discarding by date, because it is more quickly and easily carried out, can be done without "using discretion" and it fixes a limit of time on what is in the collection.

The Simplified System

Simplified Filing is a system of filing clippings by dividing the subjects into two CLASSES: The Miscellaneous Class (about places, things and events) and the Biographical Class (about persons and families). The Miscellaneous Class is divided into 8 Groups, divided into 40 Divisions and these further divided into 466 Sections, which are still further divided into thousands of subjects (separate envelopes); the subject envelopes then divided as minutely as is necessary. The Biographical envelopes are kept in sections and arranged alphabetically; in every section there is a general envelope in which to file clippings for a person who has no separate envelope.

The system can be used for three sizes of collections: a complete, general collection for large newspaper and magazine offices, business concerns, libraries, etc.; a small general collection for small newspaper offices, literary writers, etc., to be taken care of by one person; or a special collection (either large or small) on a specific subject; for pamphlets, circulars, photographs, unmounted metal cuts, and any kind of unbound printed matter. The first is

SECTION GUIDE



- a Piece of wood, 9 1/2 x 4 x 1/2 in.
- b Half circle cut out
- c Tin strip, 12 x 2 inches
- d Back of tin, turned up
- e Label edge
- ee Top of paper label

the most important and is treated more fully than the others.

The Simplified System is based on the system used during the last thirty years in the New York World's Biographical Department, which is a collection of about 250,000 envelopes and at least 13,000,000 clippings.

It is not a theory of filing, but a practical system that has stood the test of time and service. The author of these articles has borrowed from this system the idea of divisions and sections, changing the order of many of them and adding to their number; and from his years of experience and with some original ideas has built up this Simplified System.

The size of the working force should be reckoned according to the scope of the department—how many clippings per day are to be saved. For a department cutting eight hundred to a thousand clippings each day the force should consist of at least twelve persons; a few more assistants will add to efficiency in classification work. The organization of a department of twelve persons in a newspaper office having a day and a night force should be:

- | | |
|--|---|
| <p>DAY FORCE.</p> <p>MANAGER.
Read "Your Own" daily paper.
General supervision.</p> <p>ASSISTANT READER.
Read all Sunday papers, except "Your Own" supplements.
Answer calls.</p> <p>CALLS CLERK.
Answer calls.
File miscellaneous clippings.
Arrange daily papers to be cut.</p> <p>HEAD FILER.*
Mark papers from "marked copy."
Supervise filing Biographical clippings.</p> <p>CUTTER.*
Cut and stamp all clippings, keep record of them.</p> <p>THREE FILERS.*
File Biographical clippings.
*Women.</p> | <p>NIGHT FORCE.</p> <p>NIGHT MANAGER.
Read all other daily papers.
Read Sunday supplement of "Your Own" paper.
Plan classifications.
Supervise Miscellaneous filing.</p> <p>CLASSIFICATION CLERK
Classify; split-up large subjects.
Renew old envelopes.
File clippings for classified Biographical envelopes.</p> <p>CALLS CLERK.
Answer calls.
File miscellaneous clippings.</p> <p>SORTER.
Sort and arrange Miscellaneous clippings.
Arrange Sunday papers to be cut.
Each of the positions listed here will be dealt with in detail in articles to follow.</p> |
|--|---|

In organizing a new department the main difficulty is in filling the first two positions of the day force and also the first two of the night force. Assistants with newspaper or library experience will be most suitable, and a combination of the two would be almost ideal. For the other positions the graduates of a library school or a filing school are perhaps the nearest to filling the requirements.

(TO BE CONTINUED NEXT WEEK)

CLASSIFIED MANAGERS ORGANIZE

Tentative Plans Laid at Chicago Meeting Will Be Completed at Indianapolis Convention of A. A. C. W. Next Month

(By telegraph to Editor & Publisher)
CHICAGO.—Men connected with the classified advertising departments of large metropolitan newspapers gathered at the Hotel LaSalle May 4, where plans were laid for the formation of a National Association of Classified Advertising Managers, which is expected to assume more permanent form next month.

Those who attended the meeting were: W. A. MacFarlane, Chicago Tribune; L. J. Boughner, Chicago Daily News; J. W. Huntoon, Cleveland Plain Dealer; F. A. Berend, Detroit Free Press; H. G. Barringer, Indianapolis News; Harry Gwaltney, Milwaukee Journal; W. S. Broker, Milwaukee Sentinel; C. W. Nax, St. Louis Globe-Democrat; J. L. Irwin, Des Moines Register; and C. L. Perkins, Editor & Publisher.

An executive committee was appointed for the purpose of outlining the aims and objects of the proposed association, consisting of Messrs. MacFarlane, Boughner, Gwaltney, Barringer and Perkins. Mr. Gwaltney was elected president and Mr. Perkins, secretary.

The body decided to hold a conven-

tion of classified advertising managers in Indianapolis, June 6 to 10, on which dates the convention of the Associated Advertising Clubs of the World will be held in that city.

The executive committee was empowered to take up with the classified managers and their publishers the value of such an organization, and to outline to them, tentatively, the scope of such an association.

A program covering four days' activities will be arranged for the convention, during which every phase of classified advertising will be gone into. Plans for a permanent national association will then be taken up and organization effected.

Timber Strike May Close Pulp Mills

MARQUETTE, Mich.—There will undoubtedly be a shutting down of lumber mills and logging camps throughout Michigan, to the detriment of the paper industry, if timber workers carry out their plan of a strike for the eight hour day. The strike was scheduled for soon after May 1. Paper pulp mills operators have declared that they fill close at one if the strike goes into effect.

Pulp Wood Lost in Flood

MANISTIQUE, Mich. — More than \$1,500,000 property damage was caused here last week when the Manistique river over-ran its banks. Huge piles of timber to be cut into lumber, pulp wood for paper and other wood for chemicals were swept into Lake Michigan and lost.

H. G. WELLS PASSES LIE TO U. S. INTERVIEWER

Washington Men Fear Effects of Letter to London Times Denouncing Fake Interpolations in Quotations from His Works

BY ROBERT T. BARRY
(Special to Editor & Publisher)

WASHINGTON.—Newspapermen who were abroad last year at the Peace Conference and others who have at times been foreign correspondents for their papers are concerned over the attack by H. G. Wells on American correspondents in London. Many Washington men believe that a serious blight upon the standing and work of American correspondents in Great Britain will follow Mr. Wells' repudiation of interviews which he held to have grossly misrepresented him.

The trouble is believed to lie in the fact that a few correspondents of American papers are not of the type that should be in London, and yet, it is contended, the entire colony of American newspapermen will have to suffer from the rightful exorciation of the very pronounced minority's violation of decency and ethics.

A copy of a letter written by Mr. Wells to the London Times, received in Washington, follows:

To The Editor of The Times:
"Sir.—I have recently been the victim of an enterprising American journalist who has fabricated several 'interviews' with me. The method has been to take a few passages from books I have written, smash up some of the sentences with clumsy colloquialisms, add a lie or so, and the thing is done. I should not trouble you with this grievance if I had not just lighted upon a specimen of the gentleman's work with a particularly offensive interpolation. Life is too short to pursue the perpetrators of this sort of outrage, so may I beg an inch of your space to ask your readers not to judge me by anything they may see attributed to me by American interviewers.

"Very sincerely yours,
"H. G. WELLS.
"Easton Glebe, Dunmow."

New Milwaukee Sunday Paper

MILWAUKEE.—The Tribune, a weekly newspaper devoted to the interests of the north side, which was distributed free, has been succeeded by The Sunday Tribune, for which 3 cents will be charged.

Three Cents in McKeesport

McKEESPORT, Pa.—The Daily News has on May 3 increased its retail price to 3 cents a copy and 15 cents a week, delivered by carrier. Price to news-dealers and agents is \$1.50 a hundred, an increase of 50 per cent.

—grooming a candidate

How methods of selecting a candidate have changed from the olden days when the appeal was made exclusively from the platform! How few people today can have the opportunity to hear the speaker's voice!

Right now the various candidates for the highest office in our land are being mirrored to the multitude through daily Newspapers.

Consider to what extent we, the American people, must rely upon our daily Newspapers for information to shape our very destiny! What a power, what an incomparable influence the Newspapers control!

And these same Newspapers can be used to sell merchandise—*your* merchandise.

Are *you* capitalizing this privilege?

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

Advertisement Number 37.

By our work you know us. Our exceptional kind of representation is for sale. Are you interested, Mr. Publisher?

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

CLASSIFIED EFFICIENCY IS ENDANGERED BY EXTREME ABBREVIATION

Stingy Advertisers Save Space by Distorting Words, But Lose Clarity and Good-Will of Reader, While Paper Loses Lineage

By C. L. PERKINS

Head of the Perkins Service, Specialists in Building Classified Advertising

ARTICLE XXIV

A COUNTRY editor, in an effort to secure brevity, is said to have written the following:

"Fred took a drink, then his hat, his departure, no notice of his pursuers, a revolver from his pocket, and, lastly, his life."

In this example, the omission of words secured the desired results. The want-ad user, however, saves space by a different method. In his effort to get ten or eleven words on a five or six-word line he abbreviates. In a frantic effort to save a line letter after letter is dropped—the want-ad abbreviator even goes so far as to make one letter stand for a whole word.

Read this want-ad.

FOR SALE—10 rm. B. V. dup. 2 fam. bs. conv. loc. opp. ch. adj. str., nr. pk. and sta., 5 min. to st. car. Priv. ent., mod. convs., K. & B. st. ht., el. and gs., in-a-dr beds, on av., H. W. fl., liv. rm. and din. rm. fin. in oak, B. Whit. enam., gar. 1 blk. to gas. sta., opp. for D. E. bkpr. to get hm., 1st. mtg. bal. on mo. paymt. for 10 yrs., ref. req., Ph. Bryant 6420.

True, you never saw a want-ad written in just this style. Yet all the abbreviations used in this advertisement were found in the classified columns of one metropolitan newspaper.

If this habit of abbreviation is allowed to increase, newspapers will soon be required to furnish their readers a dictionary of abbreviations or a key to want-ad reading.

Here is a start for one.

- | | |
|---------------------|------------------------------|
| adj.—adjacent | in-a-dr.—in a door |
| av.—avenue | K & B—? & ? |
| apt.—apartment | liv.—living |
| b.—bath | min.—minute |
| blk.—block | mo.—monthly |
| B. V.—brick veneer | mod.—modern or model |
| cab.—cabinet | mtg.—mortgage |
| conv.—convenient | nr.—near |
| convy.—conveniences | opp.—opposite or opportunity |
| D. E.—double entry | paymt.—payment |
| din.—dining | ph.—telephone |
| dly.—daily | priv.—private or privilege |
| dr.—door or drive | ref.—reference |
| exp.—experienced | res.—residence |
| fam.—family | rm.—room |
| fin.—finish | sta.—station or stationary |
| fl.—floor | st.—street |
| gar.—garage | yrs.—years |
| gas.—gasoline | str.—store |
| hk.—housekeeping | |
| ht.—heat | |
| hw.—hardwood | |

ANOTHER AUTOBIOGRAPHY

P. K. EWING, classified advertising manager of the New Orleans Item. Married. Three children. Present



P. K. EWING.

position for the past 12 months. Business practically doubled. Using single column, agate type only. Up to a year ago Item took most any kind of display in classified. "Been in newspaper work nine years. Attended University of Missouri, and later bought country weekly in Illinois. Sold that and went to Alabama, where I was owner of another paper. Have had a little to do with almost everything connected with a newspaper. Member of Delta Tau Delta fraternity."

With the aid of this key the above advertisement can be deciphered. In English it reads:

FOR SALE—10 room brick veneer duplex two-family house, conveniently located opposite church, adjacent to stores, near park and station, 5 min from street car. Private entrances, modern conveniences, K & B (no meaning discovered for this), steam heat, electricity and gas, in-a-door beds, on avenue, hard wood floors, living room and dining room finished in oak, bath room white enamel. Garage, one block to gasoline station. Opportunity for double entry bookkeeper to get home. First mortgage and balance on monthly payments for ten years. References required. Telephone Bryant 6420.

Of course, many newspapers do not permit abbreviations in their classified columns. However, the majority do allow it. What is the result?

The newspaper reduces its classified lineage and revenue by allowing its advertisers to save a line or two. In these days when every effort is being made to conserve space this might be a good thing if it did not also curtail revenue and was not harmful to the reader and advertiser.

Consider the reader—unless he is and has been a habitual reader of want-ads in that particular paper, he does not understand the advertiser. Each city-uses different abbreviations, so one might learn the want-ad language of one city, yet could not read intelligently all the classified advertising in another community.

Think of the advertiser. He crowds five lines into two and pats himself on the back that he has discovered a method to beat the high cost of living. But what happens? He gets no results from his advertisement. For this he blames classified advertising in general and the paper in particular. When he has another want that could be best satisfied through the use of a classified advertisement he does not buy advertising, or, if he does, he goes to a different medium, and no doubt abbreviates again.

St. for street and Ave. for avenue and perhaps bldg. for building are standard abbreviations everywhere and are permissible in classified. Newspapers, however, that forbid the use of any other abbreviations will not only serve themselves, but also their readers and advertisers.

The Gas & Electric Company of Baltimore recently ran a three-column display advertisement with the word PERSONAL printed across the top in 72-point type and their signature at the bottom. The balance of the space was set in want-ad style containing various classifications and under each a number of advertisements offering for sale numerous electrical appliances. The power of appeal and the element of human interest in classified is evidenced by this copy.

An Ad Show was held in Milwaukee from April 7-10 at which advertised products were displayed. The Milwaukee Journal had its display on the stage of the show auditorium, where they had, in addition to a complete monotype plant and other mechanical equip-

ment, exhibits visualizing their circulation and the methods and work required to make a daily newspaper. One of the Journal booths was lined with want-ads and presided over by two young ladies. One of them received want-ads, telephoning them to the Journal office, while the other distributed leaflets entitled "The Idea Behind Classified." The purpose of this folder was to sell the utility of classified. Following are a few of its paragraphs:

"Classified Advertising has come to be one of the greatest useful economic forces in the world today. It has taken equal place with the telephone, telegraph, the wireless, the United States mail in promoting the welfare of all concerned in the civic, home and industrial life of a community.

"Classified advertising shares a common characteristic with these other compelling economic forces in that it serves the mighty masses of the people quickly and at little cost—within the reach of all.

"The transactions carried on through the classified columns of newspapers have grown to gigantic proportions—millions of dollars are being invested—millions of 'wants' are being satisfied through them daily.

"Want-ads express a common need felt by every representative class of people for property, service and ideas—used by every type of family and by the

largest and smallest business men and manufacturers.

"And perhaps the greatest value of the want-ad is in the home. The family that has fortunately learned the worth of want-ads employs them profitably many times over. They sell the stove, secure the new maid, rent the spare room, and solve countless other household problems. Want-ads are essential in the home—not needed every day but frequently as the need presents itself."

That want-ads are universal in their appeal and use is claimed by many classified enthusiasts. Few, however, ever realized that their appeal extended into the animal kingdom, yet the following advertisement from the Chicago Daily News would indicate that such is the case.

Elected to Associated Press

The following papers have been elected to membership in the Associated Press: El Sol (morning, Spanish), Santiago, Cuba; Nippu Jiji, a Japanese evening newspaper, Honolulu; Ballinger (Tex.) Daily Ledger and Augusta (Kan.) Gazette.

The Potts-Turnball Advertising Agency, Kansas City, has secured contracts for increased office space in both its headquarters, Kansas City and Omaha.



D. PEYTON BEVANS

The Worcester Telegram

The WORCESTER TELEGRAM is so far ahead of all other Worcester newspapers that there is really no comparison. During 1919 the TELEGRAM carried more advertising than any other New England newspaper. It led its next nearest Worcester competitor by nearly 1,000,000 lines six days per week and by nearly 5,000,000 lines, including Sunday. In circulation the TELEGRAM has over 5,000 more daily than its next nearest competitor. In Worcester—it's the TELEGRAM by a big margin.

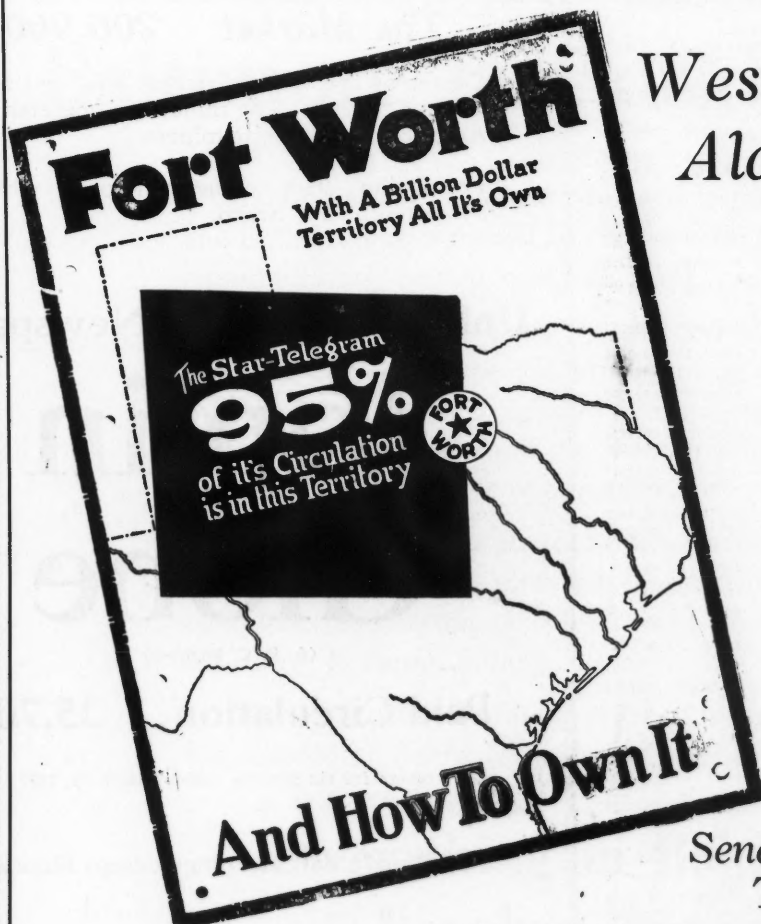
Peyton Bevans came to New York from Baltimore to represent the "Baltimore American" in the East. That was twenty years ago.

He joined me ten years ago and I hope he is as proud of his association with me as I am of him.

Laurel Block

72,256 Net Paid Daily Average Shown by Government Statement for 6 mos. Period Ending April 1, 1920.

A Gain of 6,742 Net Paid Over October 1, 1919, Statement
A Gain of 10,133 Net Paid Over April 1, 1919, Statement



West Texas and Aladdin's Lamp

It is said in the Arabian Nights tale of Aladdin's Lamp that all one had to do was to rub the lamp and his wish was fulfilled. To one who knows, the story of West Texas might almost compare the wonderful buying power of this BILLION DOLLAR TERRITORY with the marvels accredited to Aladdin's lamp.

Not that the rubbing of a magic lamp, nor the mere wish for accomplishment, is in any way responsible for the prosperity of the great Southwest—but to those interested in this "Billion Dollar" trade territory, we say

Send for
This Book

Which gives complete data regarding merchandising possibilities in this vast territory which is DOMINATED by the Fort Worth Star-Telegram, the first paper in Texas.

You can cover this territory completely, only through the Fort Worth Star-Telegram.

THE FORT WORTH STAR-TELEGRAM

First Paper in Texas

Circulation now over 75,000 Daily, 90,000 Sunday

AMON G. CARTER, Vice Pres. and General Manager

A. L. SHUMAN, Advertising Manager

FORT WORTH, TEXAS

NEWSPAPER ADVERTISING RATE INCREASES

FOR the week ending May 1, 1920, Barbour's Advertising Rate Sheets, Inc., issued new sheets covering rate increases and other information of 76 daily newspapers. Of these, 55 were changes in the general advertising rates and 21 were changes in other than the general rates. On the changes in the general rates of the 55 papers

The new minimum agate line rate is \$2.851
The old minimum agate line rate was 2.415

Net increase amounts to .436 per agate line or 18.05 per cent of the previous minimum rate.

These changes affect a total net paid weekday circulation of 1,200,122. This is the second change since October 1st on 27 of these papers.

The Sandusky (Ohio) Register changed the effective date of its rate card from January 1, 1921, to July 1, 1920.

The Harrison (Ark.) Times increased its minimum rate 100 per cent and the Jacksonville, (Tex.) Progress increased the minimum rate 150 per cent.

The name of the Grand Rapids (Wis.) Leader has been changed to the Tribune.

The Rome (Ga.) News has discontinued its Saturday evening edition.

The Montpelier (Ind.) Herald has discontinued as a daily and is now published as a weekly.

The Hinton (W. Va.) Independent-Herald has discontinued publication.

The Caldwell (Kan.) Messenger, published evening, except Sunday, and the Manitowoc (Wis.) Times, published evening, except Sunday, are new editions to the daily field.

The week's summary of changes follows:

City and Paper	Net Paid Circulation	New Rate Effective	Minimum Ag. Li. R.	Last Rate Effective	Last Min. Ag. Li. R.	Increase Per Line
Arizona—						
Yuma Sun	1,450	5/1/20	.0214286	1/1/19	.0178572	.0035715
Arkansas—						
Harrison Times	500	4/28/20	.0071429*	10/16/19	.0035715*	.0035715
Newport Independent... (est)	550	4/26/20	.0107143*	9/1/16	.0071429*	.0035715
California—						
Los Angeles Times	78,175	5/15/20	.18	4/1/20	.16	.02
Sunday Edition	115,951	5/15/20	.24	4/1/20	.21	.03
Madera Mercury	778	7/1/19	.0107143	11/1/18	.0089286	.0017857
Santa Rosa Press Democrat.	2,942	1/1/20	.025*	4/1/19	.0178572*	.0071429
Colorado—						
Longmont Times	1,025	6/1/20	.0178572*	3/25/20	.0142858*	.0035715
Connecticut—						
Torrington Register	3,864	5/1/20	.02	2/1/20	.0178572	.0021429
Georgia—						
Thomasville Times-Enter prise	1,300	5/1/20	.0142858*	5/1/19	.0107143*	.0035715
Illinois—						
Cairo Bulletin	1,857	7/1/20	.015*	5/1/16	.0107143*	.0042858
Decatur Review	16,570	9/1/20	.05*	1/1/20	.04*	.01
Edwardsville Intelligencer...	3,410	5/1/20	.02	4/1/18	.015	.005
Jacksonville Courier	2,775	4/1/20	.0167858*	1/1/20	.0142858*	.0025000
Kansas—						
Clay Center Dispatch-Republican	1,400	5/1/20	.0142858*	10/23/19	.0128572	.0014286
Kansas City Kansas... (est)	5,500	6/1/20	.03*	2/1/19	.0285715*	.0014286
Kentucky—						
Bowling Green Times-Journal	1,178	7/1/20	.0142858*	7/1/19	.0107143*	.0035715
Frankfort State Journal.....	3,110	5/1/20	.025*	1/1/20	.0178572	.0071429
Michigan—						
Big Rapids Pioneer.....	1,925	7/1/20	.0128572	12/1/19	.0107143	.0021429
Hillsdale News	5,100	11/1/20	.025*	8/1/20	.02*	.005
Marquette Mining Journal...	6,139	5/1/20	.02	7/1/19	.0171429	.0028572
Minnesota—						
Minneapolis News	60,839	5/1/20	.11*	1/1/20	.10*	.01
Minneapolis Tribune	115,367	8/1/20	.22*	3/1/20	.18*	.04
Sunday Edition	126,147	8/1/20	.22*	3/1/20	.18*	.04
St. Paul News	70,335	5/1/20	.14*	1/1/20	.12*	.02
Sunday Edition	40,378	5/1/20	.11*	1/1/20	.10*	.01
Missouri—						
Kansas City Star	424,803	4/20/20	.55*	1/1/20	.50*	.05
Sunday Edition	213,753	4/20/20	.35*	1/1/20	.325*	.025
Nebraska—						
Columbus News	1,572	3/1/20	.0178572*	8/1/17	.0142858*	.0035715
Omaha News	78,648	5/1/20	.15*	1/1/20	.13*	.02
Sunday Edition	65,995	5/1/20	.14*	1/1/20	.12*	.02
New Jersey—						
Camden Courier	11,953	5/1/20	.04*	4/1/20	.035	.005
New York—						
Brooklyn Times	41,480	4/1/20	.12	9/1/19	.10	.02
Kingston Freeman	6,651	5/15/20	.03	3/4/20	.025	.005
North Carolina—						
New Bern New Bernian.....	2,530	4/1/20	.0214286	5/1/19	.0142858	.0071429
Winston-Salem Journal	5,277	5/1/20	.04	10/1/19	.03	.01
Ohio—						
Ashabula Star & Beacon.....	5,887	7/1/20	.025*	1/1/20	.02*	.005
Chillicothe Scioto Gazette...	2,978	7/1/20	.0142858*	4/1/20	.0128572*	.0014286
East Liverpool Review	12,075	5/1/20	.025*	1/1/20	.02*	.005
East Liverpool Tribune	3,100	5/1/20	.0128572	1/1/18	.0085715	.0042858
Fostoria Review	1,828	7/1/20	.0107143*	1/1/19	.0085715	.0021429
Upper Sandusky Union	2,673	7/1/20	.015*	1/1/20	.0107143*	.0042858
Urichsville Chronicle	5,300	7/1/20	.025*	1/1/20	.02*	.005
Warren Chronicle	3,012	5/1/20	.0157143*	11/15/19	.0128572*	.0028572
Washington, C. H. Herald...	3,012	7/1/20	.02*	10/27/19	.0175*	.0025
Wooster Record						
Oklahoma—						
Lawton Constitution	2,453	4/15/20	.02851*	10/1/19	.02142*	.00709
Miami Record-Herald	3,812	4/15/20	.025*	2/1/19	.015*	.01
Oregon—						
Portland Oregonian	70,725	4/1/20	.16*	8/1/19	.14*	.02
Sunday Edition	93,065	4/1/20	.20*	8/1/19	.18*	.02
†Roseburg News-Review		4/1/20	.0214286*		.0178572*	.0035715
Pennsylvania—						
Allentown Chronicle & News	5,297	5/1/20	.025	9/1/19	.02	.005
†Lancaster Examiner & Daily New Era		4/12/20	.05	1/1/17	.065	.0158
Phoenixville Republican	2,960	4/23/20	.0178572*	1/1/17	.0107143*	.0071429
Texas—						
Fort Worth Star Telegram...	64,242	5/1/20	.14*	10/1/19	.12*	.02
Sunday Edition	66,298	5/1/20	.16*	1/15/20	.13*	.03
Jacksonville Progress... (est)	1,000	4/28/20	.0142858	11/1/16	.0057143	.0085715
Palestine Herald	1,328	5/1/20	.0107142*	5/1/19	.0089285*	.0017857
Virginia—						
Norfolk Ledger-Dispatch (AC)	38,494	5/1/20	.10*	8/1/19	.08*	.02
West Virginia—						
Hinton News... (est)	760	4/22/20	.0071429*	1/29/20	.0042858*	.0028572
Wisconsin—						
Fond du Lac Commonwealth	6,003	5/1/20	.035*	1/1/20	.025*	.01
Fond du Lac Reporter.....	4,490	5/1/20	.03*	1/1/20	.02143*	.00857
Monroe Times	2,702	5/1/20	.0178572	3/1/20	.0142858	.0035715
	1,200,122		\$2.851011		\$2.4153514	\$0.4356615

*Flat rate. †Decrease. (AC)—Adjustable contract. (est)—Estimate.
†The Roseburg (Ore.) News and the Review have consolidated and are now published as the News-Review (evening except Sunday). The former circulations were: News, 1,605; Review, 1,805. The former minimum agate line rates totaled .0178572*, and for the consolidation the rate is .0214286*, showing an increase of .0035715 per agate line.
‡The Lancaster (Pa.) Examiner and the New Era have consolidated and are now published as the Examiner & Daily New Era (evening except Sunday). The former circulations were: Examiner, 5,210; New Era, 10,784. The former minimum agate line rates totaled .065.

Unlike Any Other Community

JOPLIN Missouri

Population 35,000
The Market 200,000

Center of the world's richest zinc and lead mining district. The mines are operated by American-born, white miners.

Population 95% American-born, white; 3% foreign; 2% negro.

Unlike Any Other Newspaper

Joplin Globe

(A. B. C. Member)

Paid Circulation . 25,709

Average for six months ending March 31, 1920

Line Rate 7c. flat. Mornings except Monday.

The Joplin Globe is not only a complete metropolitan daily—a consumer medium for all merchandise—but the Globe is a mining trade paper as well.

The Joplin Globe is the best trade paper to reach the controlling factors in the basic zinc and lead industry.

Representatives

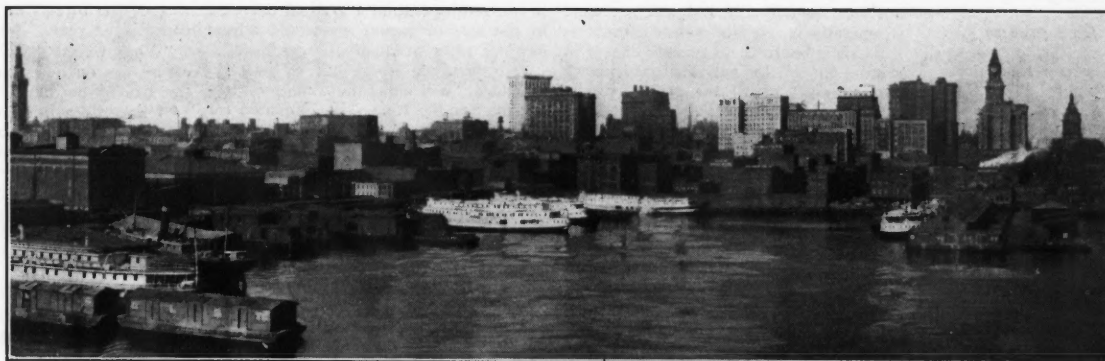
E. Katz Special Advertising Agency

Established 1888

Chicago
Kansas City

New York

Atlanta
San Francisco



Baltimore Is Forging Ahead

Baltimore has a present estimated population of 725,000 and is the trading center of an extensive rich, agricultural and manufacturing section never so prosperous as now.

For five years Baltimore's varied industries have profited tremendously. Her people are earning enormous wages. Higher standards of living have become general. Baltimore, with plenty of money and the willingness to spend it, offers advertisers an attractive opportunity.

The line of least resistance to this inordinately prosperous and active market—the only advertising line needed to secure confidence and patronage in Baltimore—is *The Sunpapers*—Morning, Evening, Sunday.

You can't cover Baltimore without using *The Sunpapers*. You can cover Baltimore with *The Sunpapers* alone, because

Everything in Baltimore Revolves Around **THE SUN**

Morning

JOHN B. WOODWARD
Times Bldg., New York

Evening

GUY S. OSBORN
Tribune Bldg., Chicago

Sunday

Baltimoreans Don't Say "Newspaper"
They Say "Sunpaper"

PROFITEERING CHARGED IN SENATE HEARING

(Continued from page 5)

that the law of supply and demand will in the long run correct the present high prices.

"Our reason for buying our paper from the International Paper Company is that the New York World's paper mills are able to supply only the World's requirements.

"The New York World and the St. Louis Post-Dispatch are owned by the estate of Joseph Pulitzer but are independently managed and likewise in editorial matters are independently controlled, the reason for this being that the owners of the Post-Dispatch have felt that the Post-Dispatch, a St. Louis newspaper, should be controlled in St. Louis, and that local control would make the Post-Dispatch a more useful instrument of public service than would control from New York."

Representatives of four New York paper brokerage firms appeared for hearing Tuesday. These firms were Perkins Goodwin Company, Interstate Pulp & Paper Company, Acer & Company and Maurice O'Meara. Because these witnesses were required to produce contracts and other definite data regarding their business transactions Chairman Reed ordered an executive session for their hearing. Profits made by brokers on sales, especially to the smaller papers forced into the spot market, were the object of inquiry.

Senator McNary, of the Committee, announced later that the brokers had been able to show that their profits were generally from one-fourth to three-fourths of a cent and in no case excessive.

But evidence was secured, McNary said, that certain large manufacturers making newsprint at a cost not exceeding 4 cents, and supposed to have their entire output tied up in contracts not exceeding 5 cents, have been selling to brokers at prices ranging as high as 9 cents.

The American Newspaper Publishers Association has declined to take "any organic part in the Senate committee investigation, according to a letter received by Chairman Reed from T. R. Williams, president of the A.N.P.A., and read at Saturday's hearing as follows:

"Replying to your telegram of this date, addressed to the writer as president of the American Newspaper Publishers' Association, in reference to hearing before your committee, will say that our organization some time ago decided not to take any organic part in your investigation, as you were advised by the former president, Mr. Glass. On account of this action you will appreciate that I do not have the authority to designate any officer or member to represent our association. However, we shall be glad personally to render any assistance possible, but believe you should have no difficulty in securing desired data from any newspapers in Washington, Baltimore, or any other nearby cities. If we can be of any sort of service personally, please advise us."

Munsey for Government Aid

Legislation rigidly limiting the size of newspapers, particularly the Sunday "jumbo," to meet the newsprint crisis, was strongly urged upon the U. S. Senate Sub-committee on Manufacturers by Frank A. Munsey, who appeared before the Committee Saturday morning, and by William Randolph Hearst, from whom a letter was read at the same session.

Taxation of excessive use of newsprint was the method proposed by Mr. Munsey, while Mr. Hearst suggested that the unreasonably large paper be excluded from the mails.

"If the consumption of newsprint increased for the next 25 years at the rate it has increased for the last 25 years there will be no pulpwood left on the North American continent," said Mr. Munsey.

Statistics which Senator McNary had brought substantiated this statement, so far as the forestry of the United States is concerned.

"Serious as is the paper situation today, it is mild compared with the short-

age we face in the near future," Mr. Munsey continued.

"It is a crisis which the publishers can not meet individually and will not meet co-operatively. It is a matter for statesmanship. There is no remedy except in restriction by the national government for the good of all the people.

"The consumption of newsprint ought to be cut in half."

"Do you mean that you would be willing to cut your consumption 50 per cent?" Senator Reed, chairman of the committee, asked.

"If we could get an effective agreement with the other New York publishers to do the same I should be most happy to do so. As a publisher who can speak, because I have large papers which are making money, I wish to say I can make as much money as I need by publishing a smaller paper if my competitors do the same," Mr. Munsey said. "European papers never did appear as large as our 36-page papers. The limit in France today is four papers, regulated by the government, and my paper there makes about as much as it ever did."

"Do you believe agreements among publishers can be effective in reducing the consumption?" Reed asked.

"They cannot be effective," Munsey said.

"You believe the Sunday paper is too large?" Reed questioned.

"I do. You are compelled to buy the equivalent of five papers to get the one part you want," Munsey said. "I believe a newspaper should devote itself to news. They manage better in England, where they have some papers devoted to news, others to comics, others to society, etc., and people buy the one they want, or more than one if they want, and indeed could get them all in less bulk and for less price than our one big Sunday Jumbo. Considering how few people read it all, the American Sunday paper is the worst paper waster in the world. The Sunday paper uses as much in one day in many cases as the paper uses the other six days. It has been built up and up through keen rivalry in giving advertisers too much space for too little money. If no advertisement larger than two columns were accepted nobody would suffer and everybody would benefit."

"What is your idea as to the proper size of a newspaper—say in New York—daily and Sunday?" Reed asked.

"I think a sixteen page paper in a large city is an ideal newspaper, and I see no reason why it should be much, if any, larger on Sunday than any other day," Munsey said.

"Reduction to that size would not seriously affect the business and prosperity of the publications?"

"If the reduction were uniform in

each competing field, I am sure nobody would lose by it," Munsey answered. "If the Government could find a way to put into operation a gradual decrease in the size of papers we would adjust our contracts gradually to conform."

"Nineteen publishers out of twenty," he added, "will make more money without the Sunday Jumbo, if eliminated for all."

He further added that this elimination would abundantly take care of the small papers.

Cutting Tonnage 30,000 Tons

Munsey said the consumption of paper by his publications will be decreased about 30,000 tons this year. "I have decreased the size of my publications thirty-three and one-third per cent and am doing everything to conserve paper. If I had not bought the Herald with its paper contract, one of the Suns would have had to suspend."

Munsey did not believe the size of advertisements should be directly regulated.

"Do you believe merchants and manufacturers advertise rather than turn their earnings over in excess profits taxes?" Senator Reed asked.

"I believe that would be legitimate business," Munsey replied. "I have not seen any disposition on the part of advertisers to do such a thing viciously or needlessly. They are plowing in very liberally, but I should say justifiably. It is good business method."

"How would you control the forests?"

"I have no method for that; but some way must be found to regulate the cutting of the forests or we will not have paper in 25 years," Munsey said.

"What would publishers think of an excise tax on newspapers, graduated to the size of the paper?" Reed asked.

"I have been thinking about that, and the more I think about it the more the idea grows upon me. If, for instance, a fair standard size were fixed upon—say 16 pages—and all over that were taxed the result might be good," said Munsey. "But I am speaking for myself alone, and not for other publishers."

"You haven't any hope of remedying the situation by agreements between publishers?" asked Chairman Reed.

"I know it can't be done. It would be a waste of time to try it. Even with all the efforts at co-operation the consumption of newsprint is steadily increasing."

"In face of the present acute shortage of paper newspapers throughout the country are altering their plants and preparing to increase the size of their publications."

"If the committee should recommend a graduated tax to limit the size of newspapers," suggested Senator Reed, "what do you suppose the newspapers would do to the committee and to Congress?"

"I suppose there would be a great howl," replied Mr. Munsey. "I think

"America's Foremost Industrial Advertising Agency"

What is your proportion of advertising lineage to news matter in your Saturday and Monday issues?

If you are not carrying at least fifty percent advertising on either of these days, we can help you by putting on a permanent Weekly Industrial Review Page, secured from among your non-regular advertisers.

Write today for miniature copies of our permanent "Weekly Industrial Review" Pages now running and endorsements of them from leading publishers throughout the country.

JOHN B. GALLAGHER COMPANY

845-849 Marbridge Building, NEW YORK Ninth Floor Dexter Building, BOSTON

BROOKLYN CHICAGO PHILADELPHIA
BALTIMORE DETROIT CINCINNATI

400 Iowa Newspapers

Reach Every Home and Fireside
In that Great State

Send for and consult the

BLUE RIBBON LIST of the IOWA PRESS ASS'N

Save You Time, Money and Work

FOR PARTICULARS ASK
G. L. CASWELL, FIELD SEC'Y.
Iowa Press Association, Ames, Iowa

The Population of Springfield, Mass.

as just announced by the federal census bureau is **129,338**

showing a growth during the past 10 years of **45.4%**

THE growth of Springfield News continues to be steady and healthy. In 1890 the population was 44,179; in 1900, 62,059, and in 1910, 88,926. The 1920 census of 129,338 shows an increase of 45.4 per cent during the past ten years, and in the previous ten years the growth was at the rate of 43.3 per cent.

Cover Springfield and its rich suburban territory with the

Springfield Republican

(3c MORNING)

and The Daily News

(1c EVENING)

Net Paid for March

49,211

Largest Circulation in Massachusetts Outside of Boston

THE REPUBLICAN or The Daily News goes into the homes of 97 per cent of the families of Springfield. There are 26,546 families and the city circulation for March was 24,826.

Try it out in Springfield, Mass., in the Republican and The Daily News

Foreign Representatives

Marbridge Bldg.,
New York

KELLY-SMITH CO.

Lytton Bldg.
Chicago

much will be accomplished by getting the proprietors of the newspapers together to deal with the subject. The Government would be able greatly to influence them and get results. If they refuse to co-operate, show them the picture of things as they will be 25 years hence."

W. R. Hearst's Testimony

W. R. Hearst in his letter to the committee expressed the opinion that the need for Congressional action had passed and that the better sense of the publishers throughout the country is beginning to assert itself. The letter follows:

"There are a number of things to be considered in connection with the shortage of print paper; or rather, to be more accurate, the increased consumption of print paper. For there is just as much print paper produced per year today as there ever was; in fact, there is more produced. The difficulties of the newspapers are due to the fact that the demand for print paper is even greater than this increased production of print paper.

"The situation then can only be solved by producing still more print paper to meet the increased demand or by curtailing consumption. It is not possible immediately to increase to any great extent the production of print paper, but steps are being taken by many print paper manufacturers to enlarge their plants and even to establish new plants, so that in two or three years a very considerable percentage of increase in print paper will be available.

"No special blame, therefore, can be laid upon the print paper manufacturers. They are now producing more paper than they ever produced before and are planning to produce still more. The blame is entirely with the newspaper publishers, who are consuming paper as a rule quite recklessly and without good business judgment.

"It would be possible for the newspaper publishers to curtail the consumption of print paper to a very considerable degree, say 20 or 25 per cent, without any injury to their papers—in fact, with distinct benefit to their papers and to themselves.

"In order to establish at the outset my sincerity in this matter, let me say that I am not going to recommend in this document anything to other publishers that I have not already put into successful operation myself. Therefore, the plans proposed are not theoretical or experimental, but are of proven practicability.

"In the first place, the news columns of a newspaper can be very much condensed, with convenience to the reader and consequent advantage to the paper. I have condensed my papers in this respect from 20 to 25 per cent at least, with the approval of their readers as far as I have been able to determine.

"Second, the advertising in a newspaper can be materially condensed by raising advertising rates to the point where the newspaper gets the same revenue from a lesser space.

"Third, circulation growth can be restricted by increasing circulation rates.

"And certainly there is no hardship upon the publisher to do these things, nor is it any hardship upon the readers and advertisers. The newspaper is one of the most valuable articles in a community; and still, despite its actual and obvious value it sells both its circulation and its advertising at a ridiculously low rate in comparison with its value.

"According to Government reports, the value of the dollar has depreciated one-half. Consequently when a newspaper doubles its circulation rates and doubles its advertising rates, it is not charging any more in actual money value than it formerly did before the dollar depreciated.

Reckless Consumption Charged

"In fact, the fundamental difficulty with newspaper uselessness in the use of print is the fact that the publishers are conducting their newspapers on the basis of the cheap print paper and the dear dollar which formerly existed, instead of on the basis of the dear print paper and the cheap dollar which exists today. Publishers in other countries are not so reckless. The London papers are quite as successful as our American papers, financially at least, but still the London publishers print papers that are one-half the size, or one-third the size, or even one-quarter the size of ours.

"The readers of these papers are just as well satisfied as if they had larger papers, and the publishers are content because it is not the area of advertising that counts or the area of news space. It is the income from circulation and advertising that is essential to business success.

"Reports in most of our American publishers' offices are made on the comparative number of columns of advertising in their papers and in their competitors' papers. But what is more important from a business point of view and from the point of view of the object of your Committee's investigation—the curtailment of print paper—is the number of dollars for each advertising column in their papers and in their competitors' papers.

"Limitation of advertising and restriction of circulation through increases in price is certainly not profiteering as long as those increases merely keep pace with the increased costs of raw material, the increased costs of labor, the increased profits which the small dealers and distributors justly demand, and the decreased value of the dollar.

"In accomplishing the condensation of news and advertising space, the raise of rates, and curtailment of print paper consumption, it is

advisable for the newspapers to move with a certain spirit of co-operation.

"If all the papers everywhere should proceed in this co-operative manner, a total curtailment of print paper consumption of say 20 to 25 per cent would result and would absolutely solve the present problem of print paper shortage.

"But while co-operation is desirable for complete success—in this direction, it is not absolutely essential. For instance, in New York I have cut down the size of my Sunday paper to thirty-six pages in the earlier or mail editions, and to seventy-two pages in the latest city editions. This is a curtailment of about 30 per cent in print paper consumption.

"I have also raised the price of my Sunday paper at the same time from five cents to ten cents, which is in direct proportion to the decrease in the value of the dollar. The other leading New York newspapers still print more than a hundred pages every Sunday, sometimes as high as one hundred and twenty pages.

"And the absurd part of all this reckless consumption of print paper is that these enormously big papers apparently do not please the reader; for the circulation of these 100-page and 120-page papers is only about half the circulation of my 72-page New York Sunday American. When people go to the theatre, they ask what is the best play and not what is the longest play.

"When they go to church, they ask who preaches the best sermon and not who preaches the longest sermon. And when people buy a newspaper, they ask what is the best paper and not what is the biggest paper.

"It is just as bad for a newspaper to consume too much print paper as it is for an individual to consume too much food. And it is almost as wicked for certain papers to use more print paper than is needed when other papers are compelled to suspend publication for lack of print paper, as it would be for an individual to gorge himself with food when he knows that his neighbor is starving for the lack of it.

"The reckless use of print paper, therefore, is due to selfishness and timidity, which is unjustified and unjustifiable. It is not good business, and it is not good ethics. Assuredly, it is not good journalism.

"In conclusion, let me say that I believe the force of circumstances will compel publishers to get on the new basis of dear print paper and the cheap dollar. And the tendency through the United States is very strongly at the present moment in the direction of higher rates and less paper consumption.

For an Average Size

"But if Congress should see fit to take definite action to hasten this development, I would recommend that they first take an average of the size of daily papers throughout the United States, and not allow any one paper to exceed that average without the penalty of being excluded from the mails.

"Let Congress then take an average of the size of the Sunday papers throughout the United States, and not let any Sunday paper exceed that average without being penalized by exclusion from the mails. Then, having established that average for all papers, if any further reduction of consumption is necessary, reduce all papers proportionately.

"In this way the conscientious publisher, who had already done his utmost to meet the necessities of the situation, and to curtail consumption of print paper and to reduce the size of his paper to the minimum, would not be punished for having been a considerate newspaperman and a conscientious citizen.

"The first step of Congress under this proposal would be to reduce all papers practically to an equal basis, and then make such further reductions in print paper consumption as might be necessary to meet the print paper shortage. My personal opinion is that the

need for Congressional action has passed, and that the better sense of the publishers throughout the country is beginning to assert itself.

"The price of paper is so high that it is compelling the increase of rates and curtailment of consumption which is the cure. And the publishers are slowly learning that this curtailment of consumption is not a hardship and a handicap, but a distinct advantage."

James M. Thomson, publisher of the New Orleans Item, expressed opposition to Government action, other than through this inquiry, which was bringing out facts and would help to a general understanding. "The big papers must keep out of the spot market," Thomson said, "and by arrangement set aside a percentage of their contract portion for the relief of the smaller papers."

The first intimation that the spot market may be cornered came from Willard E. Carpenter, appearing for the 150 papers of the Inland Daily Press Association and also representing the National Editorial Association. He had heard of one carload of paper passing through the hands of nine brokers. A profit of a cent a pound is \$500 on a carload. The increase in spot price from 2 cents in 1914 to 4 in 1918 and 11 to 16 now, as well as the present margin between 4½ to 5 cents on contract and 11 to 16 cents spot, can be accounted for, Carpenter said, "Only on the theory that the spot market is cornered by jobbers and brokers working in concert." Attorney General Palmer had been urged to look into this condition but was not impressed.

"If the Attorney General will only

cast one look in the direction of these brokers and jobbers, spot prices will tumble," said Mr. Carpenter.

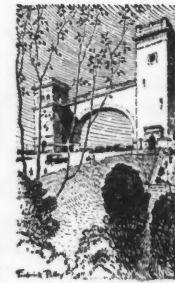
The committee was sufficiently impressed to secure a list of a dozen leading jobbers and brokers.

Warren W. Bailey, publisher of the Johnstown (Pa.) Democrat, followed this with the statement that 40 to 50 per cent of the paper now being delivered through brokers is unlabelled, evidence of which could be had from the House Committee on Foreign Affairs.

Chairman Porter of that committee was sent for, and Senators Reed, Walsh, Gronna and McNary went into star chamber with him. Senator Reed emerged with a grim order that all the brokers and jobbers listed be summoned.

A New York broker had recently told Mr. Carpenter he could have all the paper he wanted if he would pay the price. The price quoted was \$14.75. Such a price as this, Mr. Carpenter said, would put hundreds of the smaller dailies out of business. He knew of 300 that had stopped publication in the last six months. Others were saving themselves through mergers. Four years ago \$1,000 credit at the bank would buy a carload of paper; now it takes \$7,000, and bankers won't rise to it. Four carloads of paper are now as much as the value of the average small daily plant. Very few of the papers of circulation

WORLD'S ADVERTISING CONVENTION, JUNE 6-10



Emerichsville Bridge,
Riverside Park, Indianapolis

The Nile Valley of America

INDIANAPOLIS is the heart of one of the richest and most prosperous farming sections of America. It is a billion dollar live stock region. This section is covered by The Indianapolis Star. The interest of the farmers in The Star is shown by the fact that it has led all papers in the country, save one in the far west, in farm and poultry advertising for years.

The Indianapolis Star

Largest Morning and Sunday
Circulation in Indiana



INDIANAPOLIS

The Atlanta Journal

Atlanta, Ga.

Advertising in
The Journal
Sells the Goods

The Journal Covers
Dixie Like the Dew

Co-operative Advertising

NEWSBOX TRADE MARK

"The Slot Machine That Sells Newspapers"

MANY publishers, after adopting Newsbox Service, have used display advertising to introduce it to their readers. We have decided to combine the best features of each of these individual efforts, together with suggestions from our field force, into one comprehensive serial story. To that end, we have had prepared an attractive series of 12 Newsbox advertisements. The first of the series is 112 li. x 3 cols., all the others, 70 li. d. c. Each is mortised to receive name of the local paper.

All contracts for Newsbox Service now include provision for adequate educational publicity. And our representatives are authorized to arrange for space on an equitable basis.

Full details can be had by application to the home office.

We will gladly furnish free electros to publishers already using Newsbox Service. Send for folder of electro proofs.

NEWSBOX SALES CORPORATION

EXECUTIVE OFFICES:

CANDLER BLDG., NEW YORK CITY

BRANCHES:

BOSTON CHICAGO
WASHINGTON BALTIMORE PHILADELPHIA



ANNOUNCING
A New Service for Newspaper Readers

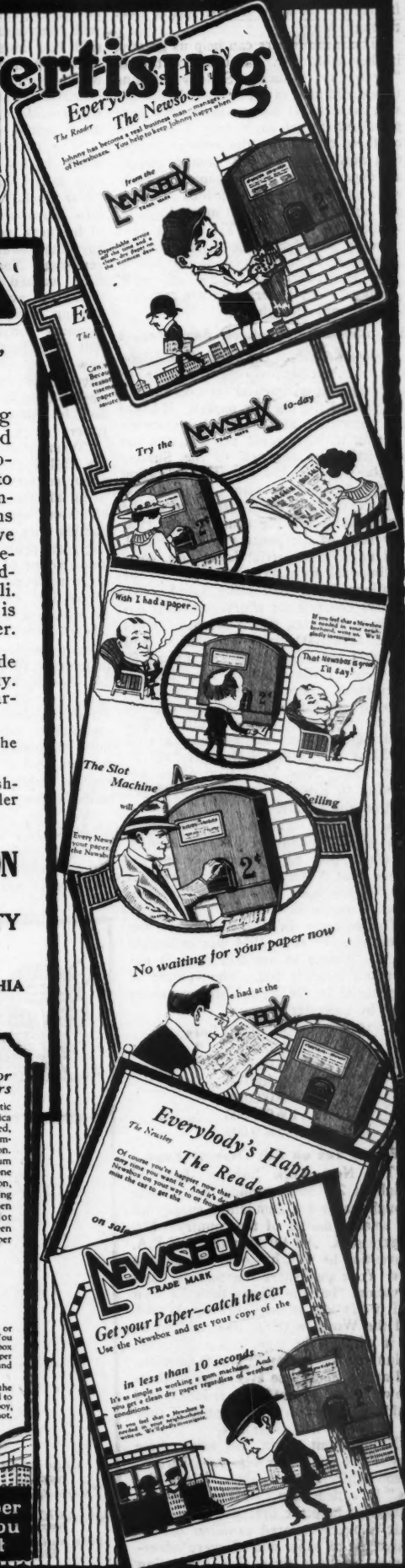
The independent, democratic men and women of America enjoy self-service. Indeed, self-service is rapidly becoming an American institution. You probably buy your gum at an automatic pay station, and secure a sanitary drinking cup from a slot machine when traveling. Now, the slot machine principle has been adapted to serve newspaper readers.

is installing the
You can get your paper as you pass to or from work—no waiting and no bother. You can read the headlines through the Newsbox window before purchasing. And the paper you see is the paper you get. It's clean and dry, rain or shine.

Every Newsbox is under the protection of the public whose convenience it is designed to serve. It is not intended to replace the newsboy, but to serve you when and where he cannot.

Should you feel the need of a Newsbox in your neighborhood, please write us. We'll gladly investigate.

A Clean Dry Paper **NEWSBOX** **Your Paper When You Want It**



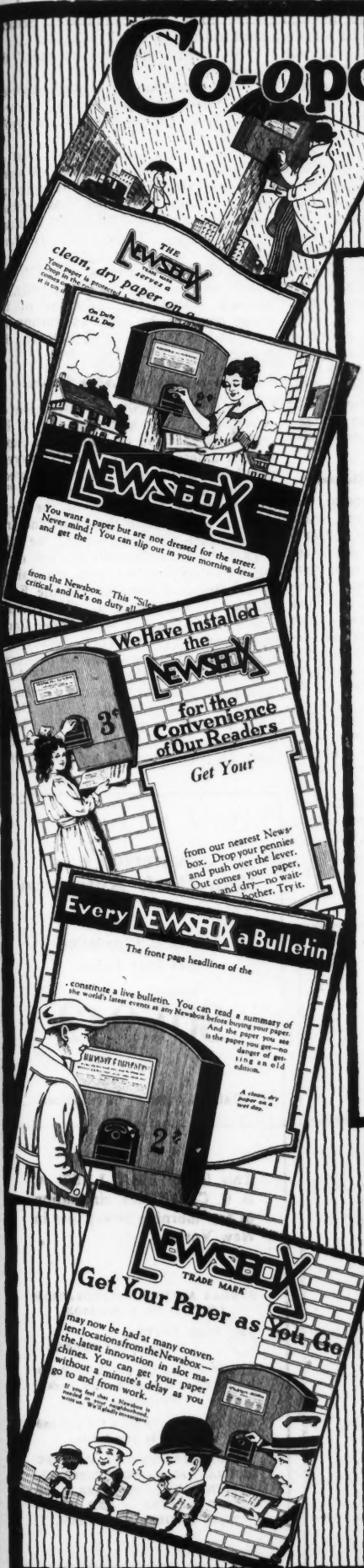
Everybody's Happy
The Reader
The Newsbox
The Newsbox has become a real business man's manager of Newsboxes. You help to keep John's happy when...

The Slot Machine
The Slot Machine
The Slot Machine will sell every newspaper in the Newsbox.

No waiting for your paper now
No waiting for your paper now
No waiting for your paper now.

Everybody's Happy
The Reader
The Newsbox
Of course you're happier now than you were when you had to wait for your paper. And it's the Newsbox that's your ally to get you out of the car to get the paper.

NEWSBOX
TRADE MARK
Get your Paper—catch the car
Use the Newsbox and get your copy of the paper in less than 10 seconds. And it's as simple as working a gum machine. You get a clean dry paper regardless of weather conditions. It's not intended to replace the newsboy, but to serve you when and where he cannot.



NEWSBOX
TRADE MARK
clean, dry paper on
Your paper is promptly delivered to you in a clean, dry condition.

We have installed the NEWSBOX for the convenience of our readers
Get Your News from our nearest Newsbox. Drop your pennies and push over the lever. Out comes your paper, clean and dry—no waiting and no bother. Try it.

Every NEWSBOX a Bulletin
The front page headlines of the world's latest news at any Newsbox before buying your paper. And the paper you see is the paper you get—no danger of getting an old edition.

NEWSBOX
TRADE MARK
Get Your Paper as You Go
You may now be had at many convenient locations from the Newsbox—without a minute's delay as you go to and from work.

ranging from 2,000 to 15,000 have paper in hand or in sight to last longer than through May.

"The large papers can help us greatly, if they will," Mr. Carpenter continued. "By simply reducing Sunday editions they could take care of us and break the spot market. If the manufacturers were permitted to set aside only 2 per cent of their output for the smaller papers that would save us. The smaller papers are dependent on the big papers in many ways and we want no injurious restraint put upon them. They must help us voluntarily, if at all. The 42 per cent increase of advertising volume in the papers of 18 leading cities for March is a most important cause of paper shortage. City papers now are conserving, but not enough."

Unbusinesslike Practices, Says Rogers

Jason Rogers of the New York Globe was the third prominent publisher to advocate governmental restriction of the size of the big city papers. He told the committee at the Monday morning hearing that he would not ask that the restriction be confined to the Sunday Jumbo but pleaded for its application to the daily issues also. "Unbusinesslike methods" of the newspapers of the larger cities are the cause of the chaotic state of the paper market, he said, and nothing but strict legislation, compelling each to observe the rights of the smaller papers, will bring relief. Mr. Rogers charged the shortage almost entirely to 28 cities, where 111 newspapers have 12,000,000 daily circulation and carry 74 big Sunday papers that sell 50 per cent of the country's total Sunday circulation. Seventy-eight of these papers, he said, consume 44 per cent of all the newsprint in the country. The principal offenders among these are 25 to 30, a list of which he gave to the committee. New York City alone, according to Rogers' figures, uses 25 per cent of the supply.

A Chicago Tribune advertisement was read into the record by Rogers, in which that paper's management asserted that it used more print paper in one Sunday issue than all the papers in Canada use in three days.

The increase in advertising for the whole country since 1914 was estimated by Mr. Rogers at not less than 74 per cent and possibly 100. The volume of advertising in the New York papers he gave by calendar years:

1913.....	99,000,000 lines
1914.....	94,000,000 "
1915.....	95,000,000 "
1916.....	104,000,000 "
1917.....	108,000,000 "
1918.....	106,000,000 "
1919.....	145,879,000 "

Favors Tax on Ads Over 1/4 Page

"The New York Sunday 'Jumbos,' weighing 2 1/2 to 3 pounds each, waste enough paper to abundantly supply all the smaller dailies of the country," Mr. Rogers said. All through the A.N.P.A. convention he said he sought to get the New York publishers together on conservation, "but the Times with its own mill won't do it without the World, and the World with its own mill won't do it without the Sun, and so it goes. Voluntary co-operation is impossible, and at the same time every one of them knows they ought to reduce, and could make just as much money if they did reduce to half their size."

"Nothing but a tax will bring these New York and other big publishers to reason," Mr. Rogers said. "Weak sisters," he called them, "who have not the courage to take the first step."

Mr. Rogers favored taxation of excessive use of paper and of every advertisement above a fixed size, suggesting

a quarter page as a basis. Increased advertising rates would go hand in hand with decreased size. The Globe, he said, had limited stores that used to use a page a day to 28 columns a week, without waiting for co-operation, and is making more money than ever. He was confident the Globe could make as much money with 16 pages as with 46.

"The tremendous increase in advertising, big as it is already, is just getting fairly started," Mr. Rogers said. "War work, floating loans, etc., brought into touch, with advertising thousands of business men who had never known anything about the effectiveness of advertising. Now they are applying what they learned to their own business, hence the avalanche of advertising beginning March, 1919. Ad agencies are planning for more than ever. There will be a further increase, sure. And now is the time for publishers to put advertising on a right basis. Rates ought to be doubled. If that cuts the bulk in half, all the better; it will save paper."

"Wasters and profiteers," as Mr. Rogers called them, "are talking smugly about conserving paper, when they are using all the paper they can get their hands on, with their immense resources, because they can get all the advertising they can print and so make money on any amount of print paper even at five cents a pound. But the little fellows, forced into the spot market to pay 12 to 15 cents, are being broken on the wheel."

To a questionnaire sent to 2,100 newspapers Mr. Rogers had responses from 186 showing that 50 are without supply and 50 or 60 have only partial supply.

He characterized as "criminal" the speculators who have contracts with mills for quantities of paper at 4 1/2 and 5 cents and are now auctioning it to pinched publishers. The Globe paid 13 cents in one emergency.

"You are asked to bid for paper?" asked Senator Reed.

"I have with me 50 or 60 such propositions and will file them with you," Mr. Rogers answered.

"You know," said Chairman Reed, "that it is impracticable to get through any legislation when the press of the country is against it. What attitude would the newspapers take on a proposed tax on excessive use of paper?"

"I simply say this," Mr. Rogers responded. "Any remedial legislation will unfavorably affect only a limited number of metropolitan papers. The rank and file of the press of the country will see the public benefit of such legislation and will be behind it. It is the country newspapers that are influential. Of course the only publishers who have money to spend to come down here are the big ones, but they are not the ones that influence the public opinion of the nation. Wise legislation on this matter would have the backing of that great body of the press which is powerful. Such legislation is their only salvation, and they know it better than we do."

Mr. Rogers suggested a government survey of the newsprint situation. "The statistics are collected by the Federal Trade Commission," he said, "and ought to be analyzed and digested."

Control Impossible, Says Richards

The St. Louis Globe-Democrat, according to F. St. John Richards, manager of its New York office, is conserving paper heavily, but must do it according to conditions of its own particular field to come out even. "Government interference would be alarming and probably disastrous," he said. "The Globe-Democrat has cut the Sunday edition from 80 pages down to 56 and the daily from 22 and 32 pages down to 12 or 16, leaving out an average of 70 columns of advertising a day. Advertising rates have been raised from 17 1/2 to 35; the price of the daily from 2 to 3 cents, and the Sunday from 5 to 10 cents. A tax penalizing papers over a standard size would drive out of business many large newspapers that have heavy overhead expense and equipment for larger production, he said, while it would give unfair and unmerited advantage to competitors below the standard size."

"Couldn't the big papers adjust themselves to a new condition?" Senator Reed asked.

"No, they would have to quit," the witness replied.

"The Scandinavian paper imported has not been very satisfactory," according to E. D. Shaw of the Hearst publications.

"It is a little too light for most of our presses, and there is a lot of waste—in one case 25 per cent. Comparing prices abroad with ours," Mr. Shaw said, "\$243 a ton had been paid in Paris by the Chicago Tribune for its Paris edition."

The Washington Times, of which Mr. Shaw was manager until recently, is keeping within the limitation of its paper contract, he said, by cutting its size and reducing circulation to the bounds of the District.

Waste Laid to Labor Unions

"No plan for uniform restriction of papers is possible and Canada will increasingly continue to control the paper market unless we have forest conservation," Mr. Shaw said. More soft wood was the only solution he could see. "If advertising is taxed out of the large paper it will shift to the small one and use as much paper as before," he said.

That the paper brokers are not making exorbitant profits was maintained by M. Deverisch, manager of the E. R. Mosier Company and L. G. Hinman, manager of Domestic Mills Paper Company, both of New York, before the committee Monday. Each produced records showing that profits of these companies had not exceeded a cent a pound in any transaction. Mr. Deverisch, in reply to questioning by Chairman Reed, said it might be possible for paper to pass through hands of several

America's New York American

A. B. C. Circulation
Net Paid Daily

301,942

Daily Country Circulation,
27,223

This is the SMALLEST A. B. C. COUNTRY circulation of any morning newspaper in New York.


SUNDAY AMERICAN CIRCULATION LIMITED TO A MILLION

THE BEST PAPER for the BEST PEOPLE

TWICE the PRICE and TWICE the WORTH of Any Other New York Newspaper.

Read by those who want the best and are ready to pay for it.

THE MOST PROSPEROUS, the MOST LIBERAL and the MOST DISCRIMINATING BODY of READERS in the UNITED STATES — AND MORE THAN A MILLION OF THEM.



Scripps Newspapers
Foreign Advertising Department

Union National Bank Building, Cleveland, Ohio

NEW YORK
OFFICE
Marbridge Bldg.

CHICAGO
OFFICE
First National Bank
Bldg.

Scripps Newspapers are evening newspapers. Evening newspapers are preferred advertising mediums because it is evident that they reach the home at the hour when the family has leisure for reading.

The aggregate circulation of morning newspapers in the United States and Canada is 12,763,000; while that of evening newspapers is 21,600,000, or more than 59% greater.

The evening newspaper is the family paper, the paper which everyone reads.

WORLD'S ADVERTISING CONVENTION, JUNE 6 to 10

Whaddeyu mean—a real business convention?

THERE will be the same serious, “get down to business” atmosphere at the Indianapolis Convention of the Associated Advertising Clubs of the World, that you find at the A. N. P. A. meetings.

The world’s advertising convention will be a brass tacks convention. “Advertising—

Now and How” is the theme of the program and that theme will certainly be held to very closely. It will pay every newspaper publisher, every newspaper business manager, every newspaper advertising manager or salesman in the country to come to Indianapolis for these five days of serious business discussion.

THE *Newspaper Department* sessions will be built around the idea of “selling the Newspapers as the National Advertising Media.” More than 700 newspaper men are expected at Indianapolis. It will pay you to come. Get in touch with the On-to-Indianapolis chairman of your advertising club for hotel reservations. If you haven’t an advertising club in your city write at once to

CONVENTION BOARD

Advertising Club of Indianapolis

CHAMBER OF COMMERCE BUILDING

INDIANAPOLIS



brokers with slight profit to each, but in general he was convinced that high price is due to high cost of production. "Neither the brokers nor mills make much profit even at the high prices," he said, "for all materials and labor are keeping pace with the prices." Mr. Hinman's company sells little newsprint and never charged as much as one cent profit on a sale, he testified.

Earl J. McCone, manager of the Buffalo Commercial and also manager of a paper mill at Northumberland, N. H., has no newsprint troubles of his own. He told the committee that while the Commercial had cut its reading matter from 75 columns to 45, it had also cut its price from 2 cents to 1 cent and was hoping to build circulation from 5,500 last year to 100,000 this year. He said many newspapers were throwing away bundles of papers to keep up appearance of circulation and that a "bonus" system was being worked with newsdealers through which there is great waste of newsprint.

He thought labor unionism was responsible for shortage in production, not only of paper but in all industry. The burden of his testimony was directed against the typographical unions, which he charged with the most effective newspaper censorship the world has ever known.

"Only Four Independent Papers"!

In numerous instances, he charged, chapel foremen had kept out stories unfavorable to union labor. The only papers not subject to such control, according to McCone, are the Buffalo Commercial, New York Times and Los Angeles Times.

Pressed for particulars by Chairman Reed, McCone said that late in last November the Seattle Post-Intelligencer was stopped by the chapel from publishing a paid advertisement placed by associate business men and appealing to the public in favor of the open shop.

All the Boston papers during the police strike were notified through the chapels that the strikers must not be referred to as "deserters," McCone said.

The Buffalo News had on the press Judge Gary's steel strike testimony, but the press simply wouldn't start until the plate was changed, according to McCone, who added that the News was two hours late getting out and had a very different Gary story than its first one.

The New York Times and Buffalo Commercial were the only papers in the East that carried the Gary testimony in full as sent out by the Associated Press.

The Louisville Times last fall ran a cartoon depicting organized labor with "an appetite that increases with eating," and the chapel foreman lost his card, McCone said, for letting it get by. "It was a perfectly proper cartoon too, and I reproduced it myself," he remarked.

All members of the Typographical union were forced to take an oath, McCone said, the principal paragraph of which bound the members to place "fidelity to my union and its members above any other obligation, social, political, religious, fraternal or otherwise," which put the union above church and nation.

McCone asserted that the censorship had gone so far and was working so easily that there is seldom any friction any more because the newspapers know they can't put anything over and don't try. The real editor, and manager too, if it comes to a showdown, is the chapel foreman, according to McCone.

In reply to questions from Senator Reed, Mr. McCone stated that he had had disagreements with union labor.

Usage Outruns Production

R. S. Kellogg, secretary of the Newsprint Service Bureau, embracing 43 manufacturers, producing 60 per cent of this year's stock of newsprint, gave the committee figures showing that the increase in consumption has been more rapid than production for the last eight months. The total production in the United States and Canada was 205,000 tons in March, and for 1922 there will be an additional capacity of 1,500 tons a day over the present, according to his figures. The production this year will be 2,400,000 tons which is 10 per cent more than last year and that of last year was 10 per cent more than the year before. The increase in consumption for 40 years has been from 3 pounds per capita in 1880 to 34 in 1920. "What percentage of the paper produced is covered by contracts with publishers?" Senator Reed asked.

"Ninety per cent," Mr. Kellogg replied. "But this covers only the product of the regular newsprint mills, and not that of the converted mills, which have produced 25,000 tons the first quarter of this year, or 5 per cent of the total."

"Wherein lies the increased cost of paper production?" Mr. Reed asked.

"Newsprint is 80 per cent ground wood," said Mr. Kellogg. "From \$26 to \$30 a ton a year ago this ground wood has increased to \$100 now. Sulphite was \$70 and \$80 a ton this time last year and is \$120 and \$140 now. Labor and every other cost enter into the increase."

"Is any paper stored away by anybody?" Mr. Kellogg was asked.

"My records are clear on that. The total stock in hand or in transit in April, 1919, was 45,000 tons in hands of manufacturers and 222,000 in hands of publishers. This is a total of 267,000 tons. In April this year there were 38,000 tons in the hands of manufacturers and 150,000 in hands of publishers. The total stock is 188,000 this year against 267,000 last."

Mr. Kellogg was emphatic in denial of any agreement among manufacturers to limit production or raise prices.

Paper Tied Up in Shipments

The remedy as Mr. Kellogg sees it must lie in conserving what we have by restricting advertising and reasonably reducing the size of papers. It is an economic situation which legislation cannot meet. The high price has promoted production and decreased consumption.

Homer Bassford, publisher of the St. Louis Times, said to the committee that the shortage was in shipping rather than in paper supply. Six carloads of paper for the Times are held up at Windsor (Ont.), and 12 more carloads elsewhere in Canada are awaiting cars. Not a car had crossed at Port Huron or Windsor since March 27, he said, and the reason given is that the Canadians fear they will not get their cars back.

"The penny paper is gone, and ought to be gone, regardless of the future pa-

per market," remarked Mr. Bassford. J. R. Snyder, publisher of the Gary (Ind.) Evening Post, has been trying since last June with many mills to get a contract and can't, he testified. "The companies are always expecting to be able to take on more tonnage, but never come to it," said Mr. Snyder, who buys at 12½ cents in the open market. He said he tried to buy a carload at the Booth mill and couldn't; he placed his order with Whittaker of Cincinnati and the paper came from the Booth mill.

"You would hear a different story from all these city publishers if they were compelled to pay 12½ cents for their paper," Mr. Snyder said.

"The only remedy is to limit the size of the newspaper," Mr. Snyder continued, "and you won't hurt a single honest publisher when you do it. How can any self-respecting city paper consistently oppose limitation when they each profess that they want to curtail if the others will?"

Swedish Paper Never Came

"In my little paper we have cut from 15 pages to 12 and are carrying as much advertising as before. We have condensed the news from 43 per cent of the space to 23½ and are actually making more money and the circulation simply will not stay within the limits we set. But I have paper in sight for only six weeks. One Sunday issue of the Chicago Tribune uses enough paper to run me for three years. It ought to be limited, by law if necessary, to give hundreds of my class a chance for life."

William J. Pape told the committee Tuesday that he is wondering why 100 tons of Swedish paper which he ordered of a New York broker in December at 7¼ cents and long overdue, is not delivered, when the same broker is now offering immediate delivery of the same paper to other people at 12½ cents. The

Now Is The Time To Create More Advertisers

Are you taking advantage of today's prosperity to create more advertisers among the best firms of your city?

Are you selling advertising or are you selling space?

The manufacturers and wholesale jobbers of your community have never used your paper consistently. Why not teach them to advertise, now.

Our Weekly "Business Review Page" will do it. And we will sell it for you. Will sell advertising, not space, and put an extra page of revenue in your paper each Saturday night or Monday morning.

Are doing this for other large papers. If interested, write for folder "Local Display From A New Source."

THOMAS W. BRIGGS Co.

Operating in United States and Canada

HOME OFFICE, MEMPHIS, TENN.

Successors to Jones-Briggs Co.

U.S. Feature Service Inc.

QUALITY SERVICE FOR NEWSPAPERS

WORLD BUILDING

NEW YORK, N. Y.



FOSTER

"SPORT BRIEFS" by John B. Foster, former Secretary N. Y. Giants.

Foster's name needs no emphasis with sporting editors. His word is the latest and best. A letter a week.

"SPORT JAZZ"

by Ray I. Hoppman formerly with N. Y. Telegram.

A daily sport poem—full of pep.



HOPPMAN

"THE POME PEDDLER"

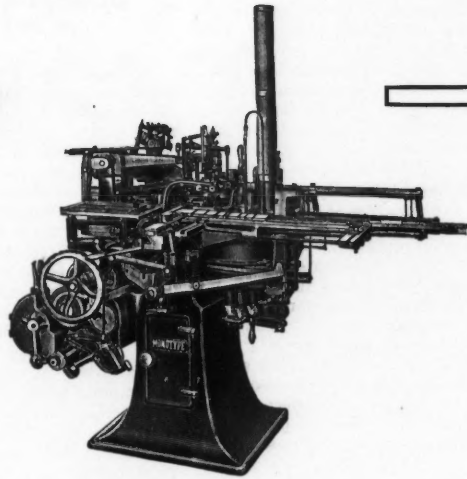
By Ray I. Hoppman
Good homely verse in prose form.
Goes right home to the reader.

"Favorites of Fate"—a daily semi-news poem with cartoons of famous men.
"Little Lectures" by Zipp—A humorous slant on every-day affairs of life. Daily. Illustrated.

A Service That Takes Into Consideration the Present Shortage of Newsprint

Single Types
Prideful Work

More Patrons
Many Dollars



Monotype increases production without increasing the payroll—the increase is “all velvet”

Here is
the proof



DOMINION PRESS, LIMITED
MONTREAL, QUEBEC

“Our composing room force, including Monotype operator (a combination man), is precisely the same as formerly; in other words, the cost of operating both keyboard and caster is fully offset by a corresponding reduction in Hand Composition—the extra output being *all velvet*.”

HENRY UPTON, *President*



THE KEYBOARD

- entirely separate from casting mechanism
- a positive aid to production

Ask us why!

LANSTON MONOTYPE
MACHINE COMPANY

PHILADELPHIA

NEW YORK
CHICAGO

BOSTON
TORONTO

Monotype Company of California, SAN FRANCISCO

committee thought it worth while to invite the broker to explain.

Mr. Pape, whose paper is the Waterbury (Conn.) Republican, has been unable to renew his contract, has a limited print supply on hand and can buy only in the spot market at prices that he cannot long carry. Fully 500 newspapers of about 10,000 circulation are in practically the same condition, he said. He is in touch with 110 such publishers, who are to meet in a conference in Washington, May 17, to devise some way of acting in concert.

Mr. Pape also said his order was declined by a Quebec mill; he bought of a broker, and then traced the shipment back through a second broker to the Quebec mill that had declined his order. Mr. Pape was charged 8½ cents but the same mill was supplying the same paper at the same time to the Montreal Star at 4 cents.

"Voluntary co-operation among publishers has failed," said Mr. Pape, "and there must be government control or else failure of many papers. All the Government need do is equitably distribute the newsprint not under contract, and thus wipe out the spot market."

Mr. Pape's plan, which was endorsed by the four publishers who followed him before the committee Tuesday, is that the Government organize a paper corporation similar to the Grain Corporation, buy all paper not under contract, at prices to be determined by actual costs of production at the various mills, fix an average selling price and allocate the whole stock among newspapers according to their needs.

Joseph B. Finan, publisher of the Cumberland (Md.) Times, heartily approved the plan proposed by Mr. Pape, and added that if the Government had taken charge of newsprint when the price first began to jump the price might have been 5 cents instead of 3 in 1918, but would not be anywhere near 15 now. "The mere fact that the great bulk of newsprint is sold to the big city papers on contract at 5 cents while the smaller country papers have to pay 10 to 15 is conclusive evidence that something's wrong somewhere," Mr. Finan said. The best thing that could happen, aside from Government control, Mr. Finan thought, would be a rise of the contract price to 7 cents—this would equalize prices and help bring the city publishers to reason in the matter of co-operative conservation.

W. L. Hafee, Gettysburg (Pa.) Times, said it was so manifestly unfair for small papers to pay 15 cents while big papers paid only 5 cents, that Congress surely would see the wisdom of regulation. The latest quotation he has received is 14¾, and he will not be able to continue publication at this cost, and many other papers in his territory face the same prospect, he said.

Has Faith in Publishers

S. C. Shaw, publisher of the Mounts-ville (W. Va.) Echo, added his plea to the others for Government purchase and equitable distribution of all newsprint not under contract. He has eight weeks' supply on hand, could hold on for a while paying as high as 12 cents but cannot pay more and keep going. Mr. Shaw said that paper he bought of the Central Ohio at 9½ contained cores of the International, which company is supposed to sell only on contracts not above 5 cents.

James Wright Brown, editor of EDITOR & PUBLISHER, told the committee that publishers are conscientiously doing the best they now can toward conservation, but not sufficiently to meet the situation. He proposed that the committee call at Washington a convention of newspaper owners and manufacturers

to work out a program for the solution of the problem.

Such a convention, representative of all interests involved and with the cooperation of Congress, he said, would settle in a few days questions of right and economic adjustments.

"Manufacturers of paper need confidence that legislation will not ruin them, publishers need to get together on conservation plans in their various fields, both sides need encouragement and support of the government in formulating and maintaining a definite program," Mr. Brown concluded.

"What program have you in mind?" asked Senator Reed.

"It is because nobody has any program acceptable to all that a national conference is necessary," replied Mr. Brown. "I am not advocating any particular method of meeting the situation. I am not in favor of the committee or Congress fixing any method. Publishers and manufacturers alone are in a position to decide on a method. They would gladly come to a convention, co-operating with Congress, and effect lawful trade agreements to stimulate production and restrict consumption of newsprint."

"More than 100 publishers are coming to a conference on May 17. Make it more fully representative of publishers of the whole country and of manufacturers. The result will be the settlement of the question and its settlement right. The committee is swamped with individual opinions, which are wide apart. What is needed is the collective opinion and the compromise judgment of all publishers and manufacturers."

Ad League Reviews Record

Reminiscences of the past eight years occupied the members of the New York League of Advertising Women at their luncheon on May 4 at the Advertising Club, when Mrs. Claudia Quigley Murphy, its first president, was the speaker of the day. Mrs. Murphy was asked to tell how the league started and detailed its formation with 70 members in May, 1912, and the co-operation that had made its career successful. The club now has over 160 members.

"ASK ME!"



Carolina Jewett

This home page feature, now in its second year of success, answers any question under the sun with PERSONAL MAIL replies to your readers. Space occupied ten inches or less, six times a week.

NEW CLIENTS THIS WEEK:
Albany TIMES-UNION; Seymour (Ind.) REPUBLICAN, Sharon (Pa.) TELEGRAPH.

Flat Rate \$3 a Week

FAIR & JEWETT, Ltd.
CLARA L. FAIR, President
1544 Aeolian Hall, New York City

PAPE CALLS MEETING FOR MAY 17

All Publishers Compelled to Rely on "Spot Market" for Newsprint Supply Invited to Conference at Washington

One hundred and ten daily newspaper publishers without paper contracts who are compelled to buy all or most of their tonnage at spot market prices have been invited to meet at the Hotel Willard, Washington, on the morning of May 17, by William J. Pape, publisher of the Waterbury (Conn.) Republican, who has been testifying before Senator Reed's committee on investigation of the newsprint situation. Over 50 of these papers are absolutely without contracts and have been buying at spot prices, several of them having actually paid recently as high as 13½ cents a pound for newsprint, Mr. Pape told EDITOR & PUBLISHER, and continued: "Assuming that these newspapers have an average circulation of 10,000 daily and an average capital invested of \$150,000, there is a total circulation of a million copies daily and a total investment of \$15,000,000 which is put in jeopardy by the present insane conditions. Each of these newspapers is normally successful and prosperous, and

each of them is as vital to the life of its community, and consequently to the nation, as any newspapers or combination of newspapers of the same aggregate size.

"I think that you will agree that if a newspaper of 100,000 circulation was wrecked, either by the impossibility of buying newsprint or inability to pay the prices at which it could purchase newsprint, it would be regarded as a national calamity. Well, the interests, public and private, represented in this list of 110 small daily newspapers are at least the equivalent of ten newspapers of 100,000 circulation.

"A newspaper having a contract for 1,000 or 10,000 tons per annum at \$80, \$90 or \$100 a ton and wishing to print all the advertising that is offered, or to print all the pictures that it can make or buy, or to issue editions running as high in some cases as 44 pages daily and 190 pages Sunday, can pay 10, 12 or 15 cents for 10 per cent or 20 per cent additional tonnage and still have an average paper cost one-half or less of what these newspapers are paying. Such a newspaper, if it does not take a long look ahead and consider the effect of present spot prices on the contract market for 1921, may convince itself that it is good business policy to pay 15 cents for excess tonnage.

"It may even convince itself that it could pay 20 cents for a small amount

WORLD'S ADVERTISING CONVENTION JUNE 6 TO 10



Gone to Indianapolis!

TO the Center of Distribution, the largest inland city, and the center of one of the world's most prosperous markets. If you haven't decided yet to come to the World's Advertising Convention, you should do so at once. It will pay you.

The Indianapolis News

First in America in 3c Evening Circulation

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

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

USE NEWSPAPERS ON A THREE-YEAR BASIS

PENNSYLVANIA

Two traveling men, representing rival concerns, met at Pittsburgh and rode to Philadelphia together.

One of these men "played the big time stuff," as he put it. He stopped off at Rochester, Buffalo, Cleveland, Toledo, Detroit, Chicago, Milwaukee, Minneapolis, St. Paul, Omaha, Denver, Salt Lake City, San Francisco, Los Angeles, El Paso, Galveston, New Orleans, Memphis, St. Louis, Indianapolis, Columbus, Pittsburgh and Philadelphia.

The other fellow kept himself in Pennsylvania exclusively—and intensively.

His trip was Philadelphia, Chester, West Chester, Coatesville, Lancaster, York, Harrisburg, Erie, Warren, New Castle, Oil City, Franklin, Lebanon, Sharon, Pittsburgh, Washington, Connellsville, Johnstown, Altoona, Pottsville, Scranton, Wilkes-Barre, Allentown, South Bethlehem and Easton.

In comparing their year's business the Pennsylvania traveling man's sales were about 75 per cent of those of the man who covered the country—and his expenses were considerably under one-third.

When one stops to consider the wide stretches of territory overlooked by the "big time" man and the intensive careful cultivation of the Pennsylvania man's territory, it seems as if the sales manager who watched the corners carefully, and got all there was out of his territory was the widest between the eyes.

Try the intensive cultivation of a smaller territory—a territory like Pennsylvania, where you can get plenty of team work from your local merchants, and your local daily newspapers, and you will get what you want—for what you want is orders.

		Circu- 2,500	10,000		Circu- 2,500	10,000			
		lation Lines	Lines		lation Lines	Lines			
Allentown Call (M) Item.....	(E)	33,000	.08	.08	Oil City Derrick.....	(M)	6,484	.035	.03
‡Altoona Mirror.....	(E)	22,197	.05	.05	Philadelphia Record.....	(M)	107,479	.0179	.0179
Altoona Times-Tribune.....	(M)	15,964	.05	.05	Philadelphia Record.....	(S)	128,610	.0179	.0179
Beaver Falls Tribune.....	(E)	4,665	.02	.02	Pittsburgh Dispatch.....	(M)	57,263	.14	.10
Bethlehem Globe.....	(E)	7,011	.03	.03	Pittsburgh Dispatch.....	(S)	67,151	.21	.16
‡Chester Times and Republican (M&E)		14,739	.05	.04	Pottsville Republican.....	(E)	11,057	.045	.035
†Coatesville Record.....	(E)	5,265	.021	.021	Scranton Republican.....	(M)	30,303	.09	.08
Connellsville Courier.....	(E)	6,427	.0179	.0179	Scranton Times.....	(E)	35,125	.09	.08
Easton Express.....	(E)	11,047	.03	.03	Sharon Telegraph.....	(E)	5,554	.03	.03
†Easton Free Press.....	(E)	14,162	.0285	.0285	Warren Mirror.....	(E)	3,100	.0179	.0179
Erie Herald.....	(E)	8,718	.03	.03	*Washington Observer & Reporter	(E)	13,916	.06	.05
Erie Herald.....	(S)	10,195	.03	.03	West Chester Local News.....	(E)	12,249	.03	.03
†Franklin News-Herald.....	(E)	6,687	.03	.03	Wilkes-Barre Times-Leader.....	(E)	18,371	.05	.04
Harrisburg Telegraph.....	(E)	30,929	.07	.07	York Gazette and Daily.....	(M)	14,518	.04	.04
†Johnstown Democrat.....	(M)	10,132	.03	.025					
*Lancaster Intelligencer and News-Journal.....	(M&E)	24,919	.08	.08	Government Statements, April 1st, 1920.				
Lebanon Daily News.....	(E)	8,373	.03	.03	†A. B. C. Report, April 1st, 1920.				
†New Castle News.....	(E)	13,014	.025	.025	†Government Statements, October 1st, 1919.				
					‡A. B. C. Report, October 1st, 1919.				

of paper and still make a profit, but it can get this excess tonnage now only by taking away from newspapers in this situation, and there are said to be over 200 small dailies in all who are in this situation, the newsprint paper that is just as necessary to their existence as bread is to the individual.

"Consequently, we are about to raise the broad question of whether any newspaper publisher who has under contract and in storage the amount of paper absolutely necessary for publication in 1920 has any right whatever to buy any excess tonnage.

"What we are working for is a spot market low enough to enable us to cover our requirements at something approaching the contract price. Then, we can cover ourselves for our minimum requirements, and with the real paper conservations which we are compelled to practice we will be able to live. We are entitled to the whole-souled co-operation of the entire newspaper publishing industry in this program."

In his bulletin calling the meeting, Mr. Pape referred to the conference at the recent A. N. P. A. convention in New York of the publishers without contract, who were advised by the chairman of the A. N. P. A. paper committee to organize for self-protection, devise measures for their own relief and present them to the directors of the A. N. P. A., who promised prompt and decisive action. Mr. Pape was chairman of the conference, which authorized organization, relief measures by appeal to the A. N. P. A. and to publishers in general, and if necessary to Congress.

HOUSE BILLS TO ALLOT NEWSPRINT

Barkley and McKinley Would Appropriate Revolving Fund for Paper Purchase and Sale by Federal Body

(Special to EDITOR & PUBLISHER)

WASHINGTON.—Another form of relief from the newsprint shortage has been suggested by Representative Alben W. Barkley, of Kentucky, and Representative W. B. McKinley of Illinois, who favor government corporations for the distribution of print to papers without supply.

The Kentuckian would provide a revolving fund of \$25,000,000 for the purpose. His bill states that the paper would be acquired by the War Finance Corporation from anyone having paper to sell, but the measure does not attempt to designate such prospective sources. Preference in the matter of sales to publishers would be shown those unable to obtain contracts or paper at reasonable prices.

The Barkley bill, sent to the House Committee on Appropriations for consideration follows:

"Be it enacted, etc., That the War Finance Corporation Act, approved April 5, 1918, be, and the same is hereby, amended by adding a new section to Title I thereof, to be known as Section 22, and to read as follows:

"Sec. 22. That for the purpose of securing a more equitable and economical distribution of newsprint paper among the newspapers and the publishers of newspaper in the United States, the corporation is hereby authorized and directed to purchase from the manufacturers of print paper, in the United States or elsewhere, or from other persons or concerns having newsprint paper for sale in quantities, sufficient amounts and quantities of such paper to insure a fair and equitable distribution thereof to newspaper publishers throughout the United States.

"It shall be the duty of the corporation under the authority herein conferred to negotiate with manufacturers or others for the purchase of newsprint paper at reasonable prices, under such regulations as the corporation shall establish, and to resell the same to publishers of newspapers in the United States at prices not exceeding the cost of the paper to the corporation plus a reasonable amount to reimburse it for the actual expenses incident to the conduct of the transaction.

"Such sales by the corporation to individual publishers shall be in such quantities as will meet their reasonable requirements as nearly as may be practicable, and upon such terms as subject to such regulations as the corporation shall establish.

"In making such sales of paper to publishers as aforesaid preference shall be given to such as are unable to secure contracts with manufacturers or others for a supply of paper at reasonable prices, and to carry out the provision of this section the corporation is authorized to employ such clerical and other assistants and agents as may be necessary in the purchase and sale of paper as herein provided.

"There is hereby appropriated, out of any money in Treasury not otherwise appropriated, the sum of \$25,000,000 as a revolving fund for the purpose of enabling the corporation to carry out the provisions of this section.

"The corporation shall make a report to Congress on the first day of each regular session of all its transactions under this section."

The McKinley Bill

Representative McKinley of Illinois has put into the form of the House Bill 13928 his suggestion made at the recent meeting of the Inland Daily Press Association of a commission to assist in the purchase, sale and distribution of newsprint to insure a supply to newspapers of limited circulation. Mr. McKinley's bill, introduced in the House on May 4 and referred to the committee of Interstate and Foreign Commerce, follows:

"Be it enacted etc., That a Commission on Newsprint Paper is hereby created to administer and enforce the provisions of this act. The commission shall consist of three persons, who shall be appointed by the President, by and with the advice and consent of the Senate, not more than two of whom shall be members of the same political party, and each of whom shall have had not less than five years' experience as a publisher of a daily or weekly newspaper of a circulation not in excess of 15,000 copies. The commissioners first appointed shall continue in office for terms of one, two, and three years, respectively, from the date of the taking effect of this act, the term of each to be designated by the President; but their successors shall be appointed for terms of three years, except that any person chosen to fill a vacancy shall be appointed only for the unexpired term of the commissioner whom he succeeds. The commission shall at the time of its organization and annually thereafter elect a chairman from its own membership. No commissioner shall engage in any other business, vocation, or employment, or be directly or indirectly interested in the business of any publisher. Any commissioner may be removed by the President or by concurrent resolution of Congress for inefficiency, neglect of duty, or malfeasance in office. A vacancy in the commission shall not impair the right

of the remaining commissioners to exercise all the powers of the commission. The commission shall have an official seal, which shall be judicially notified.

"Sec. 2. That each commissioner shall receive an annual salary of \$7,500. The commission shall appoint such other employees as it may from time to time find necessary for the proper performance of its duties and as may be appropriated for by Congress. Employees of the commission shall be appointed from lists of eligibles supplied by the Civil Service Commission and in accordance with the civil-service law.

The principal office of the commission shall be in the city of Chicago Ill., but it may meet and exercise all its powers at any other place. Until otherwise provided by law the commission may rent suitable offices for its use. The commission may, by one or more of its members, or by such examiners as it may designate, prosecute any inquiry necessary in connection with its duties in any part of the United States.

SEC. 3. That the sum of \$50,000 is hereby authorized to be appropriated, out of any money in the Treasury not otherwise appropriated, to be available until June 30, 1921, for the payment of all administrative expenses under this act, including personal services, traveling and subsistence expenses, the payment of rent, the purchase of equipment, supplies, postage, printing, publications, and such other articles, both in the District of Columbia and elsewhere, as the commission may deem essential and proper.

SEC. 4. That the sum of \$10,000,000 is hereby authorized to be appropriated, out of any moneys in the Treasury not otherwise appropriated, which, together with all moneys received from time to time under the provisions of this act, all of which shall be credited to said appropriation, shall be used as a revolving fund for carrying out the objects of this act, and for the purpose of making all payments and disbursements by this act authorized: Provided, That no part of this appropriation shall be expended for the purposes described in the last preceding section: Provided further, That a detailed report of all operations under this act, including all receipts and disbursements, shall be filed with the Secretary of the Senate and Clerk of the House of Representatives on or before the 25th day of each month, covering the preceding month's operation. Any balance of said revolving fund remaining when the objects of this act have been accomplished, shall, as collected, received, and on hand and available, be covered into the Treasury as miscellaneous receipts.

SEC. 5. That the Commission on Newsprint Paper is authorized to form under the laws of the District of Columbia or under the laws of any State one or more corporations for the purchase, sale, and distribution of newsprint paper to persons, firms, or corporations editing and publishing daily or weekly newspapers whose circulation for each edition does not exceed fifteen thousand copies. The capital stock of any such corporation shall be such as the commission may determine, but the total capital stock for all corporation so formed shall not exceed in the aggregate the appropriation of \$10,000,000 made by section 4 hereof. The commission may, for and on behalf of the United States, subscribe, pur-

chase, and vote the entire capital stock of any such corporation, and do all things necessary to protect the interest of the United States and to carry out the purposes of this act. The commission is authorized to require statements and reports, to examine books and papers, and to prescribe such rules and regulations as it may deem necessary and appropriate to carry out the purposes of this act.

Nine Columns for Hearst Papers

The New York American and New York Evening Journal have under discussion widening its pages from 8 to 9 columns. A representative of EDITOR & PUBLISHER was informed Thursday that the proposed change would not be made, provided more paper could be obtained. If the change is made, the columns will be 11 ems wide, instead of 12½, as at present. The San Francisco Examiner, the first big daily paper in the country to make this change. It went to 9 columns several weeks ago.

Agency Occupies Whole Building

Albert Frank & Co. on May 1 moved into their own building at 14 Stone street, New York, which it has built since purchasing the site on February 10 of this year. The agency's new home is of steel and brick, six stories and basement, with an ornamental sandstone front. The entire building will be occupied by the Frank agency.

Another for Baranger

LOS ANGELES, Cal.—The W. R. Baranger Company of this city has been appointed Pacific Coast advertising representative of the San Francisco Bulletin.

Keeping Up With The Times

A FACT A WEEK

There are four daily newspapers in Washington — two evening and two morning.

You can cover the Washington field with The Washington Times and one other Washington newspaper. You can not cover it without The Washington Times.

Local advertisers recognize this fact.

The Washington Times
WASHINGTON, D. C.

The Ludlow Is a Simple Machine

Intricate machinery with thousands of delicate working parts is bound to be more or less complicated and cause a lot of trouble and slowing down in production.

A man interested in better composing room machinery and methods, is unfair to himself if he fails to compare machine to machine, for like kinds of work.

That's reasonable and fair. Don't you feel that way about it?

Think of a simple machine with few working parts, little wear, small upkeep cost, ease of access, combined with the fact that any of your own printers can use it with ease and speed for display type—and—you are thinking of a Ludlow Typograph.

Compare the Ludlow with any machine for display type, anywhere, any time, and you'll agree with us that the Ludlow is a simple and practical display machine.

The Hartford Times Uses Ludlows

Ludlow Typograph Co.

606 World Building
New York City

2032 Clybourn Avenue
Chicago, Ill.

GATHERED AT RANDOM

There was one piece of news in the May Day outburst of Attorney General Palmer that won all the scare heads last Saturday—it was the address of his new town house in New York City.

Reginald—who sweeps out our office—says he “allows a certain gentleman at Washington is color blind.”

Stroudsburg is a beautiful town in eastern Pennsylvania. The home surroundings are said to be quiet and restful—and just the place for a tired man. The outlook is green this time of the year.

The most unnecessary job in the world is special press agent in the Attorney General's office. Congress should abolish it.

Japanese advertisements are original, as for instance, this appears in one of the journals of that flowery land: “Our merchandise is forwarded with the rapidity of a bullet.” “You will be received in our store like a ray of sunshine after a horrible day of rain.” “Our marvelous linen is as strong as the hide of an elephant.”

Our Ever Efficient P. O.

BUFFALO.—The Belmont Courier-Dispatch has a real complaint against the present day service of the post office.

On February 24, 1899, the Belmont Courier started a copy of one of its editions to Sheridan G. Horner of Angelica, a village ten miles from Belmont in Western New York. On April 23 the paper was delivered to Mr. Horner. In the interval the Courier had gone out of business and has been superseded by the Dispatch.

During the quarter of a century of its travels the paper had been sent from one end of the state to the other, its postmarks indicated.

There Are Many of Them

GOOD CHEF BECOMES PENNILESS EDITOR
—Headline in Minneapolis Tribune.

Somebody Bought

A certain New York newspaper makes the assertion that one of its reporters has discovered that whiskey is being openly sold in the city. We could name six on that paper who made the discovery months ago.—H. I. Phillips in New York Globe.

Will the fellows seen taking the shoes and stockings from the municipal swimming pool Monday evening return them to Mr. Rynn or leave them at Lirette Bros.' store and save further trouble?—The Lowell Sun.

Great Guns!

While the Field Artillery have received their guns and caissons and the heavy artillery at Buffalo, have the latest model 155-inch howitzers.—New York Times.

Have You Seen Gertrude?

Hugo, Okla.—Advertising for his wife—not “a” wife—is the latest stunt in local “want ad” circles here. When J. H. Millar, a railroad man, arrived home the other day, he found his wife was missing, so he inserted a want ad in the Hugo Daily News, offering a “reward” of \$10 for her return. She was

described as weighing 90 pounds, had red hair, one gold tooth, was dressed in a green dress, when last seen, and answered to the name of “Gertrude.”

Slick Slicker Planned

A new paper which probably will be called the Slicker may be established soon in the new oil town of Slick eleven miles east of Bristow which was opened March 15.—Bristow (Okla.) Record.

Police Notes

A man who gave his name as John Burke was arrested Saturday night by Chief Wheaton who appeared to be intoxicated and perhaps crazy from his actions.—Chemung Valley, N. Y., Reporter.

Where They Come From

BELLBOY EDITOR IS GETTING OUT PAPER
—Headline in Pasadena News.

Health Facts

The English language has traps into which the speeding reporter is all too likely to stumble. The following sentence found its way into the columns of the Wyoming State Tribune, Cheyenne, Wyo., but the health officer, whose name is mentioned, hasn't verified the report:

“The small number of deaths in comparison with the number of cases, and the number of cases of the disease (influenza) and the deaths resulting last year, are highly gratifying, Dr. Wyman says.”

The Cheyenne (Wyo.) State Leader refers to the “collapse of the American service of reply.”

Sweet Dream

FORMER NEWSPAPER MEN ENTER ANYTHING FROM BANK TO MINISTRY
—Headline in Oklahoma Oklahoman.

Must Read G. Rice?

“Would the individual with the handicap of eighteen and the large voice who hacks his way round a certain suburban course reflect that his golfing adventures do not interest other members to the extent he would think?”

—Ad in “Agony” columns of London newspapers.

Staats-Zeitung Resumes Daily May 9

CHICAGO.—The Illinois Staats-Zeitung will resume publication of a daily edition tomorrow, after a suspension since April 15. The publishers have been able to secure enough newsprint to insure publication after the presses are started running again. The Staats-Zeitung, the oldest German newspaper in Illinois, was able to run the first few weeks in April only through the kindness of another local publisher, who drew on his warehouse supply.

Pittsburghers to Banquet

PITTSBURGH, Pa.—Surprises, including a gridiron feature along Washington lines, have been arranged for the spring dinner of the Pittsburgh Press Club on May 12 at the Chamber of Commerce. Vaudeville, a motion picture show, cards and dancing are on the program. The Flaming Torch will be issued as usual in connection with the dinner.

IOWA

The best school for national advertisers! Practice in Iowa! Try it out here, where there is room to see and turn around; and where people have time, inclination AND means to try anything once!

ANY or all of these papers will take your advertising to city homes, country places, and farms on the hard roads, where there are comforts, conveniences and even luxuries almost unknown to the vast majority of city dwellers, except in the movies.

Your test by Iowa papers will not be so “provincial” as might be the case in some great metropolis. It will be a surer indication of national possibilities.

Papers

	Circulation	Rate for 5,000 lines
††Boone News-Republican	(E) 3,500	.0179
††Burlington Hawkeye	(M) 10,008	.03
††Burlington Hawkeye	(S) 11,128	.03
††Council Bluffs Nonpareil	(E&S) 16,023	.045
Davenport Times	(E) 23,806	.06
†Des Moines Capital	(E) 58,522	.12
†Des Moines Sunday Capital.....	(S) 41,419	.12
Des Moines Register and Tribune.....	(M&E) 111,970	.20
Des Moines Sunday Register.....	(S) 82,251	.18
Iowa City Daily Press.....	(E) 3,773	.02
†Mason City Globe Gazette-Times.....	(E) 9,749	.03
Muscatine Journal and News-Tribune.....	(E) 8,020	.03
Ottumwa Courier	(E) 12,448	.035
Sioux City Journal	(M&E) 52,410	.09
Sioux City Journal	(S) 29,589	.09
*Waterloo Evening Courier	(E) 14,631	.04

Government statements, April 1st, 1920.
*A. B. C. Report, October 1st, 1919.
†Publishers' statement.
††Government statements, October 1st, 1919.

EDITORIAL

FALSE ALARMS

IN the course of his address at the 48th annual dinner of the New York Press Club last Saturday night, Secretary of the Navy Daniels contended that the United States is just as good as heart as ever, and made a plea to the newspapers of America that they play the constructive news—the news of contentment and worthwhile achievements of 98 per cent. of our people—with the destructive news of scandal, discontent and crime of the other 2 per cent. that seems to get the greatest consideration from the headline writers.

Secretary Daniels is right when he says that the United States is all right. No man who mingles with the people believes that they are giving any thought to revolution. Among men who know America it is generally conceded that the "red," "bomb," "terror" and "revolution" headlines represent the brain activities of less than 2 per cent. of the residents of the United States. We do not mean to say that the people are satisfied with present conditions in the country. They are not; but they are smiling. In a majority of cases Democrats are at the old game of damning Republicans and Republicans are damning Democrats, but jointly they are planning country week-ends for their families. Next fall they are going to shoot holes through several gentlemen—with ballots.

However, Secretary Daniels is a newspaper man with a full appreciation of the value of news according to the authority for it. Therefore, he must know that not the newspapers and the head writers, but the source of our "red terrors" and not the terrors themselves, have been responsible for the headlines that have from time to time during the last year that have sent a shudder of apprehension through the country and caused a pause in the orderly conduct of business and attainment of the requirements of daily life.

As a newspaper man Secretary Daniels can render a great service to honest journalism by bringing to the attention of his chief, President Wilson, that the most important department of the government, from the standpoint of profiteering and other elements that enter into any unrest that may exist in the country today, is no longer a reliable source of information.

In so doing his service to the public will be twofold.

Grabbing men out of our midst and holding them secretly for months, no matter how serious the crime charged, and convictions or indictments based on the confessions of suicides smacks too much of the Russia of a Czar to be acceptable to true Americanism, and will never meet with the approval of the American press.

Attorney General A. Mitchell Palmer, by his repeated publicity hoaxes, has forfeited any rights for consideration that he may ever have had at the hands of the American press. The official piffle on profiteering, reds and revolution for which he has stood sponsor as statements of fact were responsible for the headlines that have created false public impressions on conditions existing in the country. He has delivered a blow to the American press by being responsible for untrue news of the kind that inspires public distrust in newspapers. His May Day proclamation is only one of many offenses.

If the American people are to keep their faith in their government they must have official information that can be accepted as fact; they do not want any "scare-head" justice in the Attorney General's office. The newspapers must protect the trust that the public places in them by demanding that Washington put a stop to official misinformation.

CLEAR thinking is the greatest need of the American people today. They have been fed up on predigested opinions for more than five years and the blight caused by it is still being felt. Clear thinking is only possible when the idea assimilated is based on facts. The first purpose of a newspaper is to present its readers with news facts; when it fulfills that duty it has rendered real service to community, state and nation; it builds for itself good will through reader trust that will place it among the world's successes and give its makers the satisfaction of work well done.



A MERITED REST

MODERN journalism of the entire world has suffered a great loss through the retirement from its everyday activities of Melville E. Stone because of ill health. He is one of the outstanding journalists of this century; he is one of the few who has acquired the viewpoint of internationalism in its fullest sense; his labor has been rewarded with a multitude of achievements that have added to the knowledge of the people and the good of all mankind.

Melville E. Stone received his newspaper training in Chicago when that mid-western metropolis was only a city in the making. Like all great republic communities that city was built around great news journals—driving forces and public forums of civic and business advancement—and it was his part to finally take his place in the front rank as a moulder of opinion for progress in the creation of the young municipal giant.

It was then that over-work for the first time forced him to retire from the Chicago Daily News in 1881 and rest. Endowed with the vision of a city builder he erected the greatest structure of present-day journalism—the modern press association with its hands reaching into every part of the world for truth. Having built well, his retirement to regain the good health that he gave during the trying days when the whole world was crying for truth about mankind's greatest sin, the reins of the Associated Press fell into trained and prepared hands.

Mr. Stone was wounded deeply in 1915 when one son, Herbert Stone, was sent to an ocean grave by a German submarine that sunk the Lusitania and a wasting illness claimed his other son, Melville E. Stone, Jr. He is now three-score and twelve and his has been a life of full years. It is the hope of the journalists of the entire world that he may regain his health and enjoy to the fullest the rest and honors that belong to him; journalists of the generations to come will honor his work as exemplified in the modern press association.

CITIES and towns are advertisements of the newspapers published in them. They either attract "buyers" or repulse prospects. The art of the advertisement are going factories, busy stores, shaded avenues, blooming flowers, clean streets, modern playfields, green parks, happy homes and well kept yards; its values are expressed in the smiles of its people, the laughter of children and schools, churches and public buildings. It is only in rare cases that you cannot judge a city or town by its newspapers or the newspapers by the city or town. The newspaper is the driving force of community life; progress, education, happiness and contentment are in its keeping.

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J. W. Ferguson, advertising; Fenton Dowling, circulation.

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Toronto: W. A. Craich, 52 Foxbar Road.

Chicago: H. G. Schryver, 419 Marquette Bldg., Manager; Walter A. Wood, correspondent.

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

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

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

10 cents a copy; \$3 a year; foreign postage, \$1.00; Canadian, 50c.

THE APPEAL FROM VIENNA

A GREAT opportunity is now offered to the journalists of this nation to render a telling service for a broader understanding of the humanity of America by responding generously to the appeal of the journalists of Vienna for food for their children. One of the first duties of a free journalism is to help the weak and suffering and what should be more fitting for the establishment of future friendships than that the members of the profession in America, where the freedom of the press has reached its highest estate, should respond to the appeal and quiet the hungry night cries of the families of Vienna journalists?

This week brought news of the suspension of another great Vienna newspaper, the daily Der Morgen. In its farewell message there is a note of suffering and distress—a yearning for the great fundamentals of journalism—an appreciation of the eternal truth that the future peace of the peoples of the earth rests on a free press. It says, "The more honest a newspaper is and the less open it is to bribery, the more difficult becomes its publication; and so most respectable journals are in the greatest danger, and if things go on in this way only great capitalists, and more especially men with foreign money at their disposal, will be in position to publish newspapers here.

In other words the families of the real journalists of Vienna who are contending for the right of freedom of expression are the greatest sufferers today. The appeal from the destitute of the profession of Vienna was transmitted to the New York Press Club on the occasion of its 48th annual banquet by Herbert C. Hoover. That organization has already taken steps to purchase food drafts from the Children's Relief Commission. A committee is now being organized to handle the fund, which will be turned over to the committee headed by Mr. Hoover to purchase and distribute food among the needy.

Not a great amount of money is needed to buy bread for the needy but it is a requirement that should bring an immediate response from newspaper men throughout the United States. Checks may be made payable to Herbert C. Hoover, Vienna Journalists' Fund, and mailed to Edward Percy Howard, New York Press Club, New York City, or sent care of EDITOR & PUBLISHER.

The closer bonding of the professional kinship of the journalists of the countries of the earth with a World League of Newspapers as the ultimate aim, as advocated by EDITOR & PUBLISHER and the leaders in newspaper making of America, England and France, is the sure way to a peace among nations that will last—a peace built on understanding and good will.

THE attack of H. G. Wells, the British author, on American newspaper men in a communication to the London Times is one of the most unjust and unfair that has ever been brought to our attention. If one American correspondent in London is guilty of the alleged charges, let Mr. Wells name the offender and he can rest assured that honest American journalists will take care of his case if the allegations are supported by fact. The same degree of honesty and truth is demanded of American journalists as of those of England. His general charge attacking the honesty of all American newspaper men is the lowest form of slander and Mr. Wells, in defense of his own high standing among American newspaper men, owes an explanation or apology to his friends over here.

THE campaign of EDITOR & PUBLISHER against the evils of free publicity and propaganda continues to bear fruit. The New York daily newspapers have agreed to abolish all automotive free publicity; the Ogden (Utah) Examiner is refusing press agent material at the Post Office. In every part of the country editors are alertly strengthening their fences and erecting additional barriers against the thieves of newspaper good will. Newspaper space is at last being valued at its true worth by the men who have helped to make it powerful—so great and powerful that selfish interests are spending thousands of dollars each week to steal it.

PERSONAL

LORD NORTHCLIFFE is expected to return to England in a few days, following a three months' journey through Spain and Morocco.

Charles B. Welch, editor and general manager of the Tacoma News Tribune, will leave for a six weeks' vacation trip to the East about May 15. Mrs. Welch and their two boys will accompany him as far as Boston, where at one time Mr. Welch was managing editor of the Traveler. He will attend the Republican National Convention at Chicago, rejoining his family for the balance of the vacation and returning home by way of San Francisco in time for the Democratic National Convention in that city.

Hugh Chisholm has resigned as financial editor of the London Times to undertake the editorship of another edition of the Encyclopedia Britannica.

C. A. Elvin, general manager of the Saskatoon (Sask.) Star and Regina Post, is at present on a business trip in the East.

E. H. Macklin, business manager of Winnipeg Free Press, is in the East attending a meeting of Canadian Press, Limited.

M. R. Jennings, managing director Edmonton Journal and president of Canadian Daily Newspaper Association, who has been in the East for the past three weeks, left for home this week.

Herbert Pulitzer, who is reporting for the New York Evening World as a preliminary to assuming its ownership in a few years, was this week awarded a bonus of \$10 for a beat on an important bill passed by the State Legislature.

Walter S. Funnell has resigned as editor of the Hastings (N. Y.) News and manager of the Hastings Printing and Publishing Company.

M. J. Lowenstein, business manager of the St. Louis Star, and E. B. Bowman, Mississippi Valley Paper Co., gave 15-minute talks before the "brass tacks" meeting of the Advertising Club of St. Louis on April 29.

Bahman Pestonji Wadia, editor of two newspapers and of two magazines and head of a large publishing house in Madras, India, will arrive in New York on May 10 at the conclusion of a speaking trip begun in Los Angeles. Mr. Wadia is editor of the Commonwealth, a daily; New India, a weekly, and associate editor with Mrs. Annie Besant, of the Theosophist and the Adyar Bulletin, all published at Adyar, Madras. He is at the head of the Theosophical Publishing House, one of the largest plants in the world devoted solely to publishing philosophical literature.

W. J. Pattison, general manager of the Scranton Republican, is a candidate for delegate to the Republican national convention.

E. J. Lynett, owner and editor of the Scranton Times, is a candidate for Democratic delegate to the national convention.

J. H. Fahey, publisher of the Worcester (Mass.) Post, sailed on the Kroonland on May 1 for a trip to England and the Continent.

F. E. Sands of the Meriden (Conn.) Journal, was last week operated on for acute appendicitis and is now at the Meriden Hospital. His physician's reports are favorable.

Col. Ernest G. Smith, general manager of the Wilkes-Barre (Pa.) Times-Leader, recently returned from a two weeks' trip to Bermuda.

James J. Devine, who recently sold the Fitchburg (Mass.) Daily News, has taken a summer cottage at 3082 Emmons avenue, Sheephead Bay, N. Y.,

where he will spend his vacation with his family. Mr. Devine has not announced his future plans, but will likely re-enter the newspaper field.

James M. Thomson, publisher of the New Orleans Item, and Mrs. Thomson are visiting the latter's parents, Representatives and Mrs. Champ Clark, in Washington, D. C.

E. S. Horton has resigned as advertising manager of the Providence (R. I.) Journal and Evening Bulletin and to become associated with Bodell & Co., investment bankers, Providence, New York and Boston. He is succeeded by Arthur L. Poorman, who has been advertising manager of the Springfield (Ill.) State Register, assistant advertising manager of the Providence Journal and advertising manager of the Syracuse Herald.

IN THE EDITORIAL ROOM

Raymond W. Horn has succeeded Fred H. Monfore as managing editor of the Sioux Falls (S. D.) Argus-Leader, Mr. Monfore leaving the newspaper business for another field.

Bart Foss, artist of the St. Paul Daily News, has resigned and taken up the advertising moving picture business. He is succeeded by Marshall of the Minneapolis Journal.

"Jim" Bell, who has been helping the sporting editor of the St. Paul Daily News, has been transferred to the art department of that paper.

Nain Grute, who has been Sunday editor of the Cincinnati Commercial-Tribune for a year, has been made news editor, in charge of both the city and telegraph news departments. Mr. Grute was connected with the editorial department of the New York Times before he came to Cincinnati. Harry W. Coates, who was city editor, succeeds Mr. Grute as Sunday editor. C. L. McKenzie, a special writer, succeeds Mr. Coates as city editor. Will Reeves, formerly with the Associated Press, has been made telegraph editor, succeeding Howard R. Smith, who has become managing editor of the Hamilton (Ohio) News.

Webster P. Welborne, who has been assistant city editor of the Cincinnati Commercial-Tribune, has resigned to give his entire time to the editorship of The Tractor, a new publication in the interest of power farming.

Stanley Frost has resigned from the city staff of the New York Tribune to go with the Packard Motor Car Company at Detroit. Mr. Frost has been on the paper for ten years.

J. Lester Cargill, editor of the Bridgeport (Conn.) Sunday Post, has resigned to enter upon trade paper editorial work in New York. Edmund B. Inglis will succeed him, leaving the copy desk of the daily Post. Mr. Cargill was with the Post organization for about 10 years, after six years on the Norwalk (Conn.) Hour.

Lee M. Pasquin, city hall reporter for the Bridgeport (Conn.) Times and former assistant city editor of the Bridgeport Post, has moved to Hempstead, L. I., where he will vacation at his parental home.

E. J. Hart, of Pittston, legislative correspondent and political writer for the Scranton (Pa.) Times is a candidate for the state legislature in Luzerne county.

THE BUSINESS OFFICE

Arthur C. Hipper, an advertising writer for the Minneapolis Journal, and Miss Florence Heimrich, of Milwaukee, were married recently. They will make their home in St. Paul.

Van Horton, classified advertising manager of the Des Moines Capital for the past three months, has resigned to

AN AUTHORITY ON DATA FILING SYSTEMS



JAMES W. WELLS.

TWENTY-FIVE years should be sufficient time for a man to gain a pretty thorough knowledge of a given subject. That is the reason that **EDITOR & PUBLISHER** believes that the series of articles by James W. Wells on the topic of "Simplified Filing" that starts this week is going to attract wide attention.

Mr. Wells has been in the reference department of the New York World for a quarter of a century and during the greater part of that time he has specialized in the filing of clippings. He has been called upon for verbal and written information on filing by editors of Tokio, Petrograd, Paris and London; by the representatives of many American newspapers; by great railroads and financial institutions. The articles of the series will contain the wheat of filing that he has separated from the chaff during his long experience.

Mr. Wells has only one aversion—that is the word "morgue" when applied to a newspaper filing room. He says that is the one thing that no live newspaper will ever own.

become associated with Dixon & Rockwell, former Capital employes, as office manager of their investment company.

George M. Gibbs, formerly with the New York Sun, is a new addition to the advertising department of the Tribune.

K. Mosiman, formerly of the Indianapolis News, has been appointed as-

sistant classified advertising manager of the Detroit News.

John W. Park, who has been checking up the erection of the Chicago Tribune's new building, has succeeded John W. Barnhart as purchasing agent of the Tribune. Mr. Barnhart is now business manager of the News, New York.

WITH THE AD FOLKS

Francis J. Best has resigned as advertising manager of Franklin Simon & Co., New York. He has not yet announced his future connections.

From newspaper reporter to vice-president of the Armour Leather Company, Chicago, in twelve years, is the record of Marcus C. Weimer, Sheboygan, Wis. After leaving high school he went to work as a cub reporter on The Sheboygan Journal.

Roy Marshall, of Detroit, has been appointed a member of the legislative committee of the National Advertising Commission.

H. J. Deterich, advertising manager of the Bearings Service Company, has been elected a member of the Detroit Adcraft Club.

J. B. Mills, vice-president of the Detroit Adcraft Club and sales manager of the J. L. Hudson Company, has gone to California, where he will spend the next six weeks.

George A. Strake has been appointed advertising manager of the Standard Motor Truck Company, Detroit. He was formerly connected with the Campbell-Ewald Advertising Agency.

George A. Houston has been appointed advertising and sales manager for the Long-Bell Lumber Company, Kansas City, succeeding William H. Beebe, who becomes president and treasurer of the Burton-Beebe Lumber Company, Seattle, Wash.

Benjamin Wilk is the new advertising manager of the Crown Embroidery Works, New York. He has been with the Fairchild trade publications.

A. R. Barbier has been added to the advertising staff of the Lincoln Motors Company, Detroit. He has been with the Packard Motor Company and the Power, Alexander & Jenkins Agency, Detroit.

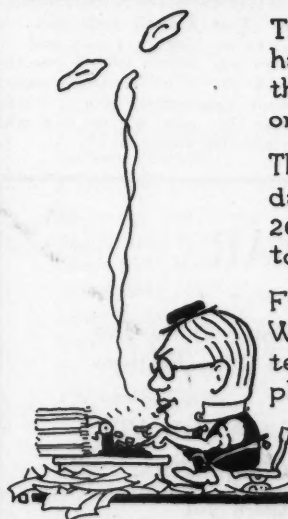
The Oakland Motor Car Company, Pontiac, Mich., has appointed B. B. Kimball, advertising manager to succeed W. A. Sullivan, resigned.

Facts about the Haskin Service

The Casper Daily Tribune has signed a contract for the Haskin Service for one year

This gives it the Haskin daily letter which for 26 years has appealed to thoughtful readers

Frederic J Haskin Washington D C will tell you the price and plan for your paper



EDITORS DENY CHARGES OF CENSORSHIP

In Isolated Instances When Printers, as Individuals, Have Attempted It, the I. T. U. Has Stood by Newspapers

With one exception, general denial by newspaper publishers and editors were interposed promptly to the charge, made before the Reed Senate Committee, May 2, by E. J. McCone, of the Buffalo Commercial, that the International Typographical Union exercises a censorship over the news columns of all except four newspapers in this country.

Newspaper men insisted that any such attempt at censorship supported by the I.T.U., was absolutely unknown to them.

The only complaint received was one from the Charleston (W. Va.) Gazette, which charged a single instance in connection with a walkout in the composing room of that paper during a Christmas rush when, it was charged, union men who remained at work refused to put into the form a statement accounting for the sudden curtailing of the size of the paper, even after it had been set by union men in a job printing shop.

Typical of denials from all sides was this from Joseph McAuliffe, managing editor of the St. Louis Globe-Democrat:

"No official or member of any typographical union or representative of any typographical union or labor organization or other interest ever has attempted, to my knowledge, to exercise a censorship in this office in the matter of news unfavorable to labor interests. The Globe-Democrat has always worked in most perfect harmony with officers and members of the Typographical Union. The services and energies of this organization on behalf of the Globe-Democrat have always been A-1."

E. S. Beck, managing editor of the Chicago Tribune, said that in all its history "no such effort to exercise a censorship on news unfavorable to labor has ever been made or even suggested."

Benjamin E. Bradley of the St. Louis Star made denial, while general denial came from the Nashville newspapers.

Atlanta reported that there had been frequent complaints by labor leaders that the newspapers had not dealt fairly with labor questions, "but there never has been a case where the unions attempted to exercise censorship."

E. P. Hopwood, managing editor of the Cleveland Plain Dealer, telegraphed a denial of the charge, so far as his paper was concerned, and a similar message came from the Topeka Capital.

Joseph Garretson, managing editor of the Cincinnati Times-Star, said he "never heard a suggestion of such a thing."

J. R. Rathom, publisher of the Providence Journal, telegraphed that "the

union has invariably taken the stand that it could not afford to place itself in any such position."

Philadelphia newspapers did not take the charge seriously, while from Richmond, Va., came word that editors and publishers denied the charges.

Edward H. Butler, owner and publisher of the Buffalo Evening News, made the following statement:

"A statement was made yesterday before the Senate Newsprint Investigating Committee at Washington that the Buffalo Evening News during October last, after putting into type the story of Elbert H. Gary's testimony before the Senate Steel Investigating Committee, was forced to change it under pressure from the union's shop chapel.

"This statement is wholly and absolutely untrue. No such incident ever occurred, nor have I ever previously heard the rumor of such an incident.

"The Typographical Union has never in the history of the News intimated or expressed a wish that any news items be used or omitted, nor have they ever intimated or expressed a wish as to the method of handling or treating the same. These matters have never been the subject of discussion between the owners of the News and the members or representatives of the union."

Walter W. Barrett, Vice President of the International Typographical Union, stated that there was no truth in McCone's charges. "There have been a few attempts in newspaper offices of shop chapels to exercise a censorship in keeping out of print stories unfavorable to organized labor," Mr. Barrett said, "but in every instance the typographical union has supported the publisher."

HOWARD BACK FROM FOREIGN LANDS

Organized Direct Europe-South American Cable Service—Adds La Razon and O'Journal to U. P. List

Roy W. Howard, president of the United Press Association, returned to New York on May 1 after a trip to South America, Portugal, Spain, France and England which started on January 31, and then left on May 6 for a tour of the Middle West and Northwest as far as the Pacific Coast. He is expected back in New York about June 1. After arranging for a cable service to La Razon, an evening newspaper of Buenos Aires, which gives that paper the largest cable report of any evening paper in South America, Mr. Howard went to Europe to organize a staff of correspondents who will file exclusively to South American clients of the U. P.

"During the war," Mr. Howard said to EDITOR & PUBLISHER this week, "the United Press filed to its South American papers a report that was practically the same as that sent out to North American clients. That was all right then, as there was no German report and all war news was written from a pro-Ally angle, but the South American papers now want news written from their own viewpoint by men on the spot who understand that viewpoint."

"We file news direct to Buenos Aires and Rio de Janeiro from Rome, Madrid, Lisbon, Paris, and London direct. Balkan and Near Eastern news is filed through Paris, and German and Scandinavian news clears through London. Dispatches are sent in the language of the country whence they are filed and are handled by our staff of translators in South American newspaper offices, which is supplementary to the staff of U. P. men trained in the United States stationed in South American cities.

"We are now filing to South America a cable report of a minimum average of 6,000 cable words daily.

"I closed a contract similar to that of La Razon with O'Journal of Rio de Janeiro, the largest evening newspaper in that city. So far we have centered all our efforts on the A. B. C. countries—Argentina, Brazil and Chile—and Uruguay, paying little attention to the countries in the north and northwest of South America, where journalism is not so highly developed as in the South. Before closing with La Razon, we had as clients four other evening newspapers of Buenos Aires.

"It is interesting that the evening newspapers in South America are showing the same tendencies toward supremacy in the news field as those of this country. They are inordinately hungry for news of the Presidential election in the United States and want full service

on the conventions and the campaign following.

"Print paper is causing the same trouble there as here, with corresponding prices, increased by the high ocean freight charges. Paper that sells for 10 cents in the United States costs a South American publisher 23 or 24 cents, including transportation. It has caused a strong movement toward increased prices all over the continent and this movement is the first element in South American journalism which has ever brought the publishers together. It has done much to unify sentiment in countries where editorial rivalry is still personal, both in the columns of the papers and on the dueling grounds behind the water works."

Ed. Kean Coming Home

Ed. L. Kean, general European manager of the United Press, is returning with Mrs. Kean to the United States today, landing at New York on the S. S. Philadelphia. He expects to stay several months, covering the political conventions and familiarizing himself with conditions here before returning to London. In his absence, Webb Miller is sitting in as European general manager.

The J. W. Blake Agency, Yonkers, N. Y., has appointed Miss M. L. DeVore as space buyer.

Circulation and Advertising Gains



The circulation report filed by The Louisville Herald with the U. S. P. O. Dept. on April 1, 1920, shows a gain in circulation over October 1, 1919, of 2,831 copies daily and 4,421 copies Sunday, an average gain for the past six months of 3,056 copies.

The advertising report of The Louisville Herald for the first three months of 1920 shows a daily gain of 307.80 columns, a Sunday gain of 710.20 columns and a total gain over a similar period of 1919 of 1,018.00 columns.

The circulation of The Louisville Herald, as shown by this last report, is 48,447 daily and 53,511 Sunday. The total amount of advertising carried by The Louisville Herald during the first three months of 1920 was 5,820.30 columns.

The 1920 census gives Louisville a population of 234,891, which is an increase of 10,963, or 4.9%. Louisville has fifty-three thousand homes, 40% of which are owned by persons living in them. National advertisers find Louisville a wonderfully responsive market.

Advertisers who know prefer the advertising columns of

The Louisville Herald

Kentucky's Greatest Newspaper

Eastern Representative: Kelly-Smith Co., Marbridge Bldg., New York
Western Representative: John Glass, Peoples Gas Bldg., Chicago
Pacific Coast Representative: R. J. Bidwell, San Francisco, Cal.

THE SHAFFER GROUP

Louisville Herald Chicago Evening Post
Indianapolis Star Muncie Star Terre Haute Star
Rocky Mountain News Denver Times

28TH YEAR

First to Syndicate Comics, House Plants, Dot Puzzles, Daily Novelettes and Other Features

KEYSTONE FEATURE SYNDICATE

764 DREXEL BUILDING, PHILADELPHIA, PA.

Only 100 Feet from the Liberty Bell

ABOLISH AUTO GUFF

New York Dailies Act Jointly to Stop Free Advertising

New York newspapers, members of the New York Publishers Association, agreed on April 28 to eliminate free automobile publicity from their columns. This action is attributed to EDITOR & PUBLISHERS campaign against free publicity.

The agreement reads as follows: "The New York newspapers pledge themselves to omit from their pages, all text and illustration automobile publicity which makes mention by name of any automobile, automobile accessory or automobile manufacturer or dealer, saying

"(1) During the annual automobile show weeks, descriptions may be given

of new models on display, provided that not more than one such description shall be given of the models of any manufacturer during an automobile show week.

"(2) Articles may be run about races between and tests of automobiles when three or more different makes of cars compete, being entered in such races or tests by different manufacturing companies or their representatives."

Boston Papers Won't Join A. A. C. W.

BOSTON.—The local publishers have voted unanimously not to join the Daily Newspaper Department of the Associated Advertising Clubs.

Crawford Coming to U. S.

W. S. Crawford, London advertising agent, will arrive in New York about May 15 on a visit.

Federal Tax Benefits

Secretly Administered

80% of all returns reported under the present Tax act present some abnormality not adequately provided for by the provisions of either the Act or the Regulations for administering it.

In these instances the Department when furnished with verifiable facts and figures attempts to allow equity to predominate over a strict reading of the law and regulations. But such cases must be thoroughly covered and well presented and this work lies in the field of the Specialist. *It is beyond the ordinary practice of accountants.*

Unfortunately when relief is granted to one claimant all other taxpayers similarly situated, do not automatically receive the same relief, but each for himself must demand special treatment. This is due to the fact that under present procedure the relief sections are secretly administered.

No taxpayer knows whether he is being taxed relatively the same as his competitor in business or not.

Recognizing all of these damaging conditions, and in order to minimize the opportunities for unconsciously overpaying taxes a special tax service has been developed. This service does not in any way disturb the taxpayer's relations with regular auditors or others rendering service in a professional capacity, but on the contrary supplements such service producing results in the way of tax reductions of a very substantial although unexpected nature.

Our Special Analytical Tax Service will place you on par with your competitor and pays for itself many times over. Reductions for our clients range from \$1,000 up to over \$400,000. We are now working on several of the largest newspapers in the United States.

We believe we can materially reduce your Federal Taxes for 1919 and can assist you in recovering a substantial portion of what you paid for 1917-1918.

No obligation is incurred by discussing your tax problems with us. Let us show you the originality of our tax methods and what we have accomplished for other prominent concerns.

A letter or wire commands our immediate attention.

SHERMAN and ASSOCIATES, Inc.

INDUSTRIAL, ANALYTICAL, CONSULTING ENGINEERS AND ACCOUNTANTS

Townsend Building, New York City

Washington D. C.

Indianapolis Ind.

Bridgeport Conn.

A National Organization of Business Engineers to Render Particular Service for Particular People

INDIANA

"I'll tell the world" is a pretty good slogan for an advertising man—but it is a pretty big order, and an expensive proposition.

Tell part of the world at a time—just part of it—and get close to that part—and tell it over and over again.

Take Indiana off by itself—and talk to Indiana. Intensify on Indiana. Talk Hoosier to Indiana and see how quick Indiana will respond.

You know it's the personal stuff that makes the big hit. Make it personal.

Indiana people are receptive. Indiana people are prosperous. Indiana daily newspapers are mighty worthy propositions. Use them to win Indiana for your goods.

	Circulation	Rate for 5,000 lines
Anderson Herald (M)	6,579	.02
Anderson Herald (S)	7,929	.02
*Crawfordsville Review (M)	3,963	.02
†Decatur Democrat (E)	3,032	.015
Elkhart Truth (E)	8,925	.03
Evansville Courier (M)	21,667	.05
Evansville Courier (S)	20,919	.05
Fort Wayne Journal-Gazette (M)	29,097	.06
Fort Wayne Journal-Gazette (S)	29,097	.06
Fort Wayne News and Sentinel (E)	31,632	.07
*Gary Evening Post (E)	6,061	.04
Goshen News-Times (E)	3,283	.015
Huntington Press (M)	3,673	.02
Huntington Press (S)	3,807	.02
†Kokomo Dispatch (M)	6,200	.025
Lafayette Journal-Courier (M&E)	18,402	.05
LaPorte Herald (E)	3,730	.025
Logansport Pharos-Tribune (M&E)	12,142	.035
Richmond Palladium (E)	11,879	.05
South Bend News-Times (M)	11,332	} 17,274 .045
South Bend News-Times (E)	5,942	
South Bend News-Times (S)	17,584	.045
South Bend Tribune (E)	17,423	.045
Terre Haute Tribune (E)	23,901	.05
Terre Haute Tribune (S)	20,108	.05
†Vincennes Capital (E)	1,504	.013

Government Statements, April 1, 1920.

*A. B. C. Report, April 1, 1920.

†Government Statements, October 1, 1919.

MISSOURIANS' "WEEK" IS WELL ATTENDED

Editors of All Kinds, Poets, Advertising Men and Circulators, 600 Strong, in First Session Since War at Columbia

(By Telegraph to Editor & Publisher)

COLUMBIA, Mo., May 6.—The eleventh annual journalism week of the School of Journalism of the University is about to be set down in the history of the school as the most successful ever held here. The meeting began Monday with the program of the Missouri Writers' Guild, a regular event of journalism week, and will end with the made-in-the-Philippines banquet Friday night.

More than 300 visiting newspaper men and women, besides many other people interested in the proceedings of the open sessions, have been present at the daily meetings held thus far. Six hundred journalists are expected here for the sessions tomorrow afternoon and Friday. Many of the visitors present are Missouri editors, but representatives of almost every state are among the schools guests this week.

All Departments Heard

The topics for discussion on the programs of the various days include every department of the newspaper office concerned with the preparation of copy. Not only the gathering and presentation of the news, but the preparation of the editorial page, cartoons, feature stories, literary features, the special "Colyum" and advertising copy receive consideration according to their relative importance.

Monday's program dealt exclusively with the literary department. The meeting was conducted by the Missouri Writers' Guild, of which J. Breckenridge Ellis, novelist, is president. Authors and poets of the state, and literary editors of Missouri, newspapers, addressed the meeting and read specimens of their literary work.

The special features of the newspaper, exclusive of news constituted the chief subjects of Tuesday's lectures. D. R. Fitzpatrick, cartoonist for the St. Louis Post-Dispatch, illustrated his address on the cartoon, its purpose and production, with sketches executed before the audience. Besides his own cartoons, Mr. Fitzpatrick reproduced famous cartoons from other artists.

Marvin H. Creager, literary editor of the Kansas City Star, emphasized the value of the feature story in his talk on things "other than news." Barton W. Currie, editor of the Country Gentleman, told the journalists and prospective journalists "What the editor is looking for" and described his duties as the head of the Curtis publication. He explained the policy of his magazine in catering primarily to the rural sections and described the process of gathering the material to comply with this policy.

The editorial was brought before the meeting by Captain Henry L. Wells, chief editorial writer for the St. Louis Globe-Democrat, and Chris L. Rutt, managing editor of the St. Joseph News-Press.

W. H. Powell, managing editor of the Ottumwa (Iowa) Courier, has decided that the one thing for which no substitute can be found is conscientious work. His address on "Some lessons from experience" was a recital of periods in his career that proved the truthfulness of his decision.

How the big daily covers the World's athletic events was explained by Marion F. Parker, sport editor of the St. Louis Globe-Democrat.

J. J. Taylor of the Dallas (Tex.) News, described the trials as well as the joys of conducting a "Colyum." Mr. Taylor's subject was "The Newspaper column—and some other persons."

Mrs. Jaim C. Deveyra is in Columbia with her husband, the resident commissioner in Congress from the Philippine Islands. They are supervising the preparations for the made-in-the-Philippines banquet. Mrs. Deveyra delivered a lecture, illustrated with stereopticon slides showing scenes from the islands, at the meeting last night.

Today was advertising day of Journalism week, and prominent members of this department of journalism addressed the meetings. W. F. Brennan of the National Cash Register Company, Dayton, Ohio, lectured on "Better business methods" and emphasized the connection between these methods and modern advertising policies.

Mrs. Irene Sickel Sims of Chicago, president of the Women's Advertising Club, spoke this afternoon on "Advertising as a field for women." She called attention to the reported successes of women in her line of work.

W. D. Nesbit, vice-president of the Wm. H. Rankin Company, Chicago, drew a rosy picture of "The Future in Advertising" at the session this afternoon and talked again at the evening meeting on "Advertising a Nation."

Ft. Frances Jumps Price to \$120

TORONTO.—There is trouble again with the paper mill at Fort Frances, Ont. Immediately following the decision of the Supreme Court that the Board of Commerce did not possess power to regulate the sale of newsprint, the Fort Frances Company jumped the price to its western Canadian customers to \$120. It has now notified a number of them that it cannot let them have any more paper. The situation in Manitoba and Saskatchewan has become acute as a result of this action.

The Houston Chronicle is the Leading Medium in the

Rich Field of Texas

Houston is the Great Railroad, Cotton Oil, Lumber and Rice Center of Texas. Has a population of 175,000.

The Houston Chronicle

Led all Papers in the entire State for the year 1919

FIGURES TALK

Paper	Agate Lines Advertising
Houston Chronicle, 12,260,346	
San Antonio Express.....	11,494,384
Ft. Worth Star Telegram.....	11,148,286
Dallas News.....	11,899,770
San Antonio Light.....	8,816,372
Houston Post.....	8,808,872
Ft. Worth Record.....	8,782,886

THE CHRONICLE Led the South in National Advertising maintaining 125 exclusive National Advertisers.

Representatives in New York, Chicago, St. Louis, Kansas City and Atlanta.

John M. Branham Company

PRICES UP IN 8 CITIES

Detroit, St. Louis, Milwaukee, Columbus, Saginaw on List

DETROIT.—Effective May 3, the Detroit Journal and the Detroit News advanced their street sale price from 2 to 3 cents.

SAGINAW, Mich.—The News-Courier has increased from 5 to 7 cents on Sunday and from 15 to 20 cents a week for the daily editions.

JACKSON, Mich.—The Citizen-Patriot has advanced to 20 cents a week, and to 7 cents Sunday.

COLUMBUS.—The Ohio State Journal and Sunday issue of the Evening Dispatch have advanced their prices from 7 to 10 cents for the Sunday issues.

ST. LOUIS, Mo.—Beginning May 1, the price of the daily Post-Dispatch, Globe-Democrat, Star and Times was increased from 2 to 3 cents, and the Sunday Post-Dispatch and Globe-Democrat from 5 to 10 cents. The daily only delivered by carriers in St. Louis and suburbs will be 70 cents a month, with 10 cents additional for each copy of the Sunday edition.

MILWAUKEE, Wis.—The price of the Wisconsin News in the country has been increased from 2 to 3 cents.

DES MOINES, Ia.—The Evening Tribune and the Daily Register announced new subscription rates as follows: Evening Tribune, 12 cents per week; evening and Sunday, 20 cents; Evening Tribune and Daily and Sunday, 30 cents; Sunday Register from newsboys, news dealers, or by carrier, 10 cents. All evening papers sell on the streets for 2 cents.

LA PORTE, Ind.—The Herald has gone from 10 cents to 15 cents a week on its daily edition, or \$7.50 a year.

Cross-Atlantic Opens Paris Office

The Paris office of the Cross-Atlantic Service was opened May 1, with Henry Williams Francis as chief correspondent, at 1800 Avenue des Champs Elysees. Mr. Francis served in Mexico for the International News Service, and later with the New York Tribune and Evening Post. Since last September he has been special correspondent in Europe for the latter. The following additions are also announced to the London staff, Grenville Vernon, for the past twelve years with the New York Tribune, and Sidney B. Cave, formerly with the I. N.

S. The Cross Atlantic has secured exclusive foreign rights to the Goldberg cartoons.

OLD SUN MEN CELEBRATE

War Veterans Guests at 16th Dinner of Alumni Association

The New York Sun Alumni Association celebrated its sixteenth anniversary May 5 with a dinner at the Hotel Commodore. The officers of Quincy Mills Post, 412, American Legion, composed of Sun men who served overseas, were guests. Officers were re-elected as follows: President, Edward G. Riggs; vice-president, Stephen T. Mather; secretary-treasurer, Willis L. Holly. Collin Armstrong was chairman of the dinner committee. Letters of regret were received from E. W. Townsend, Talcott Williams, Carr V. Van Anda and Chester S. Lord.

Collin Armstrong Retires

A reorganization just effected in the Collin Armstrong Advertising Agency, New York, involves the retirement of Collin Armstrong as president and the election of Frank G. Smith as executive head of the firm. Mr. Smith has been vice-president, general manager and a substantial stockholder in the agency for the past two years. Mr. Armstrong retains his financial interest and will continue as a director, giving attention to certain personal accounts. William A. Sturgis will be vice-president; Harry L. Cohen, treasurer; and K. A. Clark, secretary. Harold A. Reed of London and Charles Hartner will continue as active members of the firm.

IN 17 IMPORTANT CLASSIFICATIONS

The Plain Dealer led all other Cleveland newspapers during February, 1920. Advertisers have been quick to see the economy of covering Cleveland and Northern Ohio at one advertising cost. It can be done with concentrated advertising in

The Plain Dealer
Cleveland

NEW HAVEN REGISTER NEW HAVEN, CONN.

28,334 Average

Paid Circulation DAILY & SUNDAY

Nearly twice as much as its nearest competitor.

IT COVERS THE FIELD!

In Lancaster County, Pa., are 10,600 Farms

The Intelligencer & News Journal goes to 7,000 of them daily

ALL IN THE LANCASTER, PA., TRADING TERRITORY.

FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it FIRST IN AMERICA among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill. Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

The Pittsburgh Post



has the second largest morning and Sunday circulation in Pittsburgh.

FIRST

in automobile advertising

For six years The News has carried a larger volume of automobile advertising than any other paper six days a week, morning or evening. In 1919 The News carried more than any other Indiana paper. Results count.

THE INDIANAPOLIS NEWS

Frank T. Carroll, Advertising Manager
Dan A. Carroll, New York Representative
J. E. Lutz, Chicago Representative

Use Newspapers on a 3 Year Basis

TIPS FOR AD MANAGERS

ROBERT H. BROOKS AGENCY, 30 North Michigan avenue, Chicago, has obtained account of Monitor Motor Car Company, Columbus, Ohio; and the W. R. Pickering Lumber Company, Kansas City.

CHARLES H. TOUZALIN AGENCY, Kesner Bldg., Chicago. Will place an extensive line of advertising for the John Oberberger Forge Company, Milwaukee, a new account.

CROWN OIL COMPANY, LTD., Winnipeg, Man. Placing advertising direct in Canadian publications on "Pendol Lubricating Oil."

PECK AGENCY, 347 Fifth avenue, New York. Advertising water supply and pumping systems made by the Ralph B. Carter Company in newspapers and trade journals.

D'ARCY AGENCY, International Life Bldg., St. Louis. New line of copy being sent out generally for the Coca-Cola Company, Atlanta.

NICHOLS-MOORE COMPANY, Frederick Bldg., Cleveland, O. Entire account of Northwest Expanded Metal Company, Chicago, has been placed with this agency.

BOTSFORD, CONSTANTINE & TYLER, INC., Spaulding Bldg., Portland, Ore. Planning an advertising campaign for the Blumauer-Frank Drug Company of Portland, on behalf of which has taken over the output of the Pacific Phonograph Manufacturing Company, also placing newspaper advertising on "Purora" (medical) and the Blumauer-Frank Company's toilet preparations.

JAMES FISHER COMPANY, 386 Yonge street, Toronto. Will place advertising for Super-cement Company, Limited, Mount Morris, Ont., waterproof cement.

CARL S. VON POETTEN AGENCY, Kresge Bldg., Detroit. New accounts of this agency includes Central Auto Schools, Housewife Bakeries and the Coin-o-Meter Company of Detroit and the United Engine Company, Lansing, Mich.

CAMPBELL, BLOOD & TRUMP AGENCY, Detroit. Will place future advertising of the McClure Company, Saginaw, Mich., silos.

ADVERTISING SERVICE COMPANY, LTD., Nordheimer Bldg., Toronto. A co-operative advertising campaign has been started for the Ontario Association of Architects, urging the employment of qualified architects for expert advice in building.

CAMPBELL-EWALD AGENCY, Marquette Bldg., Detroit. Has been appointed to handle advertising to be started June 1 by Whitehead & Kales, tractor wheels.

BEN J. SWEETLAND AGENCY, 95 Liberty street, New York. Will handle advertising of the Steacy-Schmidt Manufacturing Company, York, Pa.; Ruggles-Cole Engineering Company, New York, Iryers; and the Air-Mix Corporation, New York.

ALBERT FRANK & Co., 14 Stone street, New York. Have obtained accounts of the Trane Company, La Crosse, Wis., heating and ventilating apparatus, and the Haynes Corporation, Chicago, sales and engineering management.

CRITCHFIELD & Co., Brooks Bldg., Chicago. Have obtained account of Russel Miller Milling Company, Minneapolis.

BLEN BUCK AGENCY, 30 North Michigan avenue, Chicago. Will conduct an extensive newspaper advertising campaign for the Phoenix Knitting Works, Milwaukee.

KIRTLAND-ENGEL COMPANY, 14 East Jackson Boulevard, Chicago. Will place advertising for the Winn Radio & Electric Manufacturing Company, Chicago.

FRANK PRESBREY COMPANY, 456 Fourth avenue, New York, will handle a national advertising campaign for Halsey, Stuart & Co., Chicago, investment bankers.

MARTIN V. KELLEY COMPANY, 2d National Bank Building, Toledo—Handling account of McFarlan Motor Company, Connersville, Ind.

A. MCKIM & Co., Limited, Lake of the Woods Building, Montreal, have secured the business of Windsor Phonograph, a new product of the Labelle Furniture Company.

CANADIAN ADVERTISING AGENCY, Unity Building, Montreal, have secured the placing in Canada of the advertising of the American Safety Razor Company.

GEORGE L. DYER COMPANY, 42 Broadway, New York. Reported to be placing new schedules with newspapers for Gillette Safety Razor Company. Placing orders with some Middle West newspapers for Flaxinum Insulating Company, St. Paul.

CALLAWAY ASSOCIATES, Little Bldg., Boston. Will place the accounts for Moore's Pen Company, Boston; J. White's Sons, Boston; DuPont-Young Corporation, Boston; Simplex Time Record Company, Gardner, Mass.; French River Textile Company, Mechanicsville, Conn.; Tyer Rubber Company, Andover, Mass., and LaSalle Extension University, Boston.

CAMPBELL-EWALD COMPANY, Marquette Bldg., Detroit. Will place the advertising for Sunlite Company, automobile accessories, Dallas.

GEORGE W. EDWARDS & Co., 328 Chestnut St., Philadelphia. Placing orders with some New York City newspapers for Lovekin Water Heater Company, 258 Canal St., New York.

ERWIN, WASEY & Co., 58 E. Washington St., Chicago. Reported will make up lists during May and June for Oakland Motor Car Company, Pontiac, Mich.

FEDERAL ADVERTISING AGENCY, 6 E. 39 St., New York. Making contracts with newspapers for Sinclair Oil & Refining Company, 120 Broadway, New York.

RICHARD A. FOLEY ADVERTISING AGENCY, Terminal Bldg., Philadelphia. Will continue to place the advertising for Fels & Co., soap, 73d & Woodland Ave., Philadelphia.

FERRY-HANLY ADVERTISING COMPANY, 1120 Walnut St., Kansas City. Reported beginning a newspaper campaign in food centers of the Middle West for E. C. Gatlin Company, "Excelo" cake flour, Kansas City.

E. H. HELLWIG COMPANY, 299 Madison Ave., New York. Reported will place the advertising for Corn Products Refining Corporation, 17 Battery Place, New York and Penick & Ford, Ltd., New Orleans.

H. E. LESAN ADVERTISING AGENCY, 440 Fourth Ave., New York. Again placing orders with newspapers for Henry Tetlow & Co., toilet powder, 10th and Cherry Sts., Philadelphia. Copy being sent for New England Lines, comprising the New York, New Haven and Hartford, Boston and Maine, and Maine Central Railroads.

NATE LEVENE, 26 O'Farrell St., San Francisco. Placing the advertising for Sidley Garter Company, 130 Bush St., San Francisco.

EMANUEL LINDER, 25 W. 42d St., New York. Placing orders with newspapers for Jules Ferond, hair remedy, 424 Sixth Ave., New York.

LORD & THOMAS, Mellers Bldg., Chicago. Placing orders with newspapers for Ideal Power Lawn Mower Company, Lansing, Mich.

J. WALTER THOMPSON COMPANY, 242 Madison Ave., New York. Reported to be placing new schedules with newspapers for Lamont, Corliss Company, "O'Sullivan Rubber Heels," 131 Hudson St., New York. Also again placing schedules with newspapers for Auto Strip Safety Razor Company, 345 Fifth Ave., New York.

VANDERHOOF & Co., 140 S. Dearborn

St., Chicago. Reported will place orders with some Central Western newspapers for Puget Sound Fruit Farms, Seattle, Wash.

WALES ADVERTISING COMPANY, 141 W. 36th St., New York. Placing copy on contracts for John T. Stanley, Inc., "Mobo" auto soap, 640 W. 30th St., New York.

FRED M. RANDALL COMPANY, Lytton Bldg., Chicago. Has been retained as advertising counsel by the Sheridan Motor Car Company, Muncie, Ind. Extensive campaign will be out shortly to national publications and metropolitan dailies.

BAKER AGENCY, Toronto. Now handling advertising of the Canadian Kodak Company, the Canadian branch of the Eastman Kodak Company.

JAMES FISHER AGENCY, Toronto. Placing business for the Machine and Stamping Co., Toronto, makers of M. E. S. spark plugs.

R. SYKES MULLER AGENCY, Montreal. Has the Oneida Community account for Canada.

Giving False News Misdemeanor

ALBANY, N. Y.—The Betts bill, making it a misdemeanor to furnish false news to a newspaper was signed by Governor Smith May 6. Assemblyman Charles H. Betts, who introduced the bill, is publisher of the Lyons Republican. The new law will become effective September 1.

Magazines Cut Shipments

TORONTO.—Shipments of magazines from the United States to Toronto are from 54 to 61 tons less weekly than during normal distribution, as a result of the paper shortage in the United States, it was stated May 6.

YOUR TERRITORY MAY BE OPEN FOR THE BIG WEEKLY FIRST PUBLICATION FICTION FEATURE
THE NEW TORCHY AND SHORTY McCABE STORIES

BY SEWELL FORD
Running in over thirty papers, including Philadelphia Press Boston Post Pittsburgh Times Buffalo Times Baltimore American Washington Star Louisville Herald Springfield Union

WRITE FOR DETAILS
THE MCCLURE NEWSPAPER SYNDICATE, 373 FOURTH AVE. NEW YORK

Right Features
are the Safest Space Economy

INTERNATIONAL FEATURE SERVICE, Inc.
NEW YORK

The True News FIRST

Always—Accurately
International News Service
World Bldg. New York

TO REACH THE RICH TRADE OF KANSAS
Topeka Daily Capital
Sworn Government Report for 6 Months ending Oct. 1, 1919

33,137

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper

Member A. B. C. Publisher.

New Era Features

30 E. 42nd St., New York City
Forty Leading Papers print Our Service
Send for our **Headline History of the World War**

PRESTIGE

The standing of your newspaper in your city is measured directly by the extent of your service to your readers. There is little difference in the news—sometimes only slight differences in editorial opinions. The service to your readers is largely a matter of entertainment and information, aside from the news.

On this principle, the service of The Associated Newspapers has been built. The association helps every member to a better standing in its community.

Write or wire for rates.

The Associated Newspapers
170 Broadway New York

Revelations of a Wife

By Adele Garrison

—Read by Millions—

NEWSPAPER FEATURE SERVICE

New York

STARVING VIENNA JOURNALISTS APPEAL TO AMERICA THROUGH HOOVER

"GENTLEMEN: We, the Vienna journalists, appear as petitioners before you, hoping you will appreciate our precarious position and extend your help to us. There is nothing humiliating in appealing to fellow members of the same profession. We have never been beggars; on the contrary, we Vienna journalists have ever tried as far as was in our power to help other sufferers. At present, however, we find ourselves in such unfortunate circumstances and so beset by the stress of times that nothing remains for us but to appeal to the sympathy of colleagues of other and happier countries.

"Without exaggeration it may be said, that at present there does not exist a middle class profession in which there is so much privation and anguish as ours. Our women and children have been hungry and cold this winter and the short holidays in the country which were customary formerly have been rendered impossible by the present disastrous railroad conditions of our country and the close frontiers of the nations of Central Europe.

"It is hardly possible for you in America to realize that there are children in the families of Vienna journalists who cry at nights from hunger and whose parents can not help them. Were the needs not so alarmingly large, we would not have sent this call for help abroad, but, as we have said, there is no further road open to us for seeking and finding any help.

"May we therefore, ask you, honorable colleagues, for the following: To take up a fund for the purchase of food-drafts for the Journalists' Society of Vienna, the Wirtschaftsverband der Wiener Journalisten, Wien 9, Bergasse 8. You may be assured of the deep gratitude of those to whom you extend your help.

President of the Vienna Journalists and Authors' Society "Concordia," F. Weisgraf; Vice-president of the organization of the Vienna Press, Marcell Fappeler; president of the Foreign Press Association in Vienna, Les Salkind; president of the German Austrian Authors' Society, Hans Fuchstein; chairman of the Economical Union of the Vienna Journalists, Marc Loeb; president of the Union of Foreign Correspondents, L. Mandl; Dr. A. Losse, editor of the Neue Freie Presse; Dr. Alex Salkind, editor-in-chief of the Wiener Mittag-Zeitung.

GOOD DEEDS ALSO NEWS, SAYS DANIELS

(Continued from Page 6)

to slander any man in public or in private life. We have no right to permit personal or political dislikes to warp editorial utterances. We have no right to make the worst appear the better reason.

"There are people who deny that journalism is a profession. They are right only as to those journalists who permit personal gains, personal spite, political animosity, and love of scandal and sensation to warp their conduct. Such men in our profession disgrace and deprive it of influence."

Mr. Hoover, who had accepted the invitation to the banquet only on condition that he be excused from speaking, was nevertheless called upon to say a few words from the floor. His speech was short and the only address of the evening in which politics did not furnish the theme. His work, he said, was that of charity, while those of the other speakers concerned faith and hope. He permitted his audience to name the greatest.

Mr. Hoover's leaning toward charity was emphasized by a letter from journalists of Vienna appealing for the help of their American colleagues in saving themselves and their families from starvation. The letter, which had been sent to Mr. Hoover and given by him to President Howard, is reproduced on this page.

Senator Owen, following a resumé of political history since 1912, said that the weakness of the American Government

is too much statute laws, too little enforcement, too many officials, too little control over official non-feasance, misfeasance and malfeasance. He urged repeal of the war statutes, especially the espionage and sedition acts and announced his opposition to any new sedition laws, or any interference with free speech, free press, free assemblage and free representation.

Secretary of State Colby in an impassioned address defended the course of President Wilson in the treaty negotiations in Europe and with the Senate and, stating that the President is fast recovering his vigor of mind and body and that he would shortly regain his popularity with the American people, eclipsed during the winter by "envenomed and malicious attacks upon him."

Issue was taken with Mr. Colby by Senator Calder, whose voting record apparently placed him in the category of those denounced by the Secretary. He defended the Senate's attitude toward the treaty and said that his party was just as willing as its opponents to go to the people on its record.

Governor Edwards made a plea for personal liberty.

Magazine Ad Men Elect Officers

At the 13th annual meeting of the Representatives Club, New York; held May 3, the following officers were elected: President, W. Roy Barnhill, Munsey's; first vice-president, Albert J. Gibney, Munsey's; second vice-president, Thomas Childs, Vickery & Hill; secretary, C. W. Fuller, Christian Herald; treasurer, C. S. Plummer, Jr., Metropolitan.

AID FOR VIENNA JOURNALISTS

Drafts in \$10 and \$50 Denominations Will Buy Vital Food

Edward Percy Howard, president of the New York Press Club, is receiving generous contributions from members of his organization to the appeal of the Vienna journalists for food made to the club at its banquet last Saturday night through Herbert Hoover. The text of the Vienna newspaper men's letter is given in another column.

Food drafts will be purchased from the Children's Relief Commission, headed by Mr. Hoover, which will attend to the distribution of foodstuffs where they are most needed. The drafts are divided into classes according to money value and according to whether the food is for Jewish or non-Jewish consumption. Drafts C and D are for Jewish foodstuffs and classes A and B are for Gentile consumption. Drafts A and C, which are valued at \$10, will purchase the following:

24½ lbs. flour.
10 lbs. beans.
8 lbs. bacon.
8 cans condensed milk.

Drafts B and D, worth \$50, are good for the following:

140 lbs. flour.
50 lbs. beans.
16 lbs. bacon.
16 lbs. lard (In "D" package, substitute cottonseed oil).
48 cans condensed milk.
12 cans corned beef.

Checks may be made payable to Herbert C. Hoover, Vienna Journalists' Fund, and mailed to Edward Percy Howard, New York Press Club, New York City.

Two important daily newspapers of the city of Vienna have suspended within the past week because of high production costs, the Neue Tag on April 29 and the Der Morgen on May 1. In its farewell issue, Der Morgen said:

"All calculations of newspaper proprietors are now dependent upon the dictates of paper manufacturers and the circumstances have reduced journalists to the level of the proletarians. The more honest a newspaper is and the less open it is to bribery, the more difficult becomes its publication; and so most respectable journals are in the greatest danger and if things go on in this way, only great capitalists and more especially men with foreign money at their disposal will be in a position to publish newspapers here."

BOSTON AMERICAN

LEADS
all other Boston evening newspapers in

Department Store ADVERTISING

A sufficient recommendation to ANY space buyer.

LOS ANGELES

Evening Herald

Circulation greater than the combined circulation of its two evening competitors.

Charter Member A. B. C.

Daily papers are limited to ten pages and evening editions of morning papers to two pages. Budapest papers will henceforth be limited to four pages, at an increased sale price.

A. N. P. A. MEMBERSHIP CHANGES

Additions to List Printed in Editor and Publisher April 24

The following newspapers have been elected to active membership in the American Papers' Association: Jackson (Miss.) Daily News, New York City Commercial, Gary (Ind.) Evening Post, Batavia (N. Y.) Daily News, Fairmont (W. Va.) Times, Sharon (Pa.) Telegraph, Burlington (Ia.) Gazette.

The following have been elected to associate membership: Lancaster (Pa.) Examiner, Anniston (Ala.) Star, New Britain (Conn.) Herald, Logansport (Ind.) Pharos-Tribune, Madison (Wis.) Democrat, Ashtabula (O.) Star & Beacon, Lebanon (Pa.) Daily News, Athens (O.) Messenger.

The Lewiston (Me.) Daily Sun has been transferred from the Associate to the active class.

May Lose Part of Home

NEW BEDFORD, MASS.—The city government has under consideration the widening of Pleasant street, which will, if carried through, necessitate either cutting a 10-foot slice off the front of the New Bedford Standard building or moving the building back that distance.

"World-Wide" Represents Shun Pao

The Shun Pao (Chinese Daily News) of Shanghai, China, has established representatives in New York through the World Wide Advertising Corporation.

Is there any such thing as quality in circulation?

Is there anything outside of a dazzling array of figures meant to stun the advertiser and get his name on the dotted line for 5000 inches a year?

Quantity is giving away to quality.

THE MORNING PRESS, SANTA BARBARA, CALIFORNIA

can put you in direct touch with those who have money to spend—and spend it.

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

Wherever You Are

You are anxious to keep in touch with the news from home. That's why you buy

The Pittsburg Dispatch

and know you get the "Best Always"

Branch Offices:
Wallace G. Brooke,
Brunswick Building, New York
The Ford-Parsons Co.,
Marquette Building, Chicago, Ill.

The Detroit News

offers an exceptional opportunity for covering a million inhabitants at one advertising rate. 94% of its 250,000 circulation is in Detroit and suburbs.

NEW YORK JOURNAL

Average Daily Net Paid Circulation for six months ending March 30th, 1920,

712,778

The 4th daily newspaper in New York City to raise its price to three cents per copy

The largest circulation of any daily newspaper in the United States.

The New York Evening Journal is a member of the A. B. C.

FEW WIRE FACILITIES FROM 'FRISCO

"Specials" Won't Get Stories Through at Democratic Meeting, Most Lines Going to News Services—A. M. Story Only

BY WALTER WOOD
(Special to EDITOR & PUBLISHER)
CHICAGO.—A man in close touch with the situation is authority for the statement that wire service will be very meager at the Democratic national convention at San Francisco, although the accommodation will be adequate when the Republicans meet here in June.

Special correspondents will find it next to impossible to send wire matter from San Francisco, according to EDITOR & PUBLISHER's informant. The press associations will have adequate service, however, and the papers east of the Rockies will have to depend almost entirely upon them for Democratic convention news. The telegraph companies will be able to handle only a very small part of the matter filed by the special and feature writers sent by the big dailies to cover the convention, according to this authority. The reason is simply that the telegraph companies have so few wires that they cannot accommodate the traffic.

Attention also is being called here to the peculiar situation daylight saving has forced on afternoon newspapers in Eastern cities where it is in effect. By reason of this factor the Democratic convention will be almost an exclusive field for the morning papers in those cities. The convention seldom convenes earlier than 10 o'clock in the morning, and with the four hours difference in time, this means that the afternoon papers will be able to get only flashes of the proceedings in their late editions.

LIVING JOURNALISM AND POISON THAT KILLS

(Continued from page 7)

League other than that it is some mysterious sort of anarchistic monster too hideous to be spoken of except with the curtest opprobrium. Some space was devoted to it when it became involved in a bank failure; it got more mention when its leader was sent to jail, and it once more loomed up when one of its speakers was mobbed out of a town in Kansas. What impression would the public necessarily get of any movement through only such presentation as this in the press?

What I do know about the Non-Partisan League is that it is a political and economic movement through which the people are achieving their purposes, not by revolution or violence, but in a perfectly orderly manner through elections and legislation, precisely in accordance with the constitutions of nation and state.

These people's notions may be all wrong, but their methods are demo-

cratic; and the success of their movement is a valuable demonstration for our entire country of how, without violence, disorder of any sort, our Government may be made directly to respond to the will of the people, even in extremest reforms. But from all that the press is printing from day to day the public must gather that the only reforms being sought anywhere are "Red" and that the only methods are of "direct action," or force; and hosts of well-meaning Americans are thus being made daily to accept the dangerous idea that there is no other way, no other hope of relief. Fraud and falsehood are breeding violence, as surely as poisoned vapors from swamps sucked up breed storm.

These Leaguers may be in error, but there are too many of them to be disposed of by being represented to eastern people as mere bank-wreckers, jail-birds and incendiary fanatics. In their own vast section they are in a plurality. And what can be done to a plurality that strictly observes our republican form of government?

I know of a straight-forward, uncolored special story of what the Non-Partisan League has actually achieved, which account was secured by a managing editor with particular care as to the impartiality of facts, but which was suppressed because the advertising manager declared its publication would be disastrous at his end. This advertising manager knew nothing about the Non-Partisan League except that it was taboo to the people from whom he gets his business.

There is no power so subtle, so far-reaching, so dominating as the business relation. Our Savior was crucified not because of His heavenly teaching but because He disturbed the business relations of Judea; and through all time the money-changers have held the temple and sought to stifle reform and delude the public into silent acceptance of existing business relations. The struggle for life is an instinct, the lust of gain its abuse. The roads to sacred shrines are marked with the bones of devotees; but when such shrines become marts of trade the human bones are ground into macadam and the highways made sound and safe. The few still take the straight and narrow road, and many the broad highway.

While the war was on, an eminent divine was commissioned by the Shipping Board as a "Special Ambassador to American Labor" (as if American labor were some alien race!) and he eloquently and strenuously urged upon workmen their patriotic duty to work, work, work, to win the war, and never mind about their own conditions, which would be made all right later; but he, "later," is found on the editorial staff of a weekly publication which boldly advertises that its "circulation is recruited to the extent of 58 per cent from the employing class." Now, what attitude of mind toward labor would naturally be expected of a paper that advertises for and accepts advertising on that class of circulation?

You've guessed right! Who could have guessed otherwise? Our former minister to labor "sees Red" in every demand that labor makes. What is the pulpit's gain is journalism's loss.

The press is cursed with too much comment, antagonistic and antagonistic, and too little fact.

Facts are the thing—first-hand facts. Facts are the bone, flesh, blood, nerves and brain of democratic public opinion, the body and the soul of self-government. Denied the truth, the people grope in darkness, feeling their burdens alarmingly increase, while realizing that a "free" press, laden with propaganda or subsidized into silence, is a mockery, and the ballot itself, without free intelligence, meaningless.

To the thoughtful and patriotic the dangers that menace our Republic cause deep concern. The crisis cannot successfully be met with deception or silence. Right reasoning, which is the only possible solvent, cannot come out of ignorance or illusions.

And we glibly say the reason monstrous wrongs, exist is that Organized Greed buys from the law-makers (of the other party) their manhood.

O, brother editors, let us not be too sure that is the only reason.

First let us know if we, trusted preachers of the people's gospel, do not worship Greed on its golden throne of falsehood, instead of the God of truth and justice.

First let us say the cross on which the Commonweal is nailed our press has not helped to raise.

NEW YORK AD CLUB NOMINATES

Hopkins Named for Second Term as President—Election May 11

George W. Hopkins, sales manager of the Columbia Graphophone Company, has been nominated to succeed himself as president of the Advertising Club of New York. He succeeded to the office from the vice-presidency when F. A. Wilson-Lawrence resigned last summer. Other nominations on the regular ticket are:

Vice-president (for three years), Frank Presbrey; treasurer (for one year), O. B. Merrill; directors, A. Van Gyteneek (term two years); Francis H. Sisson (term three years); William H. Ingersoll (term three years).

The Boss says:

The hundred and twenty-five grocers in Fairmont would sell more of your food products if you advertised them in

The West Virginian

The Evening Newspaper
Published at Fairmont, W. Va.
Population 25,000—December A. B. C.
Circulation 5,363
Represented by MacQuoid Agency
103 Park Avenue, New York

Close to the Heart

of everyone is the welfare of his church and nation. For over a century our paper has served its readers, being the best news on these topics from the pens of able writers. Our advertisers share with us in these benefits.

THE
CONGREGATIONALIST
14 Beacon St., Boston

Thomas A. Barrett, W. Roy Barnhill and Herman G. Halsted have been designated to receive proxies.

The polls will be open from 4 to 8 o'clock. At the dinner at 6.30 o'clock, John Kendrick Bangs will be the guest of honor.

A. P. EDITORS REORGANIZE

A. J. Stace of Grand Rapids Heads New Michigan Association

(Special to EDITOR & PUBLISHER)

DETROIT.—A greater degree of supervision of their own leased wire service will be given Michigan members of the Associated Press, following formation of the Michigan Associated Press Editorial Association at the convention of the Associated Press Goodfellowship Club here, the membership of which consists of managing editors of newspapers in Michigan, and telegraphers and editors employed by the Associated Press. The M.A.P.E.A. is a division of the Goodfellowship Club.

A. W. Stace of the Grand Rapids Press was elected chairman, and David J. Wilkie, correspondent in charge of the Detroit office of the A.P., was chosen secretary. The editorial association will work for the extension of state wire service.

A. E. McRae of the Muskegon Chronicle urged newspaper men to regard their profession as a mission closely related to the welfare of the community they serve. J. S. Gray of the Adrian Telegram, Edward T. Cutter, superintendent of the central division of the A. P., and Herbert L. Dunn, traffic chief of the central division, also spoke.

The New Orleans Item

Statement of Circulation for the period ending April 1, 1920:

Daily	68,530
Sunday	84,717
Average	76,830

Circulation counts! We know; and we have it; but one hundred per cent merchandising and distribution connections are likewise essential to advertising success. Our Trade Extension Department will tell you how to get them, too.

The Dominating Force

In a manufacturing territory famous for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.

The Bridgeport Post Standard-Telegram

Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.

FOREIGN REPRESENTATIVES

I. O. Klein, Metropolitan Bldg., New York.
John Glass, Peoples' Gas Bldg., Chicago, Ill.

Perth Amboy, N. J.

Most Rapidly Growing City in East

Thoroughly Covered by the

Evening News

Member A. N. P. A., A. B. C., A. P.
Reasonable requests for trade information given prompt attention.

F. R. Northrup, 303 5th Avenue
New York City

THE ASBURY PARK PRESS

(Evening and Sunday)

Thoroughly Covers the North Jersey Shore—a Section That Produces

\$35,000,000 Yearly in Its

Factories and on

Its Farms

Standard Rate Card Member A. B. C.

FRANK R. NORTHRUP, Representative,
303 Fifth Avenue, New York City.
Association Building, Chicago.

J. Lyle Kinmonth, Publisher,
Asbury Park, N. J.

The Pittsburg Press

Daily and Sunday

Has the Largest

CIRCULATION

IN PITTSBURG

Member A. B. C.

Foreign Advertising Representatives
Metropolitan Tower, Peoples' Gas Bldg.

I. A. KLEIN JOHN GLASS
New York Chicago.

NEWSPAPER ADS RAISE MILLIONS FOR CHURCH

World Movement Spent \$920,000 in 12,560 Newspapers, Using Special Commercial Copy, in Campaign for \$336,777,572

The six weeks' campaign for funds conducted by the Inter-Church World Movement, representing 30 denominations, came to a close on Monday. C. S. Clarke, director of advertising, announced that within two weeks, when all reports have come in, that the sum of \$336,777,572, which the organization started out to raise, will be realized.

The campaign was featured to a greater degree perhaps than any campaign ever before conducted, by the amount of newspaper advertising, and \$920,000 was expended in the newspapers of the country, 12,560 papers being used. 10,000 lines were placed in the metropolitan dailies, 6,000 in the intermediate dailies and 2,000 in small dailies and weeklies.

And the greatest triumph of all from a newspaper standpoint in connection with the campaign, according to those in charge, is the fact that it has demonstrated that buying space, instead of begging it is vastly more satisfactory. Mr. Clarke made the following statement to a representative of EDITOR & PUBLISHER:

"The method of advertising which we have used in this campaign has thoroughly convinced me that it is the only method worth while. I have conducted four national campaigns, in three of which underwritten space was used. The result of this one clearly indicates the advisability of using paid space. I will go even farther, and say that such organizations as the American Red Cross will have to use paid advertising.

"There has been a great deal of opposition to our spending such a large sum for paid advertising, but I think those who opposed it now realize that the results more than justify the means. We used a special line of commercial copy, as applied to the church, and we are now planning a church advertising service to churches throughout the country, to encourage church advertising as a permanent thing. At the convention of the Associated Advertising Clubs of the World, to be held in Indianapolis in June, we shall have a special exhibit of church advertising.

"The advertising in the campaign just closed was handled by the Joseph Richards Company and Barton, Durstine & Osborn, operating as a joint or 'super' agency."

Tyler Dennett, director of publicity of the Inter-Church World Movement, makes the following statement of appreciation to the newspaper publishers of the country:

"The Inter-Church World Movement is deeply indebted to the newspaper publishers of the United States for their splendid co-operation, and especially for the columns of news which they have so generously donated. Without their assistance, such results could never have been accomplished, and we are deeply grateful."

Higham Coming Here May 15

Charles F. Higham, vice-president of the Associated Advertising Clubs of the World for London, England, will arrive in New York, May 15, will be in Chicago from May 21 until May 26, and will go from there to the advertising convention in Indianapolis. Mr. Higham will bring with him a message of good-will from the British advertising fraternity, as well as Continental Eu-

rope. He will make his headquarters in New York, 50 Madison avenue, and at 1019 Monroe building, Chicago, where he has offices.

X-Science Director Retained

BOSTON.—Announcement that the present board of directors of the First Church of Christ, Scientist, will be regarded as the de facto board until the full bench of the Supreme Court has decided whether the dismissal of John V. Dittergore as a director was legal, was made in the Supreme Court May 4 by Judge Pierce. The court denied a motion by the Trustees that Attorney General J. Weston Allen be made a defendant in the proceedings by the Directors to remove the Trustees. About seventy members of the Mother Church, from the Middle West, attended a conference, here May 3. John R. Watts, business manager of the Christian Science Publishing Society, stated at the close of the meeting that he considered authorized Christian Science literature to be only established and authorized by Mrs. Eddy.

Polish Daily for Pennsylvania

SCRANTON, Pa.—Northeastern Pennsylvania is to have a Polish daily newspaper in the next two months, according to an announcement just made by men who are interested in the proposition. Recently a merger was effected of six Polish weeklies in Luzerne and Lackawanna Counties. These newspapers are now being controlled by a new publishing association which has been capitalized at \$100,000. The daily newspaper is to be an Independent Republican organ. Prominent Polish businessmen, and several Polish Catholic priests are identified with the undertaking.

Entire C. P. A. to Meet June 4

TORONTO.—The annual meeting of Canadian Press Association, Inc., the parent body of the Daily, Weekly and Periodical Associations, on the directorate of which all three organizations are represented, will take place at 4 p. m. on June 4. This will immediately follow the annual meeting of the Canadian Weekly Newspaper Association, which is called for June 3 and 4. The Canadian Daily Newspaper Association, however, will not hold its annual meeting until the Fall, October 14 being the date named by the directors.

Lima Evening Papers Merge

LIMA, Ohio.—The Times-Democrat was purchased by the Lima News Publishing Company on May 1 and the News and Times-Democrat were merged as the News on May 3. W. J. Galvin, publisher of the Times-Democrat, becomes business manager and a stockholder in the Republican-Gazette, morning newspaper.

Two Towanda Papers Quit

TOWANDA, Pa.—The Bradford Star, issued for the past twenty-five years, suspended May 1 on account of newsprint and labor troubles. Publication will be resumed when conditions return to normal. The Reporter Journal, which had been published for eighty years, discontinued publication April 29 for the same reasons.

Nain Grute Ill

CINCINNATI, Ohio.—Nain Grute, news and dramatic editor of the Commercial-Tribune, underwent an operation May 5 for removal of perforating gastric ulcer.

Nye Agency Moves

The Nye Advertising Agency, New York, has moved to 2010 Broadway.

May Reduce to Weeklies

GRAND RAPIDS, Mich.—The Michigan Association of Home Dailies has decided to issue tri-weekly editions after July 1 and weeklies after October 1, if the high price of paper continues. This will affect 25 daily newspapers with circulations of less than 5,000. Frank H. Moses, president of the association, and

manager of the Marshall, Mich., Chronicle, was delegated to testify before the Senate committee investigating the newsprint famine.

H. Edmund Scheerer and R. R. Mulligan have been appointed advertising representatives for the association members in Chicago and New York, respectively.

SUPPLIES & EQUIPMENT

For Newspaper Making

EQUIPMENT FOR SALE

Advertisements under this classification thirty cents per line. Count six words to the line.

Printers' Outfitters

Printing Plants and Business bought and sold, American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beckman St., New York City.

EQUIPMENT FOR SALE

Advertisements under this classification thirty cents per line. Count six words to the line.

For Sale:

Two revolution, from roller Cottrell cylinder press with motor, takes shut 38x50 fine condition. Also two revolution from roller, Babcock cylinder press, takes shut 33x46. Presses now in use and can be seen running. Address Box B-771, care of Editor & Publisher.

EQUIPMENT WANTED

Advertisements under this classification thirty cents per line. Count six words to the line.

Wanted:

Model 1 or 5 linotype in good condition. State price and where located. Address Box B-703, care of Editor & Publisher.

FOR SALE

JOB PRINTING PLANT

including bindery, in Eastern state. Completely equipped with all individual drive machinery. Is the recognized high class printery of a city of 75,000 and drawing community of several thousand. Proposition P-500.

WANT TO BUY

- 1 Southern trade journal.
- 1 Rotary web press.
- 1 Goss 12-16 page newspaper press.

Southern Publishers Exchange, Inc.
Newspaper Properties Printing Equipment
P. O. BOX 1597 RICHMOND, VA.

FOR SALE

Account consolidation, Goss sixteen page press. Complete stereotyping outfit. Press in fine condition and run every day until Monday this week. Will sell very low price and make immediate shipment. News and Times-Democrat consolidated. Lima News Publishing Co., Lima, Ohio.

For Sale

Two Hoe Sextuple Presses with two folders. Each press prints an 8-column standard size newspaper, is in good condition and can be inspected at any time. Hoe Matrix Rolling Machines can be shipped at once.

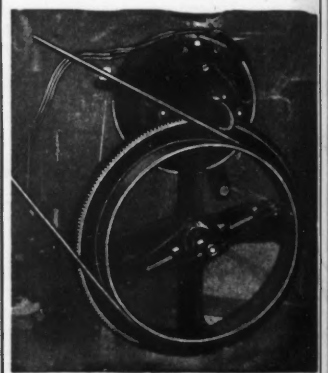
Walter Scott & Company
PLAINFIELD, N. J.

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

THE CUSHMAN



OFFSET LINOTYPE MOTOR
Has No Equal

EFFICIENCY and SERVICE

STURDY CONSTRUCTION
We want to give you the benefit of our fourteen years' experience in manufacturing linotype motors.
Write for prices. Address:
CUSHMAN ELECTRIC CO.
CONCORD, N. H.

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	Portland
Richmond	Cincinnati	San Francisco
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of Editor & Publisher you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

Advertising Manager

Thoroughly competent executive and personal producer who has made good under the most adverse conditions seeks connection as advertising manager of reliable newspaper in city of 75,000 or more. Age 30; married; nine years of metropolitan and provincial experience; salary \$4,000 and percentage on increase. Must give reasonable notice. Write W. A. L., Box 764, care of Editor & Publisher.

Advertising Manager, Solicitor

Desires to connect with Publisher offering permanent position with good future. Age 28, married, 8 years' experience Advertising and business end. Good copy writer and salesman. Best of habits and references. Come on two weeks notice. Write Box B-769, care of Editor & Publisher.

General Manager

I am a successful newspaper man, a trained and experienced executive, associated in the management of a large publication. I am looking for an opening as general manager of a live small city paper in a growing field with possibilities. Have thorough knowledge of modern method in advertising, circulation, efficiency and business detail. A-1 references. Competent to assume full charge and develop, to maximum along economical lines. Address Box B-776, care of Editor & Publisher.

Managing Editor

Managing editor seeks opportunity in larger field. Since taking present position as managing editor two years ago, paper has made money first time in 12 years and has been enabled to raise advertising rate twice for total of 40 per cent. Employed in city of 150,000. Best of references will testify as to ability and habits. Address Box B-781, care of Editor & Publisher.

Managing Editor

Newspaper man ten years wonderfully varied experience on street and desk in big cities prefers responsible connection with good, live, progressive but conservative AFTERNOON daily in live, growing, prosperous small city, preferably South or Midwest. Pay must be good and working conditions happy will give the highest class work. Please give full particulars as to what will be required and pay. Address Box B-770, care of Editor & Publisher.

Managing Editor

News editor of one of largest dailies in U. S. open for managing editorship of paper in smaller city. Good executive, can get circulation and hold it, and know how to save paper. Eastern territory preferred. State proposition fully and give salary. Address Box B-780, care of Editor & Publisher.

Editor

Wishes situation on afternoon daily in central or western states. Woman age 27, experienced as reporter, telegraph and city editor. Has some work in advertising department. Newspaper Woman. Box B-774, care of Editor & Publisher.

City Editor

Young man, 25, reporter two years in city of 75,000; experience in three smaller cities; experienced copyreader; wants a situation as city editor or telegraph editor in city of 50,000 or larger. Salary must be attractive; do not care to work on paper where editorial department is governed by business office. Address Box B-767, care of Editor & Publisher.

Editor

Situation as editor or telegraph editor of daily newspaper; experienced news editor and editorial writer; Republican. Address Box 752, care of Editor & Publisher.

Thoroughly Experienced Reporter and Desk Man

Active, 30, unmarried, 12 years' experience, feature writer, perfect health, references, present position limited; want larger field, \$45. Address Box B-768, care of Editor & Publisher.

Desk Man

Experienced desk man seeks position. Already employed, but wants larger salary and greater opportunities. Can handle any position. Address Box B-772, care of Editor & Publisher.

Publisher's Assistant

A man of insight, skill, adaptation, expression and creative ability will go near New York or Philadelphia as publisher's assistant or promotion manager. Address Yale Graduate, Box B-704, care of Editor & Publisher.

Artist

Reporter and artist wants to connect with advertising agency or art service in or near New York. He is married, has good habits and college education, served in U. S. Army, and is 28 years old. Hearing is temporarily impaired as result of recent operation and he is unable to do newspaper work for the time being. Reply P. C. M., B-785, Editor & Publisher.

SITUATIONS WANTED

Position as Foreman Wanted

Web Press foreman now employed, 11 years' experience, 5 years as foreman desires to make a change. Can give satisfaction and references. Address Box B-783, care of Editor & Publisher.

Artist:

Sketch artist and cartoonist and would also make layouts. Can go to any part of the country on short notice. Address Box B-779, care of Editor & Publisher.

Do You Need a Circulation Manager?

Twelve years intensive training under one of foremost circulators in the country qualify me for bigger work. Thorough knowledge of the game. Executive and creative. Analyst. Age 29. Now earning \$2,400. Reference. Box 757, care of Editor & Publisher.

Circulation Manager

Circulation manager desires to locate in an enterprising city. Experience and reference exchanged. Married, with small family. Member of International Circulation Managers Association. Address Box B-766, care of Editor & Publisher.

Circulation Manager

Young man now employed in that capacity on Pacific Coast newspaper desires change to the middle west or east. Eight years' experience in various branches, including special correspondence, advertising and circulation. Address Box 761, care of Editor & Publisher.

Stereotype Foreman

First class stereotype foreman employed on good sized daily, wishes to make change; has good reason for doing so. Married, and fully understands all branches of stereotyping. Union man. Address J. T. M., Box 760, care of Editor & Publisher.

HELP WANTED

Advertisements under this classification twenty-five cents per line. Count six words to the line.

Business Manager Wanted

The American Christian Daily, the first Christian daily newspaper in the country, to be published in Chicago a few months from date, is in need of a first class business manager, to begin work immediately. Here is a splendid opportunity for the man with a vision. The field is almost unlimited possibilities. Applicants must have had wide experience in circulation, advertising and general office work, and must be able and willing to handle a considerable part of the promotion work. We have no time to lose. Send us full particulars and references at once. The American Christian Daily Co., 910 Garrick Building, Chicago, Ill.

Telegraph Editor State News Editor 2 Reporters

By a southern city of 50,000 on an afternoon daily. Permanent position. State Salary and when can report. Address Box B-777, care of Editor & Publisher.

Wanted

Editor, competent for either city or telegraph desks, and two reports by a Southern daily. Write Box B-784, care of Editor & Publisher.

Wanted—Newspaper Man

competent for city editor position on six-day afternoon daily. Position ready now. Write Leader-Republican, Gloverville, N. Y.

Circulation Manager

Circulation manager wanted by the New York Journal of Commerce. Must be a good letter writer and experienced in handling large mail subscription list. Apply by letter only, giving details, holding information concerning experience, age, salary wanted, references, etc. Address: J. Cook, Business Manager, Journal of Commerce, 32 Broadway, New York.

Composing Room Foreman

Wanted by an evening newspaper, within 100 miles of New York City, a working foreman to take charge of composing room. Must be experienced in make-up on stereotype newspaper. Must have references and give evidence of ability, capacity to produce, and be a man of standing, in his past record. A good position awaits such a man. Address Box B-778, care of Editor & Publisher.

Circulation Manager

A Newspaper organization needs a circulation manager for a Southwest paper—a man 25 to 30 years old, with at least 5 years' experience, preferably married. The man must be stouter and have a builder's courage. Southern man preferred. The man having the above qualifications can obtain a good position. State experience, salary expected. Address Box B-775, care of Editor & Publisher.

HELP WANTED

Bookkeeper—Female

Experienced in handling special or general advertising agency books where advertising accounts are billed. One capable of assuming full charge. Address Box B-782, care of Editor & Publisher.

Experienced Managing Editor

For a daily newspaper in a New England city of 75,000 population. Established 25 years. Man must be able to demonstrate by experience that he can make a real live local newspaper. Good opportunity to locate permanently in a city where there is a real chance. Good salary to a really competent man. Address Box B-773, care of Editor & Publisher.

First Class Linotype Operator

For an afternoon newspaper operating under open shop plan. Steady employment. First-class wages. Telegraph collect for details if you are interested. Arizona Gazette, Phoenix, Ariz.

BUSINESS OPPORTUNITIES

Advertisements under this classification forty cents per line. Count six words to the line.

For Sale

An old established daily newspaper, high standard, doing a nice volume of business, located in Central Pennsylvania in a county seat of 12,000 to 15,000 population, situated in a rich agricultural and manufacturing community. Well equipped plant with job department. Can be purchased on reasonable terms. Reason for selling present owners unable to devote entire time to business. For particulars address B-686, care of Editor & Publisher.

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 12th, 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.

TIE EDITOR AND PUBLISHER COMPANY.

JAMES WRIGHT BROWN, President.
FENTON DOWLING, Secretary.

New York, April 15, 1920.

N. Y. TIMES ANSWERS LEDGER SUIT

No Infringement of Rights on Grey Letter, It Contends

Admission of publication of the Lord Grey letter, but denial of any infringement on the Philadelphia Public Ledger's rights, are made in the New York Times' answer, filed May 4, to the suit of the Public Ledger because of the defendants' republication on May 1 of the communication written to the London Times by Lord Grey on the attitude of the United States and the United States Senate on the League of Nations. The Ledger claims its contract rights to the use of all London Times material were violated by the New York Times in using the letter without permission of the plaintiff.

House Gets Underwood Bill

WASHINGTON, D. C.—Senator Underwood's resolution authorizing a commission to confer with the Canadian Government regarding existing embargoes on wood pulp shipment to the United States was ordered favorably reported, May 1, by the House Foreign Affairs Committee. Under a committee amendment the commission would report to President Wilson instead of Congress.

Greene Heads Fort Wayne Paper

FORT WAYNE, Ind.—J. A. Greene has been elected president of the News & Sentinel, succeeding the late C. F. Bicknell. Miss Ruth Bicknell, eldest daughter of the late president, has been elected vice-president, and O. G. Foellinger, secretary-treasurer and general manager. Mr. Greene was formerly vice-president.

\$70,000 or less for investment in one or more newspaper properties.

Locations in southeastern section of the United States preferred. Proposition U. K.

CHARLES M. PALMER

Newspaper Properties
225 FIFTH AVE., N. Y.

CONSOLIDATION

Every newspaper consolidation we have effected in recent years has worked out greater strength and profit than we predicted for it in advance.

The need of merger and combination in the publishing field is more urgent today than ever before. Such negotiations are difficult and require long years of training.

HARWELL & CANNON

Newspaper and Magazine Properties
TIMES BUILDING NEW YORK

COMING EVENTS

- MAY
- 7-8: Oklahoma Press Association convention Oklahoma City.
 - 7-8: Kansas Editorial Association convention in Hutchinson.
 - 8-15: California Press Association annual outing and meeting in Asilomar.
 - 10: Hearing on New York City newspaper printers' wage increase demands before William Gellely, arbitrator, at Kings County Courthouse, Brooklyn, N. Y.
 - 10: N. Y. Business Publishers' Association meeting, Automobile Club, New York City.
 - 11: Engineering Advertisers' Association meeting in Chicago, to consider "sources of advertising data."
 - 11: Newspaper Service Bureau quarterly meeting in Chicago.
 - 11: Inland Daily Press Association meeting in Chicago.
 - 11: Election night and dinner New York Advertising Club.
 - 12-15: National Foreign Trade Council convention in San Francisco.
 - 13: Texas Woman's Press Association convention in San Angelo.
 - 14: Western North Carolina Press Association convention in Charlotte.
 - 13: Technical Publicity Association, New York, "Pacific Coast Night" meeting.
 - 14: Audit Bureau of Circulations, special meeting of publisher and advertiser members to discuss amended by-laws on subscription renewals.
 - 17: Meeting of newspaper publishers in Washington, D. C., to consider newsprint shortage solution; headquarters Hotel Willard.
 - 17-19: New York Circulation Managers' Association annual trip to Catskills.
 - 19: Canadian Press, Limited, annual meeting in Toronto.
 - 19: Michigan Inter-City Advertising Association meeting in Battle Creek.
 - 21: Audit Bureau of Circulations, directors' monthly meeting.
 - 26: International Typographical Union election of officers.
 - 27: Saskatchewan Division, Canadian Press Association convention in Regina, Sask.
 - 31-June 5: National Editorial Association convention in Boston, followed by tour of Canada.
- JUNE
- 1-3: International Circulation Managers Association convention in St. Louis.
 - 3-4: Canadian Weekly Newspapers' Association annual meeting in Toronto.
 - 3-4: Canadian Press Association meeting, Toronto.
 - 5-29: National Editorial Association tour of Canada.
 - 6-10: Associated Advertising Clubs of World annual convention in Indianapolis.
 - 10: Texas Press Association annual convention in Houston.
 - 11: Representatives Club outing at Gedney Farms, N. Y.
 - 12-15: Association of National Advertisers semi-annual meeting in Bedford Springs, Pa.
 - 14: Ohio Select List Newspapers meeting in Columbus, O.

St. Catharines Journal Suspends

TORONTO.—The Evening Journal, the oldest St. Catharines newspaper, has suspended publication. It has been published as a daily since 1859, the present proprietor, ex-mayor J. M. Elson, having acquired it in 1910.

WHAT OUR READERS SAY

Says Agencies Don't Want Papers' Help

NEW YORK, April 28, 1920.

TO EDITOR & PUBLISHER: At the risk of seeming stupid, we must confess we did not understand the reference made at the A. N. P. A. luncheon by Harry Dwight Smith, president of the American Association of Advertising Agencies, "that in his twelve years' experience as an advertising agent, no publishers' advertising representative had ever sought information from him as to the kind and degree of service rendered by his agency to advertisers."

Ben Franklin, who knew something about advertising, said that love, a cough, and smoke were three things which could not be hid. We believe that if he were alive today he would include the work of a successful advertising agency.

Our eastern office lacks knowledge as to how this question is considered in the West but our experience in the eastern field has convinced us that advertising agencies do not need, and probably would not welcome, any offers of help from publishers' representatives apart from the information we now give them as to our newspapers, the fields they cover, the help they can give advertisers, etc.

It is, of course, possible that publishers' representatives have neglected a chance to help the general cause of advertising, and so it may be in order for Mr. Smith to develop his thought, and show us what else we can do that will help the agencies do better work, making sure, however, that such added efforts on our part will be welcomed by the agencies.

STORY, BROOKS & FINLEY.

Don't Let George Do It

ATLANTA, GA., MAY 1, 1920.

TO EDITOR & PUBLISHER: The net result of the campaign for conservation of white newspaper recalls a once popular comic entitled "Let George Do It." Most any group of publishers is quite willing to meet in conference, "view with alarm," and pass resolutions urging the publishers of the country to materially curtail their consumption of newsprint; but that means a reduction in the number of pages printed, which in turn means a reduction in the amount of advertising carried—and any two-sided man can tally up on his thumb the publications of the nation which are turning away advertising.

The Clarion will not cut because the Eagle is ready to take all the advertising it can get—and vice versa; when their publishers meet to consider the local situation they decide it is not up to them to sacrifice the big volume of business that is pouring in without solicitation, because other publishers in their section are running at press capacity, and when the section publishers meet they pass the responsibility on to the nation.

Meanwhile the demand is far beyond the reputed supply, and the law of supply and demand operating, prices advance with alarming regularity on the contract basis; publishers greedily grab at every ton offered by brokers at ruinous prices, then scour the country for printers and linotype operators, offering inflated wages for the work necessary to get out the enlarged issues. All this time they are overlooking the law of supply and demand in one of the products they are selling, which, if handled as it is in every other business, would bring about a sudden change in the chaotic conditions that exist in regard to newsprint and labor.

If there is a real, honest-to-goodness desire on the part of publishers to curtail the consumption of newsprint, putting the price back to a reasonable figure and at the same time reduce excessive composing room expenses, the method to accomplish it is plain—eliminate the "Let George Do It" attitude by action through the authority of the American Newspaper Publishers' Association requiring publishers to arbitrarily increase advertising rates 33 1/2 per cent, they giving advertisers notice that they are expected to cut their advertising space 33 1/2 per cent.

With a cut in news and feature matter in ratio to the reduction in advertising, the result would be a curtailment of 33 1/2 per cent in the consumption of white paper, and a corresponding reduction in composing room expenses. A still greater saving may be effected by the elimination of all magazine sections, whether printed on newsprint or calendared paper, which do not carry advertising in the same proportion as in the regular news sections.

By this method the publishers would lose no revenue, because the advertisers would be spending the same sum for the reduced space, and the advertisers would be receiving the same value for their money, because the shrinkage in space would be uniform. Low advertising rates of the past and present have made advertisers who desire "to dominate the page" extravagant of space used for big type, large illustrations and "white," to give them effect. The poster style commensurate with a billboard that must be read while passing in an automobile or street car, but is not

necessary in a newspaper, which is read at leisure at a distance of fifteen inches.

Three months after this plan went into effect there would be such a surplus of newsprint that the price would be headed downward toward penny figures, and there would be enough good printers to man every composing room in the country at wages fixed by the cost of living rather than the dearth of men. There would be no objection from the readers, because it would spell lower subscription rates to them, and possibly even the paper manufacturers would view the change with equanimity as it would lessen the much-heralded danger of depleting the supply of spruce wood for making pulp.

This method may appear drastic, revolutionary, or any other terms that may be applied, but it is in harmony with the law of supply and demand, the logical remedy for dangers that threaten the newspaper publishing business. The volume of advertising in every section has grown to more than press capacity of practically every newspaper; the demand for advertising space, at present rates, is beyond the normal supply of newsprint at anything like a reasonable price and beyond the present man power of even the largest newspapers. As a result, the price of paper and wages advance, so advertising having created this condition, advertising should be adjusted to rectify it.

The increase in rates should be uniform throughout the United States, so that injustice may be worked to none; and no charge of profiteering may be preferred, nor of unlawful collusion, because the reason for the increase is to remove a danger that besets the advertising business and the business of the nation through an utter breakdown of publicity needed from the newspapers.

The volume of advertising must be reduced, not by refusing space to meritorious concerns, but by raising the price to advertisers and forcing them to reduce space used, if they fail to heed an urgent request.

H. R. ROMANS,

Managing Editor, Tri-Weekly Constitution.

EDITORS ATTEND 2-DAY SCHOOL

Minnesota Short Course Given by Experts, in Costa and Writing

(Special to EDITOR & PUBLISHER)

ST. PAUL.—The Minnesota editors' short course in journalism was held at the University farm here, April 29-May 1. Experts from other states took part in the discussions. Special attention was given to means of increasing advertising in country papers, and the questions of reducing or keeping down costs, improving the mechanical appearance of papers, etc. The speakers included Everett R. Currier, Chicago; F. W. Beckman, depart of journalism, Iowa State College; and J. A. Borden, general secretary of the United Typothetae of America.

Norman J. Radder, in charge of the school of journalism, University of Minnesota, showed editors how to write their local news in metropolitan style by reading articles from their own papers and rewriting them in city daily fashion. The Twin City speakers included C. E. Lawrence of the Town Criers, St. Paul; J. H. Wild of the Commercial Bulletin, St. Paul, who held forth on "Writing Ads"; W. B. Chamberlain of the Minneapolis Journal, which was the host at a "warming-up dinner" given the editor-students; and Willis L. Williams of the advertising department of the Minneapolis Tribune.

Printers Strike in Utica

UTICA, N. Y.—One hundred printers on four Utica newspapers struck, Wednesday, for more pay. The newspapers affected are the Press, Observer, Herald-Dispatch and Globe.

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY AND THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

דער טאג
The National Jewish Daily

Obituary

CYRIL ROSS COBURN, formerly a member of the Buffalo Courier, advertising staff, died in Buffalo after a long illness aged 34 years.

T. K. LAUFER of Broadheadsville, Pa., former newspaperman, died recently, aged 68 years. Mr. Laufer was at one time a special writer for New York dailies, and later was with the Pittsburgh Despatch. He also served as editorial writer for the Easton Free Press, and in 1905 became editor of the Stroudsburg Daily Times.

CHARLES A. NICHOLS, former newspaperman and Representative in Congress for the 13th Michigan District, died in Detroit, April 25, aged 44 years. As police reporter for the Detroit News, Mr. Nichols attained a national reputation for ferretting out crimes, notably the Huss murder case.

Dr. ALBERT D. JACOBSON, founder of the Brooklyn Free Press and the Wilmington (Del.) Free Press, died in Baltimore on May 2. Recently he had been with the Baltimore American and Star and during the past 40 years he had been with the New York Sun, New York World and Boston Globe.

JAMES S. BARCUS, president and organizer of the Bureau of National Literature, died at Newark, N. J., May 4.

Dr. ALBERT D. JACOBSON, a retired newspaper publisher and editor, was found dead in his bed at his home in Baltimore this week, aged 70. At various times he was associated with the New York World and Boston Globe. Afterward he founded and edited the Brooklyn Free Press and the Wilmington (Del.) Free Press. He had recently been connected with the Baltimore American and Star. He was a member of the National Press Club of Washington, D. C.

DANIEL J. CAMPBELL, at one time owner of the Scranton (Pa.) Times, died in Scranton on April 25. He was 78 years of age.

WILLIAM SHILLABER, son of the late Benjamin P. Shillaber, father of William Shillaber, Jr., treasurer of the New York Globe, and father-in-law of Jason Rogers, publisher of the Globe, died in New York on April 30 in his 81st year. His father was an American humorist and newspaper writer several decades ago.

A Spur to Thought and Imagination

The Sunday edition of the New York Times, including various sections devoted to special cable dispatches, sporting events, social happenings, the news of the world of music and drama, of industry and of books, provides in every column stimulus for thought and imagination.

In the volume, importance and authenticity of foreign news received by cable the New York Times is supreme. Daily, the Times publishes, before other American newspapers, announcements of outstanding events in Europe or Asia, received from its own correspondents.

Randolph W. Madison

SPECIAL WESTERN REPRESENTATIVE OF

Editor & Publisher
ROOM 802

TITLE INS. BLDG.
LOS ANGELES, CALIFORNIA

WILLIAM HENRY MAXWELL, superintendent-emeritus of the New York City public schools, who died in New York on May 2, was a newspaper man in the late seventies and early eighties. He was a reporter for the New York Tribune and New York Herald, assistant editor of the Metropolitan, a weekly, and managing editor of the Brooklyn Times, being appointed from the latter post to that of associate superintendent of schools of Brooklyn as a result of his writings on educational topics. He was born in Ireland in 1852 and came to the United States in 1874.

MRS. CAROLINE MCKINLAY, for several years past employed on the Aberdeen (Wash.) World, died recently of apoplexy. Although 66 years old she had charge of women's news and did general reporting for the World.

WALTER BATTLE, former owner of the Yorkshire (England) Leeds Times, died recently at the age of 77 years.

THOMAS SWIFT, aged 67, who for several years was on the editorial staff of the Ottawa (Ont.) Valley Journal, recently died at Sudbury, Ont. He had been with the Journal until about four years ago, when he joined the inspection staff of the Separate schools of the province.

HUGH C. TIERNEY, for 27 years editor of the Carmarthen (Wales) Welshman, died recently, aged 78 years.

Baker Buys Agency

William Henry Baker has taken over the business of the Rogers-Brett Company, Cleveland, and will conduct an advertising agency under his own name in the Guardian Building. Col. Arthur C. Rogers retires.

BUFFALO NEWS

EDWARD H. BUTLER

Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is, one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue
NEW YORK Lytton Building
CHICAGO

Few Papers—if any—surpass the
TRENTON NEW JERSEY TIMES

A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.

Wednesdays and Sundays four auto pages
Tuesday Music Page.
Circulation 26,649. Member A. B. C.

KELLY-SMITH CO.
Marbridge Bldg. Lytton Bldg.
New York Chicago

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century

YORK, PA.

POPULATION 60,000

An ideal manufacturing city of ideal homes and labor conditions.

"You'd like to live in York"

The York Dispatch
York's only Evening Paper

OHIO FIRST

Twenty years ago there was an idea prevalent in high-brow advertising circles that the then called Marvelous Method of Modern Merchandising was just about the last word in cleverness—and it was—twenty years ago.

“Dominant copy” in media of national circulation, placed with an idea that such copy would create the demand which would produce the orders which would place the goods everywhere.

It was a good idea—only it didn't work.

Advertising could not perform impossibilities then any more than it can now.

Millions of dollars were spent in this way.

If the grave could give up its dead, and we should be able to open the graves in the advertising cemetery we would find many martyrs victims of the delusion of advertising doing it all.

Now we do things differently. We are not appalled at the failures of twenty years ago—we do not turn from them—rather we study them—and profit by their mistakes.

We choose a given territory—not the whole wide world. We go into that territory and we cultivate it—assiduously, thoroughly, carefully.

We do not try to force local dealers to stock up with our product. Rather we make it worth his while to do so.

We do not give him the long distance, highbrow “trade aids” of twenty years ago. Rather, we get alongside of him, in his parade, in his own town, and fall in step with him, instead of expecting him to fall in step with us.

It is less picturesque. It is less exciting. It is harder work. There is more detail—but, glory be! it pays much better in orders, good will, help from retailers and then in more orders.

Picking a likely territory is an important matter.

In this connection Ohio presents splendid potentialities.

Central in location, cosmopolitan in make-up, varied in industries and interests, prosperous, thickly settled and progressive in every way—Ohio offers every inducement possible to find for ideal try-out territory.

Lay a campaign in Ohio—and rely upon daily newspapers to put it over—for Ohio daily newspapers are doing wonderful things for those who put it up to them.

These Ohio daily newspapers understand what cooperation means—they preach cooperation and they practice cooperation.

Let them help you.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
Akron Beacon-Journal.....(E)	34,532	.06	.06	Lima Daily News.....(E&S)	12,061	.04	.035
†Akron Times.....(E)	21,254	.035	.035	†Lima Republican-Gazette..(M&S)	10,103	.02	.02
Bellaire Daily Leader.....(E)	4,214	.02	.015	Middletown Journal.....(E)	4,379	.0143	.0143
Cambridge Daily Jeffersonian..(E)	7,985	.02	.02	Newark American-Tribune....(E)	6,350	.02214	.02214
†Chillicothe News-Advertiser..(E)	3,081	.00714	.00857	New Philadelphia Daily Times (E)	4,402	.0175	.0175
Cincinnati Enquirer, 5c.....(M&S)	67,722	.16	.16	Piqua Call and Press-Dispatch			
Cleveland Plain Dealer.....(M)	175,520	.28	.28	(M&E)	6,187	.025	.025
Cleveland Plain Dealer.....(S)	226,094	.32	.32	Springfield News.....(E)	15,592	.04	.04
Columbus Dispatch.....(E)	79,468	.13	.12	Springfield News.....(S)	13,027	.04	.04
Columbus Dispatch.....(S)	75,949	.13	.12	Toledo Blade.....(E)	85,655	.22	.20
Columbus (O.) State Journal..(M)	51,136	.12	.11	†Warren Daily Chronicle.....(E)	5,300	.02	.02
Columbus (O.) State Journal..(S)	29,175	.12	.11	Youngstown Telegram.....(E)	21,831	.06	.06
Dayton News.....(E)	36,733	.085	.085	†Youngstown Vindicator.....(E)	23,654	.06	.06
Dayton News.....(S)	30,380	.06	.06	†Youngstown Vindicator.....(S)	22,053	.06	.06
†East Liverpool Tribune.....(M)	5,829	.015	.015	Government Statements, April 1st, 1920.			
				†Government Statements, October 1st, 1919.			

A Warning to Newspaper Publishers

Unless the publishers of daily newspapers and periodicals confine their consumption of print paper to the amount they used in 1919 they will be endangering the whole publishing industry.

In the case of new publications, supply can be bought in the open market without serious menace to the situation.

Honorable paper manufacturers heartily fall in with this policy, for they, knowing the facts in the situation, realize that very high prices will be destructive of long-range prosperity.

The speculators and gamblers in print paper tonnage will be defeated in their profiteering if all publishers adhere to the policy above indicated.

JASON ROGERS,

Publisher New York Globe.

New York, May 5, 1920.

