

THIS ISSUE: AN ALL-AMERICAN NEWSPAPER TEAM

EDITOR & PUBLISHER

The Oldest Publishers' and Advertisers' Journal in America

Original second-class entry—The Journalist, March 24, 1884; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Revised entry, Editor & Publisher, May 11, 1916—at the Post Office at New York, N. Y., under the Act of March 3, 1879. Published every Saturday.

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No. 42

NEW YORK, SATURDAY, MARCH 19, 1921

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

10c. Per Copy

Chicago Tribune Newspapers

2 OUT OF 3!

The First Three Morning Newspapers in the United States in Order of Circulation Are as Follows:

	<small>MORNING CIRCULATION (Excluding Sunday)</small>
1. The Chicago Tribune	470,000
<small>Largest Morning Daily Circulation in America</small>	
2. The Boston Post	440,000
<small>Second Largest</small>	
3. Daily News of New York	385,000
<small>Third Largest</small>	

Daily News of New York, which now has the largest morning daily circulation in New York, was founded by the Chicago Tribune June 26, 1919

Chicago Tribune Newspapers Now Rank **FIRST** and **THIRD** Among All the Morning Dailies of America

Chicago Tribune Newspapers

2 OUT OF 3!

NEW YORK STATE

THE STATE OF PROGRESS

New figures made recently available showed New York State as a big producer of many crops. It compares favorably with the 1919 figures.

PRODUCTION OF STATE CROPS (1920)

32,595,000 bushels of corn	5,482,000 tons of hay
10,998,000 bushels of wheat	2,288,000 pounds of hops
44,275,000 bushels of oats	1,872,000 bushels of rye
3,480,000 bushels of barley	46,250,000 bushels of potatoes
4,420,000 bushels of buckwheat	3,072,000 pounds of tobacco

A territory that produces can consume equally well.

Concentrate a selling and advertising campaign in New York State and become convinced that this is the logical, economical and effective manner of merchandising goods. New York State daily newspapers are of size, standing and real power. Use them.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
*Albany Knickerbocker Press..... (M)	30,788	.09	.09	New York Globe (E)	181,475	.40	.40
*Albany Knickerbocker Press..... (S)	44,163	.11	.11	New York Evening Mail (E)	172,703	.45	.40
Auburn Citizen (E)	6,950	.04	.035	*New York Evening Post (E)	36,875	.32	.25
*Brooklyn Daily Eagle (E)	50,882	.20	.20	*The New York Herald (M)	203,686	.50	.45
*Brooklyn Daily Eagle (S)	68,623	.20	.20	*The New York Herald (S)	207,662	.50	.45
Brooklyn Standard Union (E)	61,554	.20	.20	*The Sun, New York (E)	190,509	.50	.45
Brooklyn Standard Union (S)	43,183	.20	.20	†New York Times (M)	330,000	.65	.6305
*Buffalo Courier and Enquirer (M&E)	88,843	.22	.18	†New York Times (S)	500,000	.75	.7275
*Buffalo Courier (S)	107,994	.27	.22	*New York Tribune (M)	125,919	.40	.36
*Buffalo Express (M)	36,648	.12	.10	*New York Tribune (S)	127,836	.40	.36
†Buffalo Express (S)	63,766	.18	.14	***New York World (M)	337,228	.60	.58
Buffalo Evening News (E)	95,501	.21	.21	***New York World (S)	590,965	.60	.58
Buffalo Evening Times (E)	71,189	.15	.15	***New York World (E)	350,489	.60	.58
Buffalo Sunday Times (S)	72,239	.15	.15	**Niagara Falls Gazette (E)	12,720	.05	.05
*Corning Evening Leader (E)	7,620	.04	.04	Olean Times (E)	5,037	.02286	.02
*Elmira Star-Gazette (E)	24,195	.08	.07	Poughkeepsie Star and Enterprise.... (E)	10,437	.05	.05
Glens Falls Post-Star (M)	7,276	.03	.03	Rochester Herald (M)	27,383	.08	.08
***Gloversville Leader-Republican.... (E)	5,910	.03	.03	Rochester Times-Union (E)	62,894	.20	.18
Gloversville Morning Herald (M)	6,082	.03	.03	Schenectady Union-Star (E)	13,417	.06	.05
Hornell Tribune-Times (E)	6,533	.035	.035	*Staten Island Daily Advance (E)	5,968	.04	.03
Ithaca Journal-News (E)	7,226	.04	.04	*Syracuse Journal (E)	42,218	.09	.09
*Jamestown Journal (E)	6,552	.025	.025	***Troy Record (M&E)	22,312	.05	.05
*Jamestown Morning Post (M)	8,934	.05	.03	Yonkers Daily News (E)	3,700	.03	.03
*Middletown Times-Press (E)	5,861	.04	.03	Government Statements, October 1st, 1920.			
**Mount Vernon Daily Argus (E)	6,860	.04	.04	*A. B. C. Publishers' Statement, October 1st, 1920.			
Newburgh News and Journal (E)	10,636	.05	.05	***A. B. C. Auditor's Report, October 1st, 1920.			
New York American (M)	291,840	.60	.60	†Publishers' Statement.			
New York American (S)	949,450	1.25	1.25	**A. B. C. Auditor's Report, April 1st, 1920.			

SERVICE!

THE AFTERNOON PAPER OF THE MOST PROSPEROUS AND PROGRESSIVE CITY OF UPPER SOUTH CAROLINA

EDITORIAL DEPARTMENT
THE PIEDMONT

J. RION MCKISSICK, EDITOR
GREENVILLE, SOUTH CAROLINA

March 5, 1921.

Newspaper Enterprise Association,
Cleveland, Ohio.

Gentlemen:

On behalf of The Piedmont, I desire to congratulate you on your enterprise in getting to us within twenty-four hours after the inauguration of President Harding an excellent mat picturing scenes in that historic event. This is a really remarkable achievement and it has certainly won our highest admiration and appreciation. This is the fastest service of the sort I have ever seen, especially in consideration of the distance of Greenville from Washington. Good work -- we'll tell the world it is!

Yours sincerely,

J. Rion McKissick



write or wire.
The NEWSPAPER ENTERPRISE ASSOCIATION
(A Service - Not A Syndicate)
CLEVELAND, O.

City
Population
1,823,779



Separate
Dwellings
390,000

Metropolitan Population: 3,000,000

Have you an agent or branch in Philadelphia?

Naturally both you and your agent are vitally interested in making the Philadelphia end of your business pay.

We find many concerns have their goods on sale here, but no one seems to know about it.

A reliable way to help your selling force, and the quickest way to get Philadelphia trade, is to tell Philadelphians about your goods through The Bulletin.

Dominate Philadelphia

Create maximum impression at one cost

By concentrating in the newspaper

"Nearly everybody" reads---

The Bulletin

Net paid average circulation for February,

509,062 copies
a day

Exceeding all previous months of publication

No prize, premium, guessing contest, coupon or other artificial methods of stimulating circulation are 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.

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



EDITOR & PUBLISHER



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NEW YORK, SATURDAY, MARCH 19, 1921

No. 42

AN "ALL-AMERICAN" DAILY NEWSPAPER TEAM

Eleven Positions in First Team Are Given East and Middle West—Captaincy Goes for Public Service—Four New York Papers in Line up—Suggestions for Changes Invited

By H. F. HARRINGTON and E. S. WATSON

EDITORIAL NOTE: Messrs. Harrington and Watson are instructors in journalism at the University of Illinois. The story they have written and the All-American Newspaper Eleven that they have named is based upon the conclusions of more than 100 students of their school who have been making a study of newspapers as a part of their regular college work. What is your opinion of this team? What changes would you suggest in the line-up and why? Comment on the first All-American Newspaper Team to be selected is invited.

WHEN the last gridiron whistle has been blown and the last "post-mortem" held around fraternity and dormitory firesides, all that is left to the football fan is to wait for the announcement of Walter Camp's "All-American team"—that mythical eleven which, theoretically, could defeat any other football team in the world.

There never has been an All-American football team, one whose individual members were pre-eminent in their positions. No more is there any All-American newspaper which can justly claim that it is best in all its departments as newspaper men are well aware.

Over Hundred Take Part

At the University of Illinois the students in journalism, more than a hundred in number, have resolved themselves into a collective Walter Camp and, after watching the work of the various American newspapers from the side-lines of the journalism library where they have been studying them in connection with their reportorial and editorial practice, they have picked a mythical All-American Newspaper team for the consideration and discussion of newspaper men.

The honor of being captain of the team goes to an Easterner, The New York World, which makes the All-American in the position of public service. The basis for this ward is the World's fidelity in living up to the standard set by its founder who established it as "an institution that should always fight for progress and reform, never tolerate injustice or corruption, always fight demagogues of all parties, never belong to any party, always oppose privileged classes and public plunderers, never lack sympathy with the poor, always remain devoted to the public welfare, never be satisfied with merely printing news, always be drastically independent, never be afraid to attack wrong, whether by predatory plutocracy or predatory poverty."

All the News

The New York Times is selected for the news position. Under the slogan of "All the News That's Fit to Print," the Times gives its readers the best and most complete accounts of all happenings of the day, local, national and international—although the journalistic Walter Camps state that the Times' strength in the line-up could be augmented by the addition of a foreign service such as that of the Philadelphia Public Ledger. The "quarterback" position, the thinking job on the team, is given to the Springfield (Mass.) Republican whose

editorial work has been the most consistently good of any paper in the country. Sane, courageous, direct and high in literary quality these editorials bring the Republican All-American honors. Next the Republican in the "backfield" a place is awarded to the Ohio State Journal for its editorial paragraphs, and backing up these two will be found the Christian Science Monitor, awarded a place on ethics. The choice of the journalists for this place was based not so

that the unusual rather than the usual is news, takes All-American honors, with the Kansas City Star as a close rival. "The Star's features are good, but too many of them reach the paper via the editorial scissors rather than by a Star typewriter," says one of the "experts" in rendering a lengthy decision on the question.

The combination of capitals and lower case type in all of the New York Tribune's headlines, and the make-up

St. Louis Post-Dispatch. The scientific investigation of the advertising and merchandising field by the Tribune, its cooperation with the merchant in bringing his wares to the notice of the public, its elimination of the gambling element in advertising, and its purging of the advertising pages of quacks and fakers who prey upon the public, and the promoters of wildcat schemes—all of these put it at the head of all candidates for All-American honors and it beats out its fellow "protector of the people" the New York Tribune, whose motto is "First to Last—the Truth: News, Editorials, Advertisements," by only a narrow margin.

Fine Arts Score

The Post-Dispatch is awarded the art position on three points: its Sunday rotogravure is comprehensive and artistically attractive; its daily picture page is an excellent pictorial presentation of the interesting happenings in the world today; and its use of cuts to accompany news stories is unequaled by any other newspaper.

For the position of dramatic and literary criticism a spirited rivalry between the Boston Evening Transcript and the Chicago Evening Post resulted in a majority vote of the critics for the Eastern journal. The Transcript, the product of an environment of culture and learning, reflects its reading public admirably and gives to all other members of the team a model for the return of the newspaper to one of its original functions—a journal of the fine arts as well as a purveyor of the news of the day.

Trans-Missouri gets one place on the team. Out in Atchison, Kansas, Ed Howe's Globe has set the standard in the compilation of personal items, told with a fine sense of the news involved in the small commonplaces of street and town.

Ding Wins

Although this composite newspaper eleven will never be fashioned, the effort expended in choosing strong representatives for it has given the students a set of standards on good and bad newspapers. It should be added that some of them chose Arthur Brisbane as chief editorial writer, John T. McCutcheon (who ran a close second to J. N. Darling) as the cartoonist, and Bert Lester Taylor of "A Line o' Type or Two" in the Chicago Tribune as the column conductor.

All in all here is a team that should make the world American great in the far-flung domain of the world's journalism.

THE ALL-AMERICAN TEAM PICKED

- Public Service THE NEW YORK WORLD (Capt.)
- News THE NEW YORK TIMES
- Editorials THE SPRINGFIELD REPUBLICAN
- Editorial Paragraphs THE OHIO STATE JOURNAL
- Feature Stories and Human Interest Yarns
 THE NEW YORK SUN
- Typographical Display THE NEW YORK TRIBUNE
- Use of "Art" THE ST. LOUIS POST-DISPATCH
- Ethics CHRISTIAN SCIENCE MONITOR
- Dramatic and Literary Criticism
 BOSTON EVENING TRANSCRIPT
- Personals ATCHISON GLOBE
- Merchandising and Advertising . THE CHICAGO TRIBUNE

much on the Monitor's refusal to handle crime stories, as its general constructive policy and its evident belief that the reading public prefers the wholesome to the sordid; the constructive to the destructive; beauty to ugliness.

Two more New Yorkers make the team—The New York Sun in the feature story and human interest yarn position, and the New York Tribune for typographical display. The Sun, as an essentially human interest paper still living the tradition of Charles A. Dana

man's ability to bring out his best stories without resorting to scarehead type, by his facility in the use of contrast and balance, gives the Tribune the call on the typographical display position on the team. "You can find your news in the Tribune at a glance" is the verdict of the Walter Camps. It is worthy of note that this decision was general.

The Middle West gets two places on the team. The choice for merchandising and advertising goes to the Chicago Tribune and for the use of "art" to the

What Newspapers Would You Put On Your Team? Why?

PERRY HEADS AMERICAN PRESS ASSOCIATION

Courtland Smith Goes to Washington As An Assistant Postmaster-General—New Executive a Nationally Known Newspaper Figure

The board of directors of the American Press Association, meeting in New York, March 15, elected John H. Perry to the office of president. Mr. Perry, who took charge of the A. P. A. immediately, succeeds Courtland Smith, who retired to go to Washington as an assistant postmaster-general under Will H. Hays. Mr. Smith has completely disassociated himself from the American Press Association.

Mr. Perry will also continue to guide the fortunes of the Autocaster Service Company, as chairman of its board. At



JOHN H. PERRY

the same meeting W. G. Brogan was elected vice-president, succeeding Norris A. Huse, resigned, and Emmet Finley, secretary-treasurer of the Autocaster Company, was elected secretary-treasurer of the A. P. A. in Mr. Brogan's place. He will hold down the two offices. C. B. Cabaniss has resigned from the American Press Association organization.

A Newspaper Lawyer

John H. Perry is a nationally known figure in the newspaper world. He is a native of Kentucky and a graduate of the University of Virginia. Out of college he began to practise law immediately and soon found himself in the growing empire that Seattle centers. There he became interested in newspaper law and in the succeeding years earned the reputation of being one of the best newspaper lawyers in America. He is said to have defended over \$5,000,000 in libel suits without losing a single case.

Mr. Perry's practice of law in behalf of newspapers has carried him into the courts of 22 states of the union. All of this has happened in little more than a dozen years so that John H. Perry is still a comparatively young man.

As a publisher Mr. Perry is perhaps better known west of the Rockies, where he accumulated a fortune that makes him a millionaire. Mr. Perry is part owner of the western Scripps newspapers and he has been counsel for these papers for many years. He is a large stockholder in Autocaster Service Company, and has been its vice-president and their chairman of its board of directors ever since the organization of the company some two years ago.

WANT TRUST LAW CHANGED

Publishers at Albany Want End to Monopolistic Contracts

(Special to Editor & Publisher)

ALBANY, N. Y.—Representatives of the New York State Publishers Association and the Publishers Association of New York City attended a public hearing here March 15 before the Senate Committee on the Judiciary in support of the Meyer-Martin bill to amend the Donnelly anti-trust law in relation to contracts leading to monopoly. Opposition to the bill was voiced at the hearing by representatives of labor organizations and a new hearing will be held on March 22.

Interest of the publishers' organizations represented at the hearing was chiefly in the amendment as it relates to practices now prevalent in the photo-engraving trade in New York State under which the price of engraving is fixed by a contract between the employing photo-engravers and the engravers' union. The Meyer-Martin amendment has to do with describing the nature of the articles or products the price-fixing on which enters into the making of a monopoly. At present the Donnelly act assumes that a monopoly can be established and maintained only in articles or products in "common use," and in legal proceedings against the photo-engravers several years ago under this act, it was held that photo-engraving is not a commodity in common use.

Under the proposed amendment, section 340 of the general business law would read as follows, the italics denoting new matter:

"Contracts for monopoly illegal and void. Every contract, agreement, arrangement or combination whereby
"A monopoly in the manufacture, production or sale in this state of any article or product used in the conduct of trade, commerce or manufacture or of any article or commodity of common use is or may be created, established or maintained, or whereby
"Competition in this state in the supply or price of any such article, product or commodity is or may be restrained or prevented, or whereby

"For the purpose of creating, establishing, or maintaining a monopoly within this state of the manufacture, production or sale of any such article, product, or commodity, the free pursuit in this state of any lawful business, trade or occupation, is or may be restricted or prevented, if hereby declared to be against public policy, illegal and void.

A new section, modeled on the Federal Clayton act, giving those injured by practices in violation of this act the right to injunctive relief against such practices. This differs from the former procedure which required criminal prosecution by the state against violators of the act and left the institution of civil suits for damages by individuals as the only means of redress for those injured by the illegal practices.

Morgan Ads Back in Montreal Star

MONTREAL, Que.—A long drawn-out battle between the management of Henry Morgan & Co., Ltd., one of Montreal's largest department stores, and the Montreal Daily Star has come to an end with the honors decidedly in favor of the newspaper. Some five years ago the head of the Morgan firm, which is one of the oldest established in Canada, disagreed with the policy of the newspaper regarding certain municipal reforms and withdrew his advertising support. The Montreal Daily Star and its sister publication, the Standard, are now carrying daily large copy from Henry Morgan & Co., Ltd.

New Paper for Pelham

The Free Press, Wednesday and Sunday, will be started in Pelham in a few days under the management of Merle MacAlister, Frank H. Brooks and J. H. Riseley, late of the Pelham Sun.

N. Y. OWNERS CONFER WITH LABOR CHIEFS

Negotiations of New Wage Scale Are Under Way, With Proprietors of All Greater City English Dailies Taking Part

Proprietors of New York and Brooklyn daily newspapers and their publishers this week met with the international and local officers of the Typographical and International Printing Pressmen's and Assistants' Unions to discuss the negotiation of new wage scales. The typographical scale in New York expires March 31 and the pressmen's agreement expired with the end of February. The owners of the newspapers had their first conference with the pressmen's union officials February 22, at which both sides appointed conference committees. Similar procedure was followed at the initial meeting with the I. T. U. officials on March 14.

This is the first time that the owners of these papers have united upon a course of action in labor matters and absolute unanimity has characterized all their meetings. They have presented to both unions the following three principles upon which they will base future negotiations:

"First: A shift of work no less in length than the number of hours generally accepted as a day's or night's work in industries other than our own, and in our own, in large cities other than New York.

"Second: The payment of regular wages, only for time faithfully given; and, of the so-called overtime wages, only in exchange for actual time given in excess of the fixed number of hours that constitute a regular day's or night's work.

"Third: So long as first right to employment is given by contract to members of your organization, the right of the employer to determine the size, and to direct the control, of his force, with due consideration to the health and strength of the men; so long as the work lies within the trade with which the members of your organization are generally identified, the right of the employer to decide what they shall do and to judge whether or not they do it well and faithfully."

Since the presentation of these basic rules, several conferences have been held between committees of the publishers and committees representing the local unions.

Reports were rendered by these committees at a meeting of the full committees on March 17. The nature of the reports could not be learned.

ORDER K. C. JOURNAL SOLD

Public Auction Set for April 18—Receiver Free to Sell Before

(By Telegraph to Editor & Publisher)

KANSAS CITY, March 17.—The Kansas City Journal, oldest morning newspaper in Kansas City, was today ordered by Federal Judge Arba S. Van Valkenburgh to be sold at public auction April 18, "for cash to the best and highest bidder on the front door step of the Jackson County court house between 1 and 5 o'clock."

The order, however, gives Receiver C. S. Jobs and Trustee A. B. Jobs 30 days' notice in which they may otherwise dispose of the newspaper if opportunity presents itself. The order of sale recites that the encumbrances of the Journal are so heavy that it has been impossible to borrow enough money or sell enough receiver's certificates to satisfy

creditors. The receiver, trustee, and Frank S. Sebree, attorney, have held weekly conferences with Judge Van Valkenburgh since the receivership was instituted on November 12 in an attempt to put the Journal back on its feet. The efforts were unavailing.

It is understood that Eastern newspaper interests have considered taking over the plant with the aid of some Kansas City capital.

AUTOCASTER IN NEW YORK

Entire Service Moves From Cleveland—Will Work With A. P. A.

The latest addition to the publishing field in New York is the Publishers' Autocaster Service Company which has just moved to this city from Cleveland, its birthplace. Editor-in-Chief S. T. Hughes is proud of the fact that although the move of men, material and plant was made over Sunday, the service itself did not suffer but continued to be issued, promptly to regular date and to scheduled mail trains.



S. T. HUGHES

The taking up of its business here includes editing S. T. Hughes, who was formerly editor-in-chief of the Newspaper Enterprise Association, for many years; business manager, Emmet Finley; managing editor, J. T. Wilson; cartoonist, Sewell Booth; photographer, W. W. Brown, and several writers and artists, as well as a considerable business department personnel.

The officers of the Publishers' Autocaster Service Company are: John H. Perry, chairman of the board; E. E. Canfield, president; and Emmet Finley, secretary-treasurer. Inasmuch as Mr. Perry is president of the American Press Association and also commander-in-chief of Autocaster, the sister organizations will work together, in so far as their separate functions will permit to their mutual advantage.

The Autocaster, as it is better known, serves over 1,300 small dailies, and sends weekly and weekly newspapers scattered over the country from coast to coast. It is a Scripps institution and an offspring, born something over two years ago, of the Newspaper Enterprise Association. Its plant is located in the American Press Association building, 225 West 39th street, but for the present the editorial rooms and business offices are at 2307 Bush Terminal building, 130 West 42d street.

The Autocaster supplies its clients by mail with regular services of current illustrated editorial matters of interest, including news pictures, cartoons, comic strip and editorials. In addition, each client receives a large page each week of illustrated "dummy" ads for use among his local merchants, the illustrations going to him in material form.

A. N. P. A. Directors Meet March 31

Directors of the American Newspaper Publishers Association will meet in New York, March 31, to consider program details and plans for the annual convention April 27, 28 and 29. In accordance with the practice started last year, there will be no banquet and the annual luncheon of the members will take place on Thursday the 28th. The luncheon of the Bureau of Advertising will be held on the 27th.

N. E. A. LINES UP AGAINST 44-HOUR WEEK AND ZONE LAW REPEAL

Will Hold Business Meeting Apart from Convention in Future—To Name Vice-President from Each State—Brodie New President

By FRANK LE ROY BLANCHARD

(Special to Editor & Publisher)

ST. AUGUSTINE, Fla., March 12.—The thirty-sixth annual convention of the National Editorial Association at St. Augustine came to an end on Saturday with the election of officers, the reports of special committees, and several addresses. It was the general opinion that, although the original program was badly shot to pieces by the failure of several speakers to fill their engagements, the convention was one of the most helpful ever held by the association. Much of the success of the several sessions was due to the efficient manner in which they were conducted by President Wilkie, who ran the program according to a time schedule and who knew how to "boss" the crowd of editors without hurting anybody's feelings. Full of "pep" himself, he imparted to the delegates some of his own ginger and optimism. Long winded speeches were taboo. Motions from the floor were made, seconded and carried in a jiffy. Perhaps the most important actions taken by the association was the passage of resolutions offering the repeal of the zone postal law, and recording its disapproval of the proposition for a 44-hour printers' week.

A number of important amendments to the constitution and by-laws of the organization were made. One of these provides for the holding of an annual business meeting at a centrally located city, delegates to which shall be selected from and by the several state editorial associations.

Another amendment calls for the appointment of a vice-president from each state by the president of the association, while a third amendment provides for the admission of co-ordinating associations on payment of an annual fee of \$25, which includes the annual fees of its officers, and a fee of \$3 from each of its members.

The election of officers resulted in the choice of the following:

President, Edward E. Brodie of Oregon City (Ore.) Enterprise.
Vice President, John C. Brimblecom, Newton (Mass.) Graphic.

Secretary, George Schlosser, Wessington Springs (S. D.) Republican.

Treasurer, W. W. Aiken of Franklin, Ind.

Members of the executive committee—Will Wilkie, Grey Eagle, Minn.; Wallace Odell, Tarrytown, N. Y.; Frank N. Henderson, Little Rock, Ark.

Members of the executive committee (elected for one year)—Paul T. Harber, Commerce, Ga., and George W. Marble, Fort Scott, Kansas.

Hold-over member of executive committee, H. U. Bailey, Princeton, Ill.

For the first time in the history of the association, the selection of the next convention city was left to the executive committee. The cities that are candidates for the honor are Kansas City, Mo.; Chicago, Salt Lake City, San Francisco, Omaha, Atlantic City, New Orleans and Detroit. Sentiment among the members as to which city they preferred was divided. H. C. Hotaling, executive secretary, is much in favor of holding the convention in Yellowstone Park. He thinks it would be a good scheme to camp out here for two or three weeks in this wonderland of the West.

The surprise of the session was the

presence of Chauncey M. Depew, of New York, who has been spending the winter at the Ponce de Leon and who made one of his happily-worded addresses. He said that the press, which for some time has owned, operated and governed the country, had come into its own, now that an editor in the person of Warren G. Harding occupies the White House.

Among the addresses on subjects relating to the newspaper business one of the most interesting was by Eric W. Allen, dean of the School of Journalism of the University of Oregon, who spoke on "The College Trained Journalist, Is He Making Good?" Dean Allen answered the question in the affirmative. It was only twelve years ago, he pointed out, that the first classes of journalism were graduated—today there are ten colleges representing full courses in journalism and nearly forty in which instruction in newspaper writing is given. The total number of graduates is around 750. Newspaper offices in which they have been employed have made them promising material for responsible positions. Many are now conducting papers of their own, Mr. Allen showed.

That President Harding has a warm spot in his heart for the National Editorial Association, of which he is a member, and does not forget his old associates, was shown by the following telegram, read by H. C. Hotaling, executive secretary of the association:

WHITE HOUSE,
WASHINGTON, D. C., March 10.

H. C. HOTALING,
Hotel Alcazar, St. Augustine, Fla.
Please convey to the convention of the National Editorial Association the greetings of a newspaper man who is taking a leave of absence from editorial duties to give attention to a different form of public service. Permit me to thank your association, through yourself, for innumerable testimonies that have come to me of their friendly sentiments and to wish the association and all its members the fullest measure of success and prosperity.

WARREN G. HARDING.

During the day it became noised about that George Schlosser, secretary of the association, is a candidate for Public Printer, at Washington. Although the South Dakota Press Association at its

Sioux Falls meeting on March 3 and 4 enthusiastically endorsed his candidacy for the position, news of its action did not reach outside the state; and that was the reason why the members of the N. E. A. knew nothing about it until the last day of the St. Augustine convention, when the matter was formally brought to the attention of the members in a motion calling for the endorsement of Mr. Schlosser's candidacy. The motion was carried unanimously.

Mr. Schlosser has been identified with the printing business all his life and is eminently qualified, his many friends assert, to administer the affairs of Uncle Sam's big print shop at the nation's Capital.

Dean Walter Williams, of the School of Journalism of the University of Missouri, delivered at the morning session on Saturday an able and scholarly address on "International Window Breaking," in which he spoke of the editors of the country as "the interpreters of the news of the world and the solvers of international questions." In order that they shall be able to interpret the news correctly, they must be certain that the sources of the news are reliable and that the news itself is truthful and unbiassed.

Dean Williams insisted that there is need of a third cable across the Pacific to transmit news to and from the Orient, the two now in use being owned and controlled by foreign interests that are not in accord with our own. Much of the news now received in America is colored or emasculated by foreign news associations that are run to further the interests of foreign nations, and stir up trouble among the nations of the world. Dispatches are blurred by censorship. Another blurring, he stated, came from propaganda virus injected into the news by scheming nations. For instance, Belgium was recently represented and widely advertised as having returned to a condition of prosperity greater than it enjoyed previous to the world war. Immediately following this statement came the offering of a big block of Belgium government bonds and the demand that American capital be invested in them. While this might not be considered illegitimate the same methods that have been employed for financial purposes are being used for other ends.

Dean Williams read a news article from a widely circulated newspaper in which passengers arriving on an ocean steamship were made to say that they had left Japan because they could no longer endure the insolence and abuses of the Japanese. Dean Williams analyzed each of the statements made and

showed how utterly untrue they were. He spoke from a knowledge obtained first hand by himself during a visit he paid to the Flowery Kingdom several years ago. He said that if war ever came between the United States and Japan, it would be the result of misunderstanding and blundering on the part of editors who were ignorant of the actual facts at issue.

S. C. Theis, of New York, had something interesting to say about "Handicaps in Foreign Advertising." He told the editors that no one was a better friend of theirs than the advertising agent, who develops new advertisers and builds up old ones for their benefit. He urged the editors to have one rate for both foreign and local advertising and stick to it. He told them not to waste much time in procuring foreign advertising as in most instances it would cost more than they would get out of it. What they should do is to put their best efforts into the cultivation of the local field.

At the conclusion of the address by Wright A. Patterson, editor of the Publishers' Auxiliary, urging retention of zone rates on second class mail (given in Editor & Publisher last week), Congressman Guy U. Hardy, of Canon City, Colo., took the floor in support of Mr. Patterson's position. He contended that if the opponents of the present law were successful in securing its repeal the Government would undoubtedly establish a flat rate of four cents or more a pound for second class matter, sufficient to cover the cost of transportation. At present there is an annual deficit of many millions of dollars, he said.

Mr. Hardy said that the big mail order houses, like Sears Roebuck & Co. and Montgomery Ward Company, and the publishers of trade papers and magazines are most active in the fight to secure the repeal of the zone postal law because they are the ones who would be benefited the most. If the present law is retained it will be possible for local merchants in many places to sell goods in competition with the mail order concerns for the reason that whatever advantage the latter have in buying merchandise in larger quantities is largely offset by the cost of postage.

Another argument advanced was that the zone postal law gives the advertiser in the local newspaper a better advantage in that the people of a community will depend more upon it for merchandise information.

Dean Walter Williams, of the University of Missouri, spoke of the arrangements that had been made for holding the convention of the Press Congress of the World at Honolulu, October 4 to 14. He said that every association organized in the interests of the newspaper or writing profession is entitled to official representation to its extent of one voting delegate for every twenty members. No one will be accepted who is not a bona fide journalist.

Based on the minimum rates of fare the estimated cost of the trip to delegates from San Francisco is \$275; from St. Louis, \$475; and from New York, \$548.75. Will Wilkie, of Grey Eagle, Minn., was appointed chairman of transportation. The Honolulu hotels will give a discount of 20 per cent to delegates. W. R. Farrington, who visited New York in 1919, and is general business manager of the Honolulu Star-Bulletin, is chairman of the general committee in charge of the convention and L. A. Thurston, proprietor of the Pacific Commercial Advertiser, is chairman of the entertainment committee.

Fred E. Evans and Frank Edgcomb, composing the committee for standardizing newspapers, presented a report recommending two standard sizes of



EDWARD E. BRODIE, who hails from the land where Columbia flows, was forty-five years old last Saturday by actual count, and because his fellow publishers like the word Enterprise they celebrated the event by electing him president of the N. E. A.

papers—7 columns, 12 ems wide and 20-inches long; and 6 columns, 13 ems wide and 19 3/4-inches long. It also advocated continuing the work of trying to bring about uniformity. The committee said:

"There are various reasons why newspaper publishers have not evolved standards. Some have refused to make changes because their pocket books negated the idea; others cling to their original ideas because of sentimental reasons and still others think that the particular size of their particular newspaper is the proper paper. Who can blame any of these men for not making a change?"

"This vast army of publishers, big and little, would have to be subdued into throwing their presses into the discard before standardization can be reality. They are not primarily to blame. The printing press manufacturers who built presses to suit every pocket book are at the bottom of it all, and yet your committee does not blame the printing press manufacturer. The press makers would be glad to make a press of one kind only, just as the paper makers would be too glad to make paper of one or two sizes.

The Boiler Plate Problem

"Many of the smaller city newspapers are going to the 8 column, 12 em basis. The metropolitan dailies are nearly all on that basis now. The small city dailies that go to 8 columns 12 em wide, which is the standard, are now in making the change; that is in their inability to use 'boiler plate.' Members of your committee have talked with representatives of the Western Newspaper Union, the largest maker of matter of this kind. These representatives declare they will furnish 12 em plates when the demand for them is large enough.

"After going into this rather lengthy preamble as to the difficulties that beset the path of him who would standardize the nation's newspapers, your committee, in the hope that concrete action of some sort may serve as an entering wedge which will eventually result in newspaper standardization, desires to suggest two standards for newspapers, to wit:

Seven columns, 20 inches long and 12 ems wide, and Six columns, 19 3/4 inches long and 13 ems wide.

"These standards would care for two distinct classes of newspapers: the daily and the so-called country weekly. The newspapers that have gone to 8 columns 12 ems can use a full page ad based on the 7 column 12 em standard, while the newspaper that has not made the change will still be able to care for a full page advertisement.

The six column, 13 em page, 19 3/4 inches long, will cover practically all the smaller papers of the country. Of course, there will be some that do not conform, but in reaching any standard it will be necessary to eliminate some.

These are various ways in which the 8 column 12 em newspaper may use the 7 column 12 em full page ad. It may be centered and a full page worked for; or it can be confined to 7 columns, thus leaving space for a column of news alongside, a thing that many advertisers desire. If the 8 column newspaper centered an ad of this kind there would be only a margin of 6 ems; while the 7 column newspaper's margin would be 3 ems."

Women in Journalism

That there is really no limit to the breadth of the outlook for the woman in journalism; the real newspaper woman—was the opinion expressed by Mrs. George E. Hosmer, wife of the editor of the Bradentown (Fla.) Manatee River Journal. "It is not breadth but depth about which she needs to concern herself," said Mrs. Hosmer. "The depth of her preparation for her newspaper work; the depth of her belief in the high calling to which she aspires; the depth of her respect for the traditions which are the part of every well regulated newspaper office, and for the time honored principles of journalism.

"The newspaper woman is keeping up with the procession, in the profession in which she probably first came into her own in competition with men she is everywhere present, and daily becoming more numerous. You find her in the business office, you find her in advertising, you find her not only a writer of editorials but an editor; you find her on every branch of the news force—and doing all kinds of feature and special writing. BUT—you do NOT find her begging for a job. You find the job asking for her."

Mrs. Hosmer is, herself, actively engaged in newspaper work and studied professional work at the University of Missouri.

The evening session on Friday was given over to Col. William E. Haskell, vice-president of the International Paper Company, of New York, who gave

an interesting address on the paper situation, as was told in EDITOR & PUBLISHER last week. At the conclusion of his address, the delegates adjourned to the garden court of the Hotel Alcazar, where an excellent four reel motion picture of "Paper in the Making" was presented. The entire process was shown beginning with the felling of the trees in distant forests and taking progressively each step until the finished paper appeared in the roll, and, later, the printed newspaper came flying from great printing presses.

The St. Augustine people showed their hospitality to the visitors in every possible way. Thursday afternoon they were the guests of Manager Robert Murray at the Ponce de Leon, probably the most beautiful resort hotel in the world, at a garden party given in the palm grove of the hotel. Music was furnished for dancing and light refreshments were served. The scene was brilliantly beautiful. Through the spaces between the trunks of the stately palms the magnificent and picturesque facade of the Ponce de Leon could be seen, while in the foreground were masses of foliage plants, relieved here and there by bright hued flowers.

Friday afternoon the editors were taken in automobiles to Anastasia Island, where they inspected an extensive alligator farm containing over 6,000 alligators ranging in age from one or two years up to 300. Over a thousand were above ten feet in length.

ALL CLASSES OF ADVERTISING HIT BY FEBRUARY SLUMP IN N. Y. PAPERS

DEFLATION was suffered by practically every class of advertising in New York City newspapers during February, analysis by the New York Evening Post Statistical Department discloses. Foreign advertising is off approximately one-third, local display advertising is slightly lower than in February, 1920, in morning and Sunday newspapers, with a slight gain in the evening papers. Graphic section advertising in morning and Sunday news-

THE N. E. A.'S NEW PRESIDENT

EDWARD E. BRODIE, the new president of the National Editorial Association, is an Oregon product, having been born at Fort Stevens, that state, in 1876. He was educated at the high schools of Astoria and at the University of Oregon. Like other ambitious and frugal youths, he worked in newspaper offices during vacation periods and in this way got a taste of printers' ink which influenced him in the choice of a career. His first venture at newspaper ownership was the purchase of the Oregon City Enterprise in 1908, a weekly that was established in 1866.

Mr. Brodie saw in his new field the need of a daily and two years later began the publication of a morning edition of the Enterprise, which was soon firmly established in the favor of the community. For three years he was president of the Oregon State Editorial Association. It is worthy of note that Mr. Brodie's election as president of the National Editorial Association took place on his forty-fifth birthday. He was married in 1905 and is the father of two children.

The new president is a quiet, studious appearing man who, although not an orator, as he admits, will make a good record, as he is a hard worker and is an especially strong believer in organization.

"ON THE WING" WITH THE N. E. A.

Negro Folk Songs Make Strong Hit—Wealth of Florida and Alabama Astounds Northerners — 135 Persons Make Trip to Cuba

By FRANK LE ROY BLANCHARD

SOME things stand out more clearly than others during the trip of the N. E. A. delegates from Birmingham, Ala., where they met at a rendezvous until they arrived at St. Augustine, Montgomery's welcome was hearty and sincere. A unique feature of the visit was a buffet breakfast given at the home of F. J. Cramton. Think of providing a repast for 300 people at your own home and you can get some idea of the job Mr. Cramton had on his hands! But he did it and the visitors were particularly grateful to him for his hospitality.

If you have never heard negro folk song by real negroes you have missed something worth while. Those of us who visited Tuskegee Institute had the privilege of hearing a well trained chorus of a hundred students—young men and women—render the old songs that were sung on the plantations in slavery days and are now being rendered by skilled singers of the negro race everywhere. Whatever was lacking in background—the cabins, the whipping post, the bloodhounds and the other sensational features of slavery days—is more than made up in effectiveness by the modern setting of educational institutions, of better homes, and of opportunities for self improvement. "Swing Low Sweet Chariot" and other songs familiar in the early post-war days were rendered in a soul stirring manner. If the visitors had had their way they would have kept them singing until train time.

AT Pensacola we were taken on a trip down the bay to the Naval air base station, where we saw fifteen hydroplanes take to the water and begin a flight above our heads. How they darted about like huge birds and seemingly defied all the laws of gravity! Several of the lighter planes climbed to a lofty height and then dropped in nose dives, and in barrel spirals, sometimes turning somersaults like clowns in a circus and then rising to the higher levels once more. The Pensacola air base is the largest and most important in the United States. It costs the Government a lot of money to maintain it but in my opinion it is money well spent. A new hangar for the "blimps" or airships used for bombing and scouting purposes, represents the highest type of construction yet devised for this purpose. Its immense size gives one the impression of being in a tremendously large valley surrounded by hills, with the sky above as its dome.

IN traveling about with the editors from Birmingham we were the guests of the citizens of Marianna. I had never heard of the place and wondered why we had been scheduled to stop there, but I soon found out. The public spirit of men and women of the town had spread for us, on the lawn in front of the county court house, a luncheon of the most bountiful character. There were huge platters piled high with fried young chicken, and others with cold ham and tongue. There were dishes filled with stuffed eggs, hard boiled eggs and

(Continued on page 14)

Table with 6 columns: Morning, Evening, Sunday, and sub-columns for 1921 and 1920. Rows include categories like TOTAL SPACE, Amusements, Art, Auction Sales, Automobile Display, etc.

PUBLIC LEDGER ESTABLISHES FORUM AS PART OF COMMUNITY SERVICE

Philadelphia Newspaper Sponsors Open Discussion of Vital Problems By Persons of Authority—Has Attracted World-Noted Speakers

By G. ORSE W. COLEMAN

EDITORIAL NOTE: Mr. Coleman is well known to the newspaper men and advertising men of America. He was formerly president of the Associated Advertising Clubs of the World and in recent years has devoted the greater part of his time to the promotion of open forums. He is now president of the Open Forum National Council.

KEEP your eye on Philadelphia. She has led the country again in a great public enterprise. Of course Cyrus Curtis had a big hand in the matter. And Edward W. Bok played first violin, so to speak. Colonel House, the famously quiet president-adviser from Texas, conducted the affair and the Public Ledger got behind the whole enterprise and pushed.

It is the Public Ledger Peace Forum I am talking about, with its weekly meetings in the Academy of Music, where leading men who took part in the Paris Peace Conference held forth, each one in turn telling what he personally knew about the transactions that took place at that fateful gathering.

In a series of fifteen weekly addresses there was given the inside story and the first complete, uncensored and authoritative account from the American point of view of what really happened in Paris. And following each address in true forum style the audience was permitted to ask the speaker questions. Among the speakers in the initial announcement were such men as Herbert Hoover, Thomas W. Lamont, General Tasker H. Bliss and Samuel Gompers.

Vitals of the Peace

Some idea of the concrete nature of the discussions may be gained from a consideration of some of the specific topics that were selected for special treatment, as follows:

- The Armistice.
- How the Peace Conference Worked.
- The New Germany.
- The New Poland.
- The Alsace-Lorraine, the Saar and the Rhine Questions.
- The End of the Austro-Hungarian Empire.
- The Remnants of Austria-Hungary.
- The Story of Fiume.
- The Trial of the Kaiser.
- Constantinople and the Balkans.
- Shantung and the German Colonies.
- The Armenian Question and the Disruption of Turkey in Asia.
- The Problem of Disarmament.
- The Making of the League of Nations.
- The Economic Settlement.

True to the forum ideal, each speaker avoided altogether partisan propaganda of any sort and stuck to a straightforward portrayal of the facts, illuminated by his own personal experience.

The meetings began on December 10 and, except for the holiday weeks when the night was changed to Thursday, continued for fifteen consecutive Friday evenings. Only full course tickets were sold and the price was put at \$25.00, the calculation being just to cover expenses.

At the request of Publisher Curtis, the entire program of the forum was personally supervised by Colonel Edward M. House, Commissioner Plenipotentiary at the Peace Conference. In his letter requesting the co-operation of the Public Ledger, Mr. Curtis said:

"To this end I would like to have the Public Ledger in co-operation with the new lessees of the Philadelphia Academy of Music present, through the medium of a Public Forum, a full and complete exposition of America's part in the preparation and negotiation of the Treaty. Of course, the Public Ledger would have no financial interest in the Forum, its part being confined solely to inaugurating the movement."

And Colonel House in responding

made it very clear in the following paragraph that he appreciated the function of the forum in giving the people the facts and letting them form their own opinions. He said:

"So much has been said both at home and abroad that is contrary to the facts, and so many false impressions have been created, that it will be a great personal satisfaction to me to have the story of the conference told by Americans who were there and took a vital part in its proceedings. Whether the work was well or badly done the public can judge better when it knows something of the conditions under which the Treaty was formed. Never before were so many nations gathered together at one time for such a purpose, and with the conflicting interests and diversity of views, it was a providential achievement to reach any agreement at all."

A Happy Marriage

Under the direction of Mr. Curtis, the Public Ledger is the first newspaper to see the significance of the Forum and to tie it up with modern journalism, effecting a combination of public interests most happy and natural and full of

the greatest promise. A kind providence must have had a hand in this first marriage of the forum to a newspaper, for the Public Ledger Peace Forum does credit to the best traditions of modern journalism and at the same time sustains unshaken the high principles of non-partisan, non-sectarian, uncommercialized public discussion for which the Open Forum National Council stands. How unfortunate as an example to the country if the forum had been prostituted to partisanship or commercialism by some clever and designing sheet looking only for a sensation.

And now I come straight to the point that prompted the writing of this article. The Public Ledger and Messrs. Curtis, House and Bok need no economies from me, although I might perchance give them some fine points that would help in the technique of running their forum. But I want the whole newspaper world to sit up and take notice that the Public Ledger by the simple device of putting one and one together has conceived, devised and projected a new instrument of civic power, capable of the largest possible development and application.

Suppose the ablest and most public-spirited newspaper in every leading center of the country should get behind a forum enterprise and establish a place of public discussion that would get the reputation of handling the facts, all the facts and nothing but the facts, with reference to public affairs. Such a meeting would soon become as permanent and valued an institution in the community as the school, the church and the press. And was there ever a time like this when there was so much that needs to be discussed out in the open.

Forum discussions need not be confined to national questions. Live local issues lend themselves equally well to this treatment. Suppose, for example, some live newspaper in New York City should institute a chain of forums to handle the facts pertaining to the problems of local transportation in Greater New York. Can you imagine any more effective way of getting to the bottom of that question? Let the experts in subway, surface and elevated locomotion tell their story and then, in the form of questions, give the people a chance to show their reactions. It would be highly illuminating to both sides.

Length May Be Varied

A forum season does not have to run fifteen weeks. Sometimes they cover six or nine months. I can easily imagine some local situations where even a single forum meeting at the right juncture might do a world of good by throwing a flood of light on some dark or confused community issue. Some localities run their forums once a fortnight. Nor is it necessary to charge an admission to the forum lectures. Most forums are supported by voluntary subscriptions and collections taken at the meetings.

Every community will sooner or later have its forum. Shall it be one run on the bias by a group of propagandists (well intentioned or not), or shall it be one sponsored in a big, broad, American fashion by those who have no axe to grind and who have the confidence and good will of the bulk of the thinking people of the district?

Wide-awake newspapers are always on the lookout for an opportunity to render a worth-while, conspicuous public service. Is there anything more fitting, more useful, more promising than a public forum? Get the thinking people of your city together, tackle vital issues, give the facts, receive the reactions of your audience, and make it all live again in the columns of the press. Then you will have done something for your day and generation and you will not be forgotten in the doing of it.

WE HAVE WITH US TODAY—



Photo by Underwood & Underwood.

Representative James Menn, of Illinois, is one of the veterans in the House and that may explain why he greets newspaper men with a smile. At a glance it would be pretty hard to say whether Winder Harris (left) of Universal Service is happier because of what he has just heard than Representative Mann (right) because of what he has just told.

SUMMER RESORT ADVERTISING FIELD IS RICH IN POSSIBILITIES

Promotion of Places Near Home Sure Winner of Friends and Circulation—Copy Must Be Timely as Well as Attractive —Beware of Overstatements

By FRED LOCKLEY

IN 1897 a friend of mine left his farm and went to the Klondike determined to make his fortune. He prospected many of the creeks in the Yukon territory and when gold was discovered in Nome, he was among the first to stampede to the newly discovered gold fields. For twenty years he stayed in Alaska, mashing on snow shoes or by dog team all over the interior of Alaska, in search of the golden lure that had drawn him to the Far North. When he did make a few thousand dollars he invested it in a grub stake or bought claims. Finally, broke and discouraged, he came back to his Oregon ranch. He had not been home long before he became interested in some outcroppings nearby and he discovered a ledge of low grade iron ore, which passes through his ranch and which is going to make him wealthy.

Many a man looks with longing and spends good money to secure advertising business which does not logically belong to him. The newspaper man who will accept and publish advertising which he does not believe will prove profitable to the advertiser, is lowering his moral standards and forfeiting his own self-respect. Moreover, he is destroying the faith of the advertiser who, spending his good money and not securing adequate results will go into some other form of advertising and give newspaper advertising a black eye.

Broad Principles

There is one form of advertising that many newspapers neglect. It is summer resort advertising. Intelligent advertising of summer resorts not only benefits the summer resort and increases the revenue of the paper from the advertising, but if handled properly, such advertising cannot fail to prove a splendid circulation builder. For many years I have handled the summer resort advertising of the Oregon Journal. Inasmuch as the summer resort advertising has increased each year, the same advertisers staying in season after season and new ones constantly coming in, and through the further fact that the Oregon Journal is one of the leaders in summer resort advertising, it would seem that this advertising has been beneficial to the advertisers. To my mind there are a few broad principles that must be followed to secure success in this line of advertising.

In the first place the advertising solicitor must not persuade the proprietor of a summer resort to use more space than is justified.

Copy Preparation

In the second place the advertising solicitor should see that the advertiser does not in any way over-state the attractions of the resort for, unless you do this, you will be betraying your readers who, going there, will find that that the place is not as represented and in consequence, the paper will be blamed.

The advertising solicitor should be a man of some imagination, a man who can prepare attractive copy. Before soliciting the advertisement, he should size up the place and decide the amount of space to be used and just how the copy should run. He should then pre-

pare an ad. When he sees the resort proprietor, in place of starting any argument about advertising his resort, he should simply hand the advertisement to the resort owner and let him read it.

He should then say, "Our paper is publishing a directory of the resorts of the state. This advertisement will appear in this directory each Wednesday, Friday and Sunday for three months. The cost will be so much. You will receive full value for the money in the advertisement itself, so there will be no write-ups or boost stuff of any kind used in connection with the advertising."

The summer resort owner realizes that to secure success he must advertise and the only question usually will be as to how much he should spend. If he wants to spend more than he is justified in doing, the solicitor should go into the matter with him and show him how to secure the desired result at less cost.

The Solicitor's Part

In other words, the solicitor should be as anxious to protect the interests of the resort owner and help him build up his establishment as he is to advance the interests of his paper. Before long,

the resort owner will realize that this is actually the case and you have made of this resort owner a friend for your paper for life and one who will boost the paper and go out of his way to send you tips on news.

If your paper uses news of the mountains or of the beaches, the summer resort advertising should, of course, appear in this section and there is no reason why the paper, to add interest to its news columns should not, in its Sunday issue, publish striking photographs of the different resort sections of the state, not photographs of hotels, but such pictures as bathers on the beach, Mt. Hood, Mt. Jefferson, a big catch of fish or any other striking picture that is real news and not put in merely to enhance the resort business.

The paper owes it to the advertisers to help them secure results for the advertising and to do this the most effective thing is to maintain a travel or information bureau. This, too, will become a circulation builder. On the main floor of the business office there should be a desk or a place at the counter where, in a rack, the cards or folders of the various summer resort advertisers are displayed. The clerk who attends to this department should secure every necessary detail as to rates, cost of tickets and other information, so that when summer vacationists want to select a resort, the clerk will be able to give them the necessary information.

The advertising solicitors' work should not stop with the mere securing of the ad. He should watch conditions and change the ad frequently. For example, let us suppose that he is advertising one of the leading hotels at Sea-

side. He should find out when the salmon are running, best in the river, when any special events are to take place, and make the advertisement a news bulletin of the attractions of the resort advertised. A form of advertising that is really good missionary work is to go to a small community where there is no resort large enough to carry on an advertising campaign and to have the merchants and taxpayers in the community subscribe to a fund to carry an ad for their resort.

Let us suppose, for example, that Newport, Oregon, wants to attract summer visitors. The various merchants should contribute \$10 a month for three months toward carrying the ad. It is not difficult, in this way, to raise from \$300 to \$500, as all share in the benefit of the increased tourist and resort travel.

Vary the Copy

One week the trout fishing and sea fishing can be played up. Next week the surf bathing, next week the fact that there are many agates being found on the beach or that rock oysters and clams are at their best.

In other words, some one feature should be played up strongly each week and the other features mentioned incidentally. If any of the resorts advertising doing anything that is worth a news item, they should be mentioned, but never given mention merely because they are advertising. They will appreciate this news publicity all the more.

Take Portland as an example. We have here, within easy reach, the Seaside, Newport and Tillamook beaches. We have numerous mountain resorts about the foot of Mt. Hood and elsewhere. We have the McKenzie River fishing resorts and other similar fishing districts. We have various mineral springs and such places as Crater Lake, the Marble Caves of Oregon and inland lakes. All of the resorts in these various districts are prospective advertisers.

There are very few papers that could not run during the summer a summer resort page that would help to build up the patronage of their home resorts and in doing so the paper would make friends for itself as well as gain circulation.

PUBLIC OPINION COMES FIRST

Philippine Supreme Court Rules Interestingly in Libel Case

(Special to EDITOR & PUBLISHER)

SEATTLE, Wash.—The Supreme Court of the Philippines, in dismissing a case of criminal libel against a native publisher in the islands, had the following to say in its decision, according to word received here:

"Men in public life may suffer under a hostile and an unjust accusation; the wound can be assuaged with the balm of a clear conscience. A public officer must not be thin-skinned with reference to comment upon his official acts."

Talbott Enters Feature Field

Greenville P. Talbott, whose recent article in *EDITOR & PUBLISHER*—"Which Are the Best Dozen Dailies in the United States"—attracted nationwide attention, has resigned from the Augusta (Ga.) Chronicle to become general manager of the New Era Features Syndicate, New York. Mr. Talbott has been in Georgia journalism for 15 years, with the Savannah Press and the Augusta Herald and the Chronicle. He was advertising manager of the Herald for five years, but recently has been an editorial writer on the Chronicle.

THE CASE OF DEBS

By DR. FRANK CRANE

Reprinted from the New York Globe

THERE is a good deal of nonsense and hysteria going on as to the case of Debs and his imprisonment.

It is claimed he is a political prisoner. He is not. There is no such thing in the United States.

Debs is in prison for the same reason his fellow convicts are in prison—for breaking the law.

He is not there on account of his opinions. He is there for what he did. Twelve men, carefully chosen, found him guilty, after a fair trial, in which he had every opportunity to defend himself.

At the close of his trial he said: "I haven't one word of complaint either against the verdict or the trial. The evidence was truthful, it was fairly presented by the prosecution, the jury was patient and attentive and the judge's charge was masterly and scrupulously fair."

He said he went to prison for an ideal. Judge Westenhaver, in sentencing him, said: "I do not regard the idealism of the defendant as expressed by himself as any higher, any purer, or any nobler than the idealism of the thousands of young men I have seen marching down the streets of Cleveland to defend the laws of their country and the flag. Any one who strikes the sword from the hand of those young men, or causes another young man to refuse to do his duty when called to serve by their side, or any one who obstructs the recruiting service, does just as much injury to country as if he were a soldier in the ranks of the German army."

Debs' case was appealed to the Supreme Court. There Judge Holmes pointed out that Debs was not sentenced "because he was opposed to all wars in general, but because he obstructed recruiting service in this war."

This being contrary to law, he was a lawbreaker, and it was for that, and not for any belief, that he is now in the penitentiary.

Debs is not a rebel against any tyrant, such as king, czar or kaiser. He is a rebel against the will of the majority of his fellow citizens.

A man has a perfect right to any opinion, however peculiar. That is essential to democracy.

But it is no less essential to democracy that after we have all expressed our several opinions the majority shall rule.

The foundation of this republic is not liberty. It is law, which lies deeper than liberty, for without it no liberty is possible.

You and I do not like some of our laws. But we look pleasant and obey them until we can induce the majority to change them.

Every man in the U. S. A. can do one of three things.

1. He can obey the law.
2. He can get out and go to some country he likes better.
3. Or he can go to jail.

Debs chose jail. And there he ought to stay until he makes up his mind to obey the laws of his country.

WHAT OUR READERS SAY

Postal Censorship

AMITYVILLE, N. Y., March 12, 1921.

TO EDITOR & PUBLISHER: I am sending you enclosed herewith a copy of "The Cordage Trade Journal" in which I have marked an editorial article treating one of those irritating absurdities committed by the Post Office Department. The paper is published by my two brothers, but I have no connection with it otherwise, except to read it each issue.

The subject matter of the editorial gives me a feeling of pain almost as though I were a party to the controversy and I think it ought to have a like reaction in the minds of other publishers who read **EDITOR & PUBLISHER**.

Just think of it! The Post Office Department classifies as advertising any reading matter the character of which appears to have a tendency to approve the business operations of the person mentioned. To what lengths could such an absurdity go? Fancy calling a favorable Federal Reserve Bank statement in the Monday morning papers "advertising" and requiring that the advertising rate of postage be applied to it?

Those office holders are trying to do everything in the world to break down the morale of newspaper publishers. As I have pointed out in correspondence with you a number of times only the publisher knows to what extent friendliness to the subject of a news article inspired him in the writing of it, but, by the gods! his integrity determines whether he will survive or not. I had the same newspaper training as my two brothers, and I tell you that the first and cardinal principle instilled into us was that the sale of the integrity of one's news columns was not only the grossest betrayal of faith with readers of the paper but, worse, a stultification of one's own self.

Now, without drawing any comparison between the ethics which govern political office holders and those which obtain in the making of newspapers I want to say for the benefit of everybody who may happen to be reached by my words that the penalty for sully one's record in newspaper work is swift and sure and it does not come from post office clerks.

Parenthetically the last issue of **EDITOR & PUBLISHER** had scarcely a word in it which wasn't advertising under this freak pronouncement, not even the news story relating the profits of the news-print combination. And how in Hell would these puppets classify an editorial in the Post or Journal of Commerce praising President Harding's stand on any particular measure of public policy?

Very truly,

CHARLES F. DELANO,
Publisher The Amityville Record.

New Court Ruling on "Clubbing"

CHICAGO, March 10, 1921.

TO EDITOR & PUBLISHER: One of the most important decisions in years to publishers, and interesting because absolutely the first of its kind, was made a few days ago by Judge John W. Peck sitting in the U. S. District Court at Cincinnati. Popular Mechanics thought an injunction against the Cincinnati Daily Post, to prevent the Post from offering Popular Mechanics in a cut-rate clubbing offer, which had been done on two occasions, a year apart, without authority to do so.

Inasmuch as 90 per cent of the complainant's circulation is through news dealers, and it had for years pledged its word to the dealers not to join in any cut-rate clubbing offer, these acts of the Post were set forth as an apparent reversal of a long-established policy. Judge Peck decided that to do what the Post advertised, was the act of an agent making a contract for another, and that no one may make a contract for another without his authority. The injunction was granted.

Perhaps one of the most important features of this decision is the great advantage it now gives publishers against the "fake" subscription solicitor. It has been both difficult and dangerous to arrest these swindlers and usually they were able to escape punishment. Now, every time one of them takes a subscription to a magazine without authority he can easily be brought to time for executing a contract as agent, which, of course, he has no right to do, and the law is clear on that point. It ought to simplify matters greatly now that a publisher can proceed against them in this way.

Yours, truly,

H. H. WINDSOR,
Editor and Publisher,
Popular Mechanics Magazine.

The Seattle Post-Intelligencer

SEATTLE, Wash. March 10, 1921.

TO EDITOR & PUBLISHER: In a telegram to me under date of February 22, 1921, you asked me to "please state what stories were untrue in whole or part."

I will try to give you a few illustrations. In your issue of February 12, under a Seattle date line February 8, your correspondent says:

"Failure of the Hearst organization to raise a liberal portion of the capital needed in this section, together with the fact that an essential block of Post-Intelligencer stock called for annual dividends of not less than 10 per cent are reported here to be the chief stumbling blocks that resulted in the deal falling through."

The statement in the foregoing paragraph that "an essential block of Post-Intelligencer stock called for annual dividends of not less than 10 per cent are reported here to be the chief stumbling blocks that resulted in the deal falling through,"

is absolutely untrue, and your correspondent, whoever he is, could have gotten the truth very easily and simply by writing at this office. The next paragraph in this same story is absolutely untrue, and the man who wrote it either has a cramped mental twist or is a consummate ass! In the next paragraph in the same story, your correspondent says:

"Mr. Nettleton refused to discuss the matter today except to admit with undeniable satisfaction that the paper has not been sold."

Right here let me say that nobody claiming to be a representative of **EDITOR & PUBLISHER** has called on me but once. A few weeks ago somebody came into my office and said he was your representative. He asked me if the paper had been sold to Hearst, and I told him it had not been and would not be. This was the only time that I ever saw anybody in my life who claimed to be your representative, and that is all I told him.

Again referring to your alleged correspondent's story under date of February 12, in the last paragraph he says:

"It is generally reported, however, that stockholders aligned against Nettleton have become all the more vigorous in their stand against the publisher since the Hearst deal failed to materialize, and that some new developments in addition to a liberal number of suits now pending in courts here over the right of ownership by certain stockholders of blocks of stock, as well as damage suits involving erstwhile and present stockholders, may be expected soon."

That entire paragraph is absolutely untrue, without any foundation, and malicious. You must know that it was written maliciously. If you pretend to know anything about the newspaper business at all you would know by reading it that the man who wrote it was, as I have said before, either an ass or a knave.

Under date of January 15, you printed a story from Seattle, dated January 13, "(By Telegraph to **EDITOR & PUBLISHER**)." This story says:

"The Seattle Times prints the following article:

"It is persistently rumored that William R. Hearst, famous as owner and editor of many newspapers, has purchased the Post-Intelligencer. In all probability negotiations looking to that end will be terminated in a few days, but it is certain that a person connected with the Post-Intelligencer's ownership or management is yet in position to say whether or not the sale will occur. It is understood that an agreement has been reached with the owners of the common stock and that the deal hangs on the disposal of Mrs. John D. Wilson's preferred stock."

Your correspondent follows this quotation from the Seattle Times with this paragraph:

"Mrs. Wilson is the widow of the late Senator Wilson, former principal owner of the paper. Clark Nettleton, publisher, reiterates his denial to **EDITOR & PUBLISHER** that any negotiations for the sale of the Post-Intelligencer are under way."

Your correspondent never saw me with the exception of the one time, as noted above.

Under date of January 29 you printed a story under the headline:

"Hearst Buys Seattle 'P. I.'"

"Long Negotiations End with Addition of 12th Daily to Publisher's List."

You then go on to say: "William Randolph Hearst purchased the Seattle Post-Intelligencer late this week, **EDITOR & PUBLISHER** learned, having completed negotiations which have been in progress for several months, as recently noted."

This statement is absolutely untrue, and you will be good enough to note that it does not even carry a Seattle date line. You make the direct statement yourselves.

Under date of February 5 you say that "despite denials from Clark Nettleton," etc., "**EDITOR & PUBLISHER** learned in Chicago this week that A. G. Williams, for a number of years circulation manager of the Chicago Herald and Examiner, had gone to Seattle and taken over the duties of business manager of the Post-Intelligencer."

That statement is absolutely untrue, and you could have very easily discovered that it was untrue if you had cared to. In the same story you say:

"It is reliably reported that the general management of the paper has been assumed by J. A. Callahan, business manager of the San Francisco Examiner, and that editorial direction of the 'P. I.' is under H. D. Nicholas," etc.

That statement is absolutely untrue, and you could have very easily found out that it was untrue if you had cared to.

In the same story you say: "When Clark Nettleton was asked regarding the future plans by **EDITOR & PUBLISHER** representative, he insisted that the deal had not been closed and that he was still hopeful that negotiations would be unsuccessful."

That statement is untrue.

In your letter of February 19, you say: "Your telegram of February 18 comes as quite a surprise to us. We were quite

certain we did not at any time definitely state that the sale of the Post-Intelligencer had been consummated, with each reference to the matter in our columns making certain to print your side."

Permit me to call your attention again to your issue of January 29, wherein you say:

"William Randolph Hearst has purchased the Seattle Post-Intelligencer."

If that isn't a definite statement, what is a definite statement?

In the third paragraph of your letter you say you "make a very clear statement that all the negotiations have fallen through together with our Seattle correspondent's reasons therefor." You certainly did give his reasons, which, as I have tried to show you above, were the ravings of either a crook or a madman.

In the fourth paragraph of your letter of February 19 you ask if it is possible that I have not seen all the issues of **EDITOR & PUBLISHER** above referred to. I have. And I am very frank to say to you that I am "fed up" on stories from Seattle about this newspaper.

In the last paragraph of your letter you say: "In view of the information we give above don't you think we have covered the matter as completely as possible?"

Of course I don't know what your ideas of covering the matter are. If your ideas are to publish stories that were and are untrue—stories that you could very easily have found out are and were untrue, then you certainly have covered the matter very well. If, however, your idea of "covering the matter" is to tell the truth, then your ideas of truthful newspaper covering and mine are sadly at variance.

CLARK NETTLETON,
Publisher, Seattle Post-Intelligencer.

EDITORIAL NOTE: The communication from the publisher of the Seattle Post-Intelligencer printed above came to **EDITOR & PUBLISHER** by request after Mr. Nettleton had made the charge that we misrepresented and misstated facts in connection with the negotiations of William Randolph Hearst for the purchase of that newspaper. We cannot see that Mr. Nettleton's letter in any way alters the news facts as presented in **EDITOR & PUBLISHER**. The only news of **EDITOR & PUBLISHER** is to cover the news of its field in the most thorough manner possible, and any stories printed in relation to the Post-Intelligencer, Mr. Nettleton, Mr. Hearst or others involved was incidental to that set policy. The Seattle Post-Intelligencer is an American institution and every activity of that newspaper or its owners is of national interest in our particular field. On that basis it will be in the future, as it has been in the past, treated as news. The stories printed in **EDITOR & PUBLISHER** of which Mr. Nettleton complains in this instance were published in good faith as news that had for its authority sources in New York, Chicago and Seattle that have always been considered trustworthy and are so considered now by **EDITOR & PUBLISHER**.

Election Campaigns Need No Longer Be an Expense to Newspapers

PETERBOROUGH, ONT., February 12, 1921.

TO EDITOR & PUBLISHER: Peterborough has enjoyed all the thrills of a Dominion bye-election with one daily newspaper as the sole means of disseminating the thunder provided by five candidates.

For over forty years West Peterborough has had two straight party papers in which to wage election campaigns. In May last the Peterborough Daily Review ceased to exist and the Examiner, which had been in existence for a month or two later a bye-election loomed up on the horizon and old timers began to wonder how the Examiner would negotiate the difficulties of an election campaign.

For thirty years the Examiner was a political organ created by the late Hon. J. R. Stratton, well known in provincial and federal politics as a Liberal and a hard fighter. Following his death four years ago the paper which has a circulation of over seven thousand daily and three thousand weekly, passed into new hands and its political tendencies were toned down to suit local conditions.

The writs for the bye-election came as a Christmas present to the riding and a few days later five candidates representing five different groups entered the contest. As each candidate was nominated by his respective party he was given an editorial invocation of a non-committal character. The same thing happened when the chief political speakers of the country visited the riding. The meetings of all five candidates were treated impartially in the news columns.

In the old days if a reporter for the Conservative paper went to a Liberal meeting he was expected to say "There was scarcely anybody at the meeting" even though the meeting hall was packed to the doors. If he went to a Conservative meeting he described it as a "rousing rally."

Now with one newspaper in the field the meetings of all political candidates are reported fairly, fully and impartially.

The campaign lasted about six weeks and ended on February 7, with the election of the Liberal candidate by a large majority in what has always been regarded as a strong Conservative constituency.

The government candidate took the lead in the campaign and his party machine decided to steer clear of an advertising campaign. But the nomination of the Liberal candidate spoiled this little plan. With the campaign three weeks to go the Liberal publicity committee broke into two-column space running the full length of the paper. It secured back page

position and ran the copy each day. The last day it had one full page and a half.

This forced the other candidates for the government to advertise in the advertising columns and diverted the campaign from the billboards, street signs and other advertising media. The last week of the campaign Graton O'Brien of the Ottawa Journal was brought in to conduct an advertising campaign for the government candidate.

H. B. Cowan of the "Farm and Dairy" handled the campaign of the farmer candidate and the Liberal publicity interests were looked after by members of the Examiner staff. The other two candidates spent very little money on publicity. The Liberal and Conservative candidates developed the campaign into a battle of printer's ink and the two parties spent three thousand dollars in three weeks advertising campaign. The Liberal candidate finished first and the government candidate second.

Several attempts were made to use "The Voice of the People" column as a medium for exploiting one or more of the candidates. This was promptly shut off and the candidates were forced to express their views through the advertising columns.

The electorate got a good close up view of a real political contest conducted entirely in the advertising columns of the only daily newspaper in the constituency.

The experience was just as new for the newspaper and is one that will come to other publishers up and down the country who themselves in a position similar to the Examiner.

It simply means keeping the editorial news columns absolutely impartial and throwing the advertising columns open to the competing tendencies.

Robert Lipssett of the Montreal Star and Ewart Munro of the Toronto Globe were stationed in Peterborough for the closing days of the campaign.

E. G. McKEELEY,
City Editor the Peterborough Examiner

N. S. W. on the Press Congress

New York, March 12, 1921.

TO EDITOR & PUBLISHER: The abandonment of the World's Press Congress, originally convened to meet in Sydney during Easter, 1921, appears to have provoked annoyance in Japan, or at least, in certain Japanese journalistic quarters.

Mr. Storey, Premier of New South Wales has announced that the Acting Agent General of the State in London, had seen the Secretary of the Empire Press Union and the Secretary of the Institute of Journalists and the latter expressed the opinion that any congress as contemplated would not at the present time be attended by success such as it should be.

Further, the Premier stated that he received a despatch from the N. S. W. Commissioner in the East, who, writing in Kobe, Japan, said: "I can see, none of the newspaper proprietors in Japan, or the East generally for that matter, seem to look upon the Press Congress in Australian with the same enthusiasm as they did two or three years ago."

OFFICE OF HIGH COMMISSIONER
COMMONWEALTH OF AUSTRALIA

Over-Greedy Paper Makers

March 9, 1921

TO EDITOR AND PUBLISHER: You are certainly to be commended for the way you are handling your correspondent articles, and I am sure every publisher on the continent is reading these with tremendous interest.

Newspapers are just beginning to realize the extent to which they have allowed themselves to become subservient to their advertisers and the program of extortion and profiteering which has been carried on throughout the country is now coming home to the newspapers themselves, and finds their morale weakened to the extent of submitting to over-greedy manufacturers. In this respect, publishers only getting what they rightly deserve, but they themselves have sharpened the knife which is now cutting the throats of many newspaper publishers.

R. J. CROMIE,
Publisher, Vancouver (B. C.)
Daily Sun

Newspapers Via Multigraph

OKMULGEE, Okla., March 9, 1921.

TO EDITOR & PUBLISHER: Talk about getting out a paper under difficulties—We didn't get just what to do when our printers and pressmen walked out on strike. Several papers were discussed—then we hit upon the idea of issuing a "pony edition" via the multigraph.

We ran off enough copies to supply both city and mail subscribers.

Somehow or other you just can't keep newspapers down, can you?

Very truly yours,
OKMULGEE DAILY TIMES,
A. L. Carmical, Advertising Manager

No New Scale in Hibbing

HIBBING, Minn., March 7, 1921.

TO EDITOR & PUBLISHER: As representative of the Range Publishers, which is composed of the Virginia, Minnesota, Typographical Union, I would like to call your attention to an item which appeared in a recent issue of your paper which stated that this union had been granted the 44-hour week and an increase of 10 per cent. Both these demands have been refused by the publishers.

Yours very truly,
J. G. EARLY

THE AMERICAN JOURNALISTS' FORUM

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

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

ANNOUNCE PLANS FOR PRESS CONGRESS OF WORLD

By JOHN R. MORRIS

THE 1921 session of the Press Congress of the World will be held in Honolulu, Hawaii, from October 4 to 14. Official announcement to this effect comes from Walter Williams, president of the Congress and Dean of the School of Journalism of the University of Missouri. Delegates to the Congress will be invited to join a special excursion party to the Philippine Islands following the meeting in Honolulu, Dean Williams further announced. Many journalists, men and women, from North America have notified the Executive Committee of their intentions to attend the sessions.

The invitation for the Press Congress to meet this year in Honolulu was extended following the change in arrangements previously made for meeting in Sydney, New South Wales, Australia. The Honolulu invitation was presented to the Executive Committee by the Hawaiian territorial government through C. J. McCarthy, Governor of Hawaii, Alexander Hume Ford, Secretary of the Pan-Pacific Union, W. R. Farrington, manager of the Honolulu Star-Bulletin, and L. A. Thurston, proprietor of the Pacific Commercial Advertiser. Manuel Quezon, president of the Philippine Senate, and Sergio Osmena, speaker of the Philippine House of Representatives, acting officially for their government, extended the invitation for the Philippine excursion. It was presented through Jaime C. de Veyra and Isaura Gabaldon, resident commissioners in Washington.

The 400 delegates and members of the Congress, representing forty different countries of the world, will continue in office although they originally were appointed to attend the sessions scheduled for Sydney. Additional delegates will be appointed from every country, and they also will attend the Honolulu sessions. Members include workers in every department of journalism, in every country, who are engaged in promoting the highest standards and largest welfare of the press. This includes publishers, editor, reporters, advertising writers and agents, special writers, business manager, and mechanical workers on all newspapers and periodicals, and authors not directly connected with any particular publication.

To meet the special needs of all these classes of workers, the Congress will be divided into sections for part of each day. Each section then can treat its own particular problems in the most expeditious manner.

Regarding its object, the constitution of the Press Congress says: "Its object shall be to advance by conference, discussion, and united effort the cause of journalism in every honorable way. The sessions of the Congress are to be open to the consideration of all questions directly affecting the press, but discussions of religion, politics, and governmental policies will not be permitted."

A general list of those who will attend the Congress includes appointed delegates, sent by national and state

governments or representing distinct press interests, those nominated by individual institutions or persons or firms, and specially invited men and women of note. Election to membership is by the Executive of the Congress.

The officers are: president, Walter Williams, Dean of the School of Journalism of the University of Missouri; secretary-treasurer, A. R. Ford, proprietor of the London Free Press, London, Canada; executive committeemen, Virgilio Rodriguez Beteta, Guatemala City; J. W. Neisigh, Wagga Wagga Express, Wagga Wagga, Australia; Robert Bell, Guardian, Ashburton, New Zealand; K. Sugimura, Asahi Shimbun, Tokio, Japan; H. Schoop, Olten, Switzerland, and the secretary and president. The vice-presidents from the United States are Harvey Ingham, publisher of the Des Moines Register and Tribune, and John Clyde Oswald, editor of the American Printer.

Monthly bulletins and the Congress program will be issued from the office of the president and may be had on request.

OUR LETTER BOX

WE have letters and requests for information at the offices of EDITOR & PUBLISHER for the following persons and firms, they will be forwarded upon request:

- Hubert Kotterman (formerly of the Associated Press, New York City). The Fashion Camera Studio. Syndicate handling "Keeping Up With the Joneses."
- Syndicate handling "Us Boys."
- George Tyrone (formerly of the Referee, Sydney, Australia).

LINTHICUM'S MASTERPIECE

A poem, "Recessional," an exquisite tribute to Woodrow Wilson, written by Richard Lintnicum of the editorial staff of the New York World, which appeared in the World, March 3, has been reprinted by newspapers from coast to coast and has brought Mr. Lintnicum many personal letters of appreciation from persons of note including many from members of the newspaper fraternity. Mr. Lintnicum's masterpiece in writing follows:

RECESSIONAL

By RICHARD LINTNICUM.

I.
The tide is at the ebb, as if to mark
Our turning backward from the guiding light;
Grotesque, uncertain shapes infest the dark
And wings of bats are heard in aimless flight;
Discordant voices cry and serpents hiss,
No friendly star, no beacon's beckoning ray;
We follow, all forsworn, with steps amiss,
Envy and Malice of an unknown way.

But he who bore the light in night of war,
Swiftly and surely and without surcease,
Where other light was not, save one red star,
Treads now, as then, the certain path to peace;
Wounded, denied, but radiant of soul,
Steadfast in honor, marches toward the goal.

II.
The spirit that was Peace seems but a wraith,
The glory that was ours seems but a name,
And like a rotten reed our broken faith,
Our boasted virtue turned to scarlet shame
By the low, envious lust of party power;
While he upon the heights whence he had led,
Deserted and betrayed in victory's hour,
Still wears a victor's wreath on unbowed head.

The Nation gropes—his rule is at an end,
Immortal man of the transcendent mind,
Light-bearer of the world, the loving friend
Of little peoples, servant of mankind!
O land of mine! how long till you atone?
How long to stand dishonored and alone?
To WOODROW WILSON, MARCH 4, 1921.

The St. Paul Sunday Pioneer Press gives its boy and girl readers a chance to win cash prizes by naming the largest number of real signs of spring.—J. T.

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. EDITOR & PUBLISHER will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH EDITOR.

The New York Evening World has opened its 1921 "Swat-the-Fly" campaign with an essay contest with cash prizes for girl and boy readers. The fly is the subject.—G. T.

The Philadelphia Public Ledger has inaugurated a "Church Forum" for the public discussion of practical topics bearing on the welfare of the churches. The Forum will be edited by F. W. Norcross, The Ledger's religious editor, and will appear every Monday morning. The topic discussed in the first issue of the Forum was "What is the Matter with Our Church Music?" Other topics to be taken up later will be "Can the Sick be Healed by Religion?" "What Can We Do to Revive the Rural Church?" and "How Can a Young Minister Make His Congregation Grow?" The leading article each Monday morning will be written by either a clergyman or a layman who is an authority on the subject under discussion and the readers of The Ledger are asked to add their comments in the form of letters—each letter to be limited to one hundred words.—E. A. M.

LIABILITY FOR ARREST NEWS

PARIS.—Can a paper be prosecuted for having printed that a certain man has been charged with an illegal action and arrested?

A higher court has just confirmed the negative decision given by a first court in Paris. An Italian arrested in 1916, charged with fabrication of false passports, entered an action against the *Matin* for having announced his arrest, claiming 100,000 francs damages, although the paper had also printed later that the arrest had resulted in a judgment that there was no case against the accused.

The case against the *Matin* was dismissed but the Italian took it to a higher court which has also decided against him, ruling that "no fault nor imprudence is committed by a reporter who, when there is no question of a polemic and no malevolent appreciation of a fact, materially accurate, which he has published, limits himself to fulfilling his role of an impartial informer."

SONG OF THE NIGHT EDITOR

These are the grandest of possible stories:
Stillman and Hamon and Stokes.
Filled to the brim with conspicuous glories—
Stillman and Hamon and Stokes.
Crowded with nastiness, reeking with rot;
Zippy and peppy and snappy and hot;
Why should we worry as long as we've got
Stillman and Hamon and Stokes?
—F. P. A. in the New York Tribune.

JOURNALISM AS A CAREER

By WILLIAM ALLEN WHITE

EDITORIAL NOTE: Mr. White needs no introduction to American newspaper workers, he is one of the outstanding figures in the profession of journalism today. L. N. Flint, chairman of the Department of Journalism, Kansas University, has written on the same subject and his views will be published in our next issue. What do you think of journalism as a career?

JOURNALISM as a profession, of course, is as interesting to the man who likes journalism as the law or medicine or preaching or teaching or engineering or promoting commercial companies. It is all a matter of taste.

There is as much of a career for a good newspaper man as there is for a good lawyer. But a man must have the instinct for the job and must not look too far forward into his profession.

I wouldn't, if I were a young man, consider which is the larger, which is the more influential, which is the more consequential job, the lawyer's, the doctor's, the newspaper man's or the job of the captain of industry. I should consider first what I would like to be. If you like your work you will make it go; if you don't like your work you don't need to worry about the big careers, they won't open. It is all a matter of individual taste and the same thing holds for the location of the man who is starting into the newspaper business. If he likes the country town, that's the place for him to live. If he doesn't like it, he wants to get out just as quickly as possible. If the small town looks like "Main Street" to him, he should get into the big city. If the big city looks sordid and lonesome and dreary, the thing for him to do is to get out of the big city into the small town.

After all, one's influence depends entirely upon one's happiness.



NEW YORK AD WOMEN HOLD BRILLIANT BALL

Dinner, Prizes, Dancing and a Long Program of "Specialties" Mark Ninth Annual Event, Under Direction of Miss J. J. Martin

The ninth annual ball of the New York League of Advertising Women, at the Hotel Pennsylvania, March 15, eclipsed in brilliance all previous affairs of the Association, over which Miss Jane Johnston Martin presides as president. Over six hundred guests were present. Souvenirs in the shape of place cards were dainty dolls of tissue paper, their skirts decorated with trade marks of various firms with which League members have business connections. The programs were printed in orange and blue, and contained the roster of officers, with the pin insignia at the top.

Dagmar Perkins, founder and director of the Perkins Institute for the Betterment of American Speech, started the program rolling with recitations. Helen Waldo, a League member next gave songs in costume, followed by David Duggin, wearing Scotch kilts, who gave a wee bit o' Scotch in story and song. Desiree Lubovska, founder of the National American ballet, gave a satire on modes and manners, while Florence Timponi, billed as "The Sunshine Girl," gave songs and dances. Community singing, led by Hollis E. Davenny, song leader, through the courtesy of the Community Service, was a feature of the evening.

Six members of the League wearing costumes, decorated with trade marks, and pointed caps, billed on the program as "Lady Lollipops" distributed souvenirs throughout the evening.

Mrs. Sidney E. Clark, wife of the secretary of the Advertising Club of New York won the first prize in a drawing, a string of handsome pearls donated by the Sig H. Hecht Company. E. C. Eckvall won the safety razor set, donated by the A. C. Penn Company, and Mrs. J. P. Woods the boudoir lamp, donated by Miss Ida Clarke. H. B. Haines of the Paterson (N. J.) Evening News won the can of "Veedol" donated by the Tidewater Oil Company. Miss Edith Righter won a five-pound box of candy donated by Park & Tilford, and Sam DuBois, of the S. C. Beckwith Agency Stellite pocket knife, donated by Miss Theresa Jackson. A flashlight, donated by the American Ever Ready Works, fell to Miss Betty McGuire, a member of the Philadelphia League of Advertising Women.

After the prizes were awarded, Miss Martin announced that the New York American had sent a bouquet of American Beauty roses to the New York League of Advertising Women, in appreciation of the services which this organization had rendered to the advertising world.

After dinner, dancing was enjoyed in the large ball room of the Pennsylvania, where the dinner was held.

SPEED UP OREGON ELECTIONS

Portland Papers' Bill for Count While Polls Are Open Becomes Law
(Special to Editor & Publisher)

PORTLAND, Ore.—Election returns will be expedited in Oregon by the passage of a law at the recent session of the Legislature; providing for the counting of ballots while the polls are still open. The bill, which was introduced at the request of Portland newspapers, has been signed by the Governor.

Oregon has been one of the slower states in reporting the count of national elections in the past. This is due in part

to the fact that the population in some parts of the state is scattered, but the count is necessarily slow because of long ballots of initiative and referendum measures that are cast at the same time that national candidates are voted for. The new law will materially hasten the returns from presidential and other elections.

The new law provides that the count shall begin at 10 a. m. on election day and be made by a separate board at the same time that the regular board continues to receive ballots.

"ON THE WING" WITH THE N. E. A

(Continued from page 8)

toothsome things. Then there were mounds of layer-cake, plum cake and sponge cake, dishes of home made preserves, plates filled with biscuits and sandwiches of various kinds. Coffee, tea, chocolate, grape juice and milk were the drinkables that were served in abundance. The good housewives of Marianna and their daughters waited on the visitors and saw that no one went away hungry. Although the editors had breakfasted late and the luncheon was given at 11:20 such was the appeal of the good things offered that they attacked the feast like hungry men and women. It was like being at home with your own people, the hosts were so kind and hospitable.

Marianna is the center of a rich agricultural district. One of its most important crops is peanuts, which last year sold at \$40 a ton. Sugar cane is another large crop. Thousands of gallons of syrup are shipped North from this enterprising town each season.

AMONG the editors who attended this year's convention were two men who belong in the class of the Nestors of journalism. One was W. B. Rogers, of the Trenton (Mo.) Republican-Tribune, who is 86 years old, and although bowed somewhat under the weight of years, retains an active interest in the world's affairs.

The other was Marcus H. Rogers, 87 years old, who is said to be America's first amateur journalist, as he published a little paper called the Rising Sun in 1854 and 1855 at Mill River, Mass. He

purchased in 1862 the Berkshire Courier, at Great Barrington, which was 58 years old, and in 1887 he acquired the Berkshire County Eagle in Pittsfield. Although now retired from active work Mr. Rogers is still much interested in Journalism and frequently attends the N. E. A. conventions. He does not look a day over 70 and apparently is good for another decade or two. Country journalism, one must conclude from the physical condition of these two venerable newspaper men, is conducive to long life.

GUY U. HARDY, Congressman, of Canon City, Colo., one of the best known newspaper men of that state, tells me that being a Congressman is not the soft snap it once was. Twenty-five years ago, Congress did not sit more than ten months in two years. Now it sits an average of twenty months for the same period. There is so much work to be done by the Congressman who takes his position seriously that he has little time for amusement or anything else outside the duties of his office.

"There is little so-called society in Washington," said Mr. Hardy, "and as I do not care much about the theatres I put in about four nights a week in my office at the Capital. From 10 to 12 a Congressman works with his committee. The House sits at 12 o'clock noon and remains in session until 5 or 6 o'clock. Unless I work in the evening I cannot take care of the great volume of correspondence that flows in upon me.

"My secretary goes through the mail in the morning and sorts out the letters that require my personal attention. He attends to the rest. All sorts of requests are made of a Congressman. Some come from people who want to put through certain bills. Others from my own constituents ask for information on many topics. Then there are interviews with people who come to see you, which take up a lot of time. Altogether we Congressmen lead a busy life."

IT was the first time in twenty-seven years that the association has been to Florida for its annual convention. Three hundred and fifty two editors of weekly and daily newspapers, located in 38 states, and their wives, were in attendance. This, I am told, is the largest number of delegates, with one exception, that has been registered at any of its

AVERAGE RETAILER SPENDS ONLY \$1.95 PER \$100 SALES IN ADVERTISING

CHICAGO.—Members of the Western Council of the American Association of Advertising Agencies, meeting here March 8 for their monthly meeting and luncheon, gave over most of the session to an interesting address by Prof. Horace Secrist, director of the bureau of business research at the Northwestern University School of Commerce. Professor Secrist surprised his hearers by asserting that the average clothing retailer spends only \$1.95 out of each \$100 in sales for advertising. This figure was taken from a survey which his department is preparing with the assistance of the National Association of Retail Clothiers. Larger stores spend three per cent of their advertising it was found. The research condenses valuable information regarding media used, window sizes and trim, rents, wages and all the factors that enter into conducting a retail clothing store.

"Only recently has there been any attempt to use data in planning commercial ventures," said Professor Secrist.

"While statistics have been used somewhat in planning production, nine tenths of the commercial decisions are built upon guesswork. We will never have a science of business until this is eliminated.

"Of course, business cannot be made as scientific as the study of natural phenomena, but it can be improved far beyond the trial and error stage."

In the discussion following his talk, Professor Secrist called attention to the fact that agency research bureaus frequently covered the same ground to get the same facts. Maintenance of centralized research service, to sell information at cost would cut out lost motion, he believed, and reduce the expense of getting such data.

Harry Dwight Smith, of Fuller & Smith, Cleveland, followed Professor Secrist with a short talk and said that information dug out by research can be profitably merchandised by the client and is an excellent means of convincing him of the value of his advertising efforts.

thirty-six annual convention trips. The special train of twelve Pullman cars brought the editors to St. Augustine from Jacksonville, where they were entertained March 9 in a most hospitable manner. The Hotel Alcazar, convention headquarters, was delightfully situated. The large open court in the center, filled with palms, ferns and beds of flowers, and containing a big fountain, seemed like a bit of fairyland to the eyes of the visitors, who come from the northern states, where the trees are still bare of foliage and the fields are brown and sere.

BEFORE reaching St. Augustine the delegates rested at Birmingham and Montgomery in Alabama, and Pensacola, Tallahassee, Jacksonville and several other cities in northern Florida. Everywhere they were entertained with that generous and charming hospitality for which the South is noted.

After being treated to an automobile ride and a luncheon, given by the newspapers of Montgomery, the editors spent the late afternoon and evening at the Tuskegee Institute, founded by Booker Washington.

All of the visitors were tremendously impressed by the size and character of the institution, which has a dozen buildings that compare favorably with those of the best schools in the country. It has eighteen hundred students and 210 teachers.

JACKSONVILLE was hospitality personified. The city tendered a banquet at the Hotel Mason after the editors had been taken on a four-hour trip on the St. Johns River.

AT Pensacola, the editors were taken on a trip down the bay which is claimed is large enough to take in all the navies of the world. Its harbor facilities are extensive and the port promises to become one of the most important in the South. Tallahassee gave a banquet at its Women's College. Three Justices of the Supreme Court were present and spoke at the dinner, which was served by the students in a splendid manner. A musical program of marked excellence, given by 75 pretty girls, was a feature of the occasion.

PRESIDENT WILL WILKE of the Grey Eagle (Minn.) Gazette was in a particularly happy frame of mind as he banged the table with his gavel and started the convention wheels turning. There were speeches of welcome delivered by Mayor Peter R. Perry, John Gannon, president of the Board of Trade, Miss Lilla White of the Professional Women's Forum, and Senator W. A. MacWilliams, representing Governor Hardee.

ANNOUNCEMENT was made at the morning session that 135 persons had registered for the trip to Havana via Miami and the East Coast Railroad to Key West, where a steamship will take the party across to Cuba.

Bonus in Waxahachie

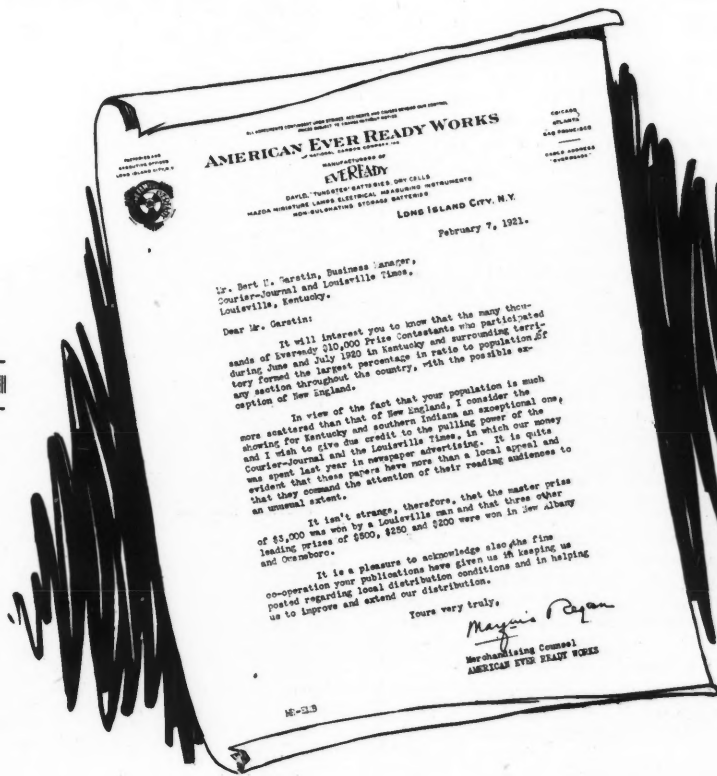
WAXAHACHIE, Tex.—The Waxahachie Daily Enterprise gave to each of its twenty-five employees a cash bonus of 5 per cent of the salary earned during the year.

Sixty-two Years Old

MEXICO, Mo.—The Ledger has just celebrated its 62nd birthday. For the past 45 years the paper has been under the management of first R. M. White and later R. M. White and Son.

Did They Deliver? Marquis Regan Says They Did

American Every Ready Works, in their recent Daylo Prize Contest, selected the Courier-Journal and Louisville Times as their exclusive newspaper mediums for Louisville territory—



Quantity and Quality: Of the total of over 300,000 actual participants in this national contest, Courier-Journal and Times territory produced practically 10%. This Courier-Journal and Times 10% captured 40% of all the prize money.

The Courier-Journal THE LOUISVILLE TIMES

S. C. Beckwith Special Agency, Representatives.

NEW YORK CHICAGO ST. LOUIS DETROIT KANSAS CITY ATLANTA

WILL ASK MORE SPACE FOR LITERATURE

New Association of Writers, Poets, Novelists and Essayists Formed at Montreal for "Mutual Benefit and Protection"

(Special to EDITOR & PUBLISHER)

MONTREAL, Que.—More than one hundred Canadian poets, novelists, essayists and newspaper writers assembled here March 11 and 12, to get acquainted, to wrestle with the problems of copyright, and perhaps to form a national society, which may mean "the professional birth of Canadian letters." To the energy and enthusiasm of Bernard K. Sandwell, editor of the Canadian Bookman, is mainly due the credit for the large attendance at the convention.

A resolution passed subsequently proposed the establishment of an Association of Canadian Authors, "for mutual benefits and protection, and for the maintenance of high ideals and practise."

Other resolutions dealt with the copyright bill now before the Senate, and advocated the enlargement of the Canadian reading public by extending the library movement and encouraging booksellers.

Another would induce the newspapers of Canada to devote more space to Canadian literature.

An explanation of the Canadian copyright Bill was submitted to the convention by a member of the Federal Department of Trade and Commerce.

Among those present were: Stephen Leacock, Bliss Carman, Arthur Stringer, George H. Locke, J. Murray Gibbon, Pelham Edgar, James Mavor, W. B. Wallace, William T. Allison, H. A. Cody, Robert J. C. Stead, Madge Macbeth, Marjorie MacMurchy, and Frank L. Packard.

A committee, composed of J. Murray Gibbon, Bernard K. Sandwell, Arthur Stringer, R. J. C. Stead, and others, was appointed to draft a constitution and by-laws for the projected association.

MERRY WAR OVER LA PATRIE

Ownership of Bonds by Lord Atholstan Disclosed in Litigation

(Special to EDITOR & PUBLISHER)

MONTREAL, Que.—La Patrie is waging a merry war on Lord Atholstan, proprietor of the Montreal Daily Star. A law suit is now pending between J. L. Tarte of La Patrie and Lord Atholstan involving \$50,000 in bonds issued by La Patrie and held by the latter. The interests of Lord Atholstan and La Patrie was long suspected, but always denied until the present rupture.

The story goes that Lorne McGibbon, a local capitalist, and the Hon. Robert Rogers have acquired a controlling interest in the French newspaper, but that they cannot get possession because of some interest in the paper held by Lord Atholstan. Meanwhile La Patrie continues to publish on its front page open letters from L. J. Tarte to Lord Atholstan, in which vitriolic denunciation is blended with promises of interesting disclosures in the near future.

By Toronto Students

TORONTO, Ont.—The Goblin is the name of the new humorous monthly which has just been issued by the undergraduates of the University of Toronto. It will be published seven times during the academic term from November to May and will contain usually twenty-eight pages, standard size, with a cover in colors. Contributions from Stephen Leacock, and the editors of Life and Judge help to give the paper a good

send-off. Letters of encouragement were also printed from the editors of several of the comic papers of United States colleges.

SURE, 50 CENTS AN INCH

Manitoba Publisher Answers Press Agent of Auto Show

TORONTO.—From the Western Canada Automotive & Equipment Show at Winnipeg came a letter to the Packet Publishing Company of Minto, Man., asking for the insertion of a generous six-inch reader. The request was:

"We hope you will arrange to give this exhibit all the publicity possible as it is by this means we hope to stimulate a large increase in the sales of auto accessories, which will result to our mutual benefit. May we look for your hearty co-operation?"

The Packet replied to the point: "Your request for all the publicity possible for Exhibit of Western Canada Automotive & Equipment Show to hand. We hope you understand that newsprint has again advanced, and that giving free publicity to events such as mentioned in your letter does not add very much to the printers' bank account. Of course, if you wish article sent to run as paid advertising, our rates are 50 cents per inch."

Editors Second Speech from Throne

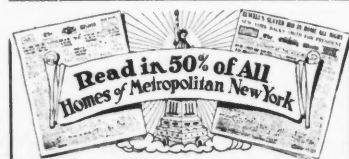
OTTAWA, Ont.—Two newspaper editors moved and seconded the address in reply to the speech from the throne in the House of Commons, at Ottawa, on February 15. They were James McIsaac of the Charlottetown (P. E. I.) Herald and J. A. McKelvie, of the Vernon (B. C.) News. The latter sits for Yale (B. C.) one of the three recent by-elections won by Premier Meighen.

Britain Buys Direct U. S. Cable

LONDON.—The British Government has acquired a direct cable to the United States for £570,000, including £100,000 worth of cable stock and cable stations, at Ballinaskelligs, Ireland; Harbor Grace, N. F., and Rye Beach, N. H., and Halifax. The cable is intended as a reserve for the existing imperial cable, and has been leased for a short time to the Western Union Company for £57,000 a year.

New Navy Radio Distance Record

SAN FRANCISCO.—The world's long-distance wireless record was broken by the United States Navy, it was reported at the Goat Island wireless station, March 9, by sending messages within three minutes from Cavite, Philippine Islands, to Washington, 10,000 miles distant.



THE WORLDS ARE NEW YORK'S NEWSPAPERS

and sell the most prestige, and the most circulation for the least money.

MANY RUMORS SPREAD ON TORONTO WORLD

Creditors Hold Special Meeting but Take No Action — Southams, Atholstan and Macleans Mentioned as Buyers

(Special to EDITOR & PUBLISHER)

TORONTO, Ont.—Although nearly a year has elapsed since its assignment, there is likely to be no immediate change in the management of the Toronto Morning World. A meeting of the creditors was held on March 3, in the office of the assignee, G. T. Clarkson, to decide on the disposition of the papers assets. Nothing took place, however, beyond the transaction of some routine business which indicated no particular change in the situation, and after a brief discussion, the meeting adjourned. It is quite probable that another meeting will be called within the next week, when news of importance may be announced. Meanwhile, rumors have been current involving the names of the Southams, publishers of the Ottawa (Ont.) Citizen and other Canadian dailies, and Lord Atholstan, proprietor of the Montreal Star, as purchasers. To EDITOR & PUBLISHER it was said officially that statements of any projected sale of the World plant were purely imaginary and without any real foundation. The

attempt to straighten out the affairs of the paper and to put it on a sound financial, may, however, lead to the resumption of control by W. F. Maclean and the issuing of bonds to be guaranteed by a trust company.

The recent meeting, it is felt, was called in an effort to hasten this process. Meanwhile there exists the possibility that some publisher or financier may come along and buy up the liabilities of the World and so put a new face on the situation. But one is bound to say that the prospect at present seems rather remote.

Fire in Port Arthur

TORONTO.—Fire did \$20,000 damage to the premises of the Port Arthur (Ont.) News-Chronicle last week. Means until repairs are made, the News-Chronicle and Fort William (Ont.) News are being issued from the plant of the Fort William Times-Journal.

Against Non-Partisan League

LEAVENWORTH, Kan.—C. H. Hall, editor-in-chief of the American Defense League Journal, the official organ of recently organized anti-Non-Partisan League in Kansas. The Ketcheson Printing Company will print the weekly. Ketterman is associate editor and Wilson advertising manager.



HERMAN GREENBAUM



Where Do We Newspapers Stand?

"UNITED WE STAND" is as true of a business as of a nation—therefore, let us newspapers more closely co-ordinate our interests and aims, particularly that aim leading to an early country-wide adoption of the newspapers as the most powerful national advertising media.

Let's unite our strength—get together and get somewhere! Conquer your own city and go into the nearby towns, selecting the manufacturers of products, particularly those with unusual possibilities, and point out to them the double returns they enjoy when their selling is supported by advertising equally as strong.

Take, for instance, the lines represented in Baltimore by Herman Greenbaum splendidly assisted by Louis H. Greenbaum and Ed. S. Levy. Among them we find Brighton Garters as well as belts and suspenders of The Pioneer Suspender Co. of Philadelphia. With Philadelphia only a two hour run from Baltimore, where we can get to them almost as easily as if they were here in Baltimore, we have every hope of convincing The Pioneer Suspender Co. that their distribution on Brighton Garters, which is approximated as 66% in Baltimore, could be increased by 25% to 30%, with consumer sales probably even more, if the selling of Brighton Garters were given the intensified support of newspaper advertising—advertising through THE NEWS and THE AMERICAN which have an intensified circulation of more than 187,000 daily and Sunday.

While we are trying to convince this account, what newspaper will look to developing Ecco Hosiery and the other products which appear in this advertisement but are not yet big newspaper advertisers, by showing them what newspapers can do for them, a town or a zone at a time, or nationally if they are ready for it.

THE BALTIMORE NEWS

Evening, Daily And Sunday,

The Baltimore American

Morning, Daily And Sunday.

DAN A. GARROLL
Eastern Representative
150 Nassau Street
New York

How to We'll
Advertising Manager

J. E. LUTZ
Western Representative
First National Bank
Chicago

50 Years Ago the Advertiser Traveled a Rough Road



His efforts to sell goods were confined mainly to individual announcements and to the community in which he kept shop.

Today the world is his market

—through “Mass Salesmanship,” via the route of reputable publications, he can carry his advertising message into every nook and corner of the United States and the Dominion of Canada.

To protect him, he can get an accurate check on any up-to-date publication from the *audited* circulation figures on the first page of an Audit Bureau Circulations report

—and in addition, on the other pages of the report he can get authentic information about the publication’s distribution, influence and reader interest.

This prevents buying white space on a “hunch.”

Carefully studied, the inside pages of an A. B. C. report help him to get full value for every advertising dollar he spends

—the most far-reaching, authentic selling help evolved within the last fifty years.

Only the most scientific space selection can meet the test of today’s rigid check on results.

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

VETERAN ART CRITIC DEAD

J. B. Townsend Had Long Career
With New York Newspapers

James Bliss Townsend, veteran editor and art critic, died March 10, in New York. Prior to his founding the American Art News in 1904 he was art critic for The New York Herald for several years and was connected in a similar capacity at various times with the New York Tribune, the World and the Times. He was art critic of the latter from 1894 to 1900.

Mr. Townsend was born in New York September 30, 1855 and was a graduate of Princeton. The year after he left college he entered newspaper work. He was art director of the Charleston Exposition in 1901 and 1902.

In 1896 Mr. Townsend was the Republican nominee for Representative in Congress from the Thirteenth New York district. For many years he had been interested in patriotic societies, being the founder of the Patriotic New Yorkers and a member of the National Defense Society, the Sons of the Revolution and many similar organizations. He also was a member of the Calumet and Players' clubs.

Obituary

HENRY PAYSON DOWST, advertising man and short story writer, died March 13, in New York City, following a long illness. Mr. Dowst had devoted himself to the writing of fiction and advertisements since his graduation from Harvard in 1899. He was general manager for Small, Maynard & Co., the Boston publishers, before he came to New York in 1916 to join the staff of Frank Seaman, Inc., the advertising agency. During the last two years he has been a frequent contributor to the Saturday Evening Post. Many of his stories have been reproduced in the movies and one of them, "The Dancing Fool," is shortly to be presented as a musical comedy. Mr. Dowst is survived by his wife, two sons and daughter.

GEORGE W. SMITH, veteran Iowa country newspaper man, is dead at Keosauqua.

GEORGE ADAMS WARDEN, son of Richard Henry Warden, founder of the Ottumwa Courier in 1848, is dead at Ottumwa, following a protracted illness. He was the first boy to sell the Courier on the streets.

W. J. DANNENBARGER, father of W. H. Dannenbarger, editor of the Concordia (Kan.) News, died at Smith Center, Kan., last week, following a stroke of paralysis.

WILLIAM A. ALMAN, 43, connected with Salina, Wichita, Madison, Wis., Little Rock, Ark., and St. Paul newspapers, died at Salina last week.

W. J. ("Billy") COWAN, 67, for the past 12 years a proof reader on the Kansas City (Mo.) Post died a few days ago. He was a charter member of the Kansas City Typographical Union and a delegate to many of the earlier I. T. U. meetings.

NEWSPRINT
Immediate Delivery. All Sizes
Inquire
**AMERICAN-CONTINENTAL
PRODUCTS CORPORATION**
2 Rector Street, New York
Telephone: Rector 8991

S. R. LYONS, 42, editor of the Sterling (Kan.) Bulletin and president of the Kansas Publishers Buyers' Corporation, is dead after two weeks' illness.

DAVID R. MOSHER, 61, lawyer, historian and contributor to Kansas newspapers, is dead at Wichita, following a stroke of paralysis. His parents were killed in an Indian massacre 57 years ago and litigation over their deaths was in the courts for 45 years.

MRS. EMILY STEVENS CRANDON, widow of John Howland Crandon, who was connected with the Boston Advertiser and the Commercial Bulletin for many years, died March 12, at Chelsea, Mass. A son, Edward S. Crandon, was formerly financial editor of the Boston Transcript.

ROBERT A. BAYLOR, Associated Press telegraph operator, died at Johnson City, Tenn., March 8, of tuberculosis. Recently he had been A. P. operator for the Brockton (Mass.) Times and Pawtucket (R. I.) Times. He left the latter city only a few weeks before his death. His survived by a widow.

EDWARD J. WALDRON of Auburn, N. Y., a member of the circulation department of the Brockton (Mass.) Times, died in the Massachusetts General Hospital, Boston, March 9. In a railroad accident a few months previous Mr. Waldron injured one of his feet. Blood poison set in. He is survived by a widow.

LIVINGSTON J. LYMAN, one of the oldest active printers in the country, died at the Albion (N. Y.) Hospital, of pneumonia. He was 70 years old, Mr. Lyman had been actively engaged in the newspaper plants of Western New York for more than 50 years.

NAPOLEON PAGE, who founded the Hull (Que) Spectator, died recently at Nominie, Que.

EDWARD J. CURRAN, a reporter on the staff of the Philadelphia Public Ledger, and one of the youngest newspaper men in Philadelphia, died March 14 of pneumonia. He was eighteen years old and had been on the staff of the Ledger since 1919. His body was taken to Boston where his parents live.

JOHN S. BORRING, aged 42, a Pittsburgh newspaperman, died suddenly March 14. At the time of his death he was attached to the staff of the Tri-state News Bureau, and previously had seen service on the Pittsburgh Chronicle Telegraph, Pittsburgh Press and Pittsburgh Post. Born in Hollidaysburg, November 2, 1879, his first position was as a reporter on the Altoona Times.

DR. MILO A. JEWETT, a brother of Henry M. Jewett, formerly editor of the

Everett (Mass.) Gazette, died February 25, at Trondhjem, Norway, where he was United States Consul.

THOMAS S. HAMMOND, publisher of the Cranston (R. I.) City Times for more than 25 years, is dead. He was 77 years of age.

MRS. SARAH GIBBS MATTHEWS, the mother of John L. Matthews, editor-in-chief of the Paterson (N. J.) Press-Guardian, died March 10 in Brooklyn, N. Y., aged 79 years.

SIR MAITLAND HALL PARK, the principal correspondent of the London Times in South Africa and editor of The Cape Times, died March 14 at Cape Town. He had been ill for a long time. Sir Maitland Hall Park was editor of The Cape Times since 1902. He was born in Cumbernauld, Dunbartonshire, N. B., in 1862.

GEORGE D. SCUDDER, a brother of Wallace M. Scudder, publisher of the Newark (N. J.) News, died March 9 at his home in Portsmouth, Ohio. He was 65 years old.

WILLIAM J. CAMPBELL, day city editor of the Buffalo Courier, died at his home in Buffalo after a short illness. Mr. Campbell received his newspaper training in Troy, N. Y., where he was formerly employed both by the Times and Record. He joined the staff of the Buffalo Courier in 1919.

MRS. JOSEPHINE TINANUS McDowell, mother of Miss Rachel McDowell, died March 7 in Newark, N. J., following an operation on February 25.

PAUL M. POTTER, former newspaper man and well-known author and dramatic critic, died March 7 at his home in New York, aged 68. Mr. Potter was born at Brighton, Eng., and came to this country when a young man and entered the newspaper profession. He became a member of the New York Herald staff in 1881 and remained there that publication until 1887 as foreign editor, London correspondent and dramatic critic. A few years later he joined the staff of the Chicago Tribune and the same year wrote his first play.

JOSEPH M. STODDART, retired editor and publisher, widely known in literary circles here and abroad, died at his home in Elkins Park, near Philadelphia, February 25. He was 75. Mr. Stoddart began his career as a publisher with the J. B. Lippincott Company, of Philadelphia. Later he published Stoddart's view.

GOODWIN LEE, editor of the Fire Engine, a New York publication, died March 3 in Philadelphia. Mr. Lee was 64 years old and suffered from a stroke of paralysis. His body was taken to Hampton, Va., for burial.

Your A. B. C. Reports tell the story—read them.

The papers sold in Brooklyn are those you want to know about.

That's where you want to sell your goods.

R. F. R. Hurliman

THE WELL-DRESSED MAN
Weekly Fashion News Feature

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

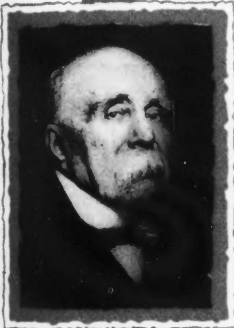
Only Sold By The Year

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

Alfred Stephen Bryan Men's Fashion Feature
665 Fifth Avenue, New York



MAETERLINCK



CLEMENCEAU



TAGORE



CONAN DOYLE

The Birth of An Inter-Nation!

“THE great outstanding feature of Hearst’s,” memorandums Mr. Waldo, the Business Genius in charge of our destinies, “is the extraordinary range of its editorial contents. The amount and high quality of *International* literature you publish exceeds that of any other publication of the popular sort.”

TRUE, Mr. Waldo. Hearst’s in 1920 did publish (by actual count) the writings of 1 Spaniard, 2 Italians, 1 Belgian, 2 Frenchmen, 1 Norwegian, 18 Englishmen.

“But,” continues the memorandum, “does the general public recognize this fact? Isn’t it our duty to make it clear? Can’t we put *on* the cover what is *between* the covers? Why wouldn’t it be well to call ourselves ‘Hearst’s International?’”

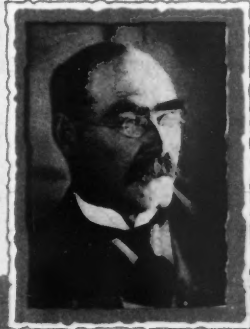
RIGHT, as always, Mr. Waldo, if Mr. Hearst thinks it well, we’ll answer all your questions at one fell swoop.

Mr. Hearst—as keen for a good suggestion as patient with bad—approves. So it becomes your Editor’s pleasant task to announce that your magazine will be in the future—as it has been in the past—“Hearst’s International!”

CHESTERTON



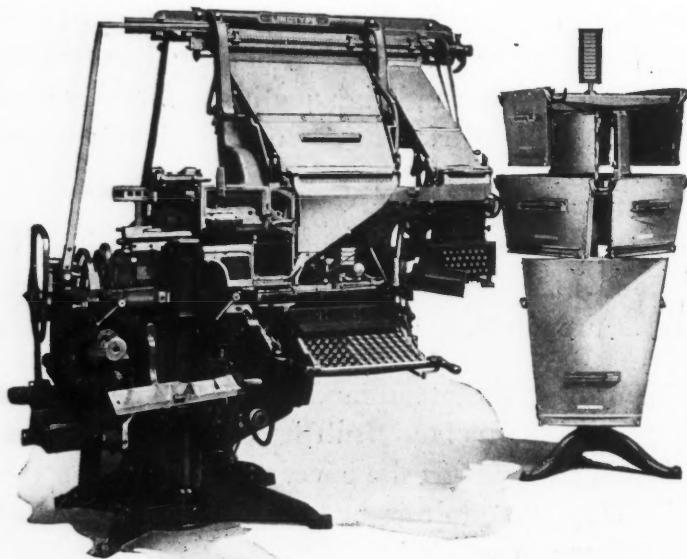
KIPLING



Hearst's INTERNATIONAL

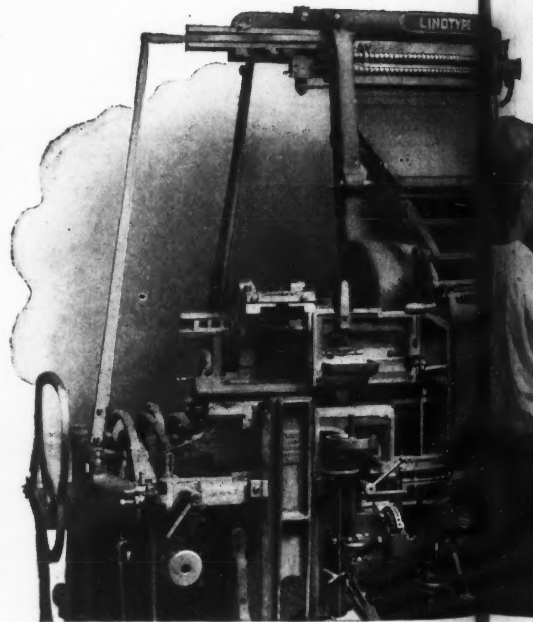
SET YOUR DISPLAY DIRECT FROM

Unlimited Display up and i



MODEL 22

MODEL 22 LINOTYPE enables the operator to produce, direct from the keyboards, composition from 5-point to full 36-point. The machine accommodates either full- or half-length main magazines of seventy-two channels, and auxiliary magazines of twenty-eight. The Model 21 Linotype is the same as the Model 22 except that it has no auxiliary. Magazine changes can be made in fifteen seconds, and any one of four different slug sizes is instantly available. A special rack with a capacity of eighteen magazines permits of a convenient grouping of the fonts most frequently used. The quickness with which any of the magazines can be changed permits of the efficient production of a wide range of both text and display matter.



MERGENTHALER

29 Ryerson St. Brook

SAN FRANCISCO
646 Sacramento St.

CHICAGO
1100 S. Wabash Ave.

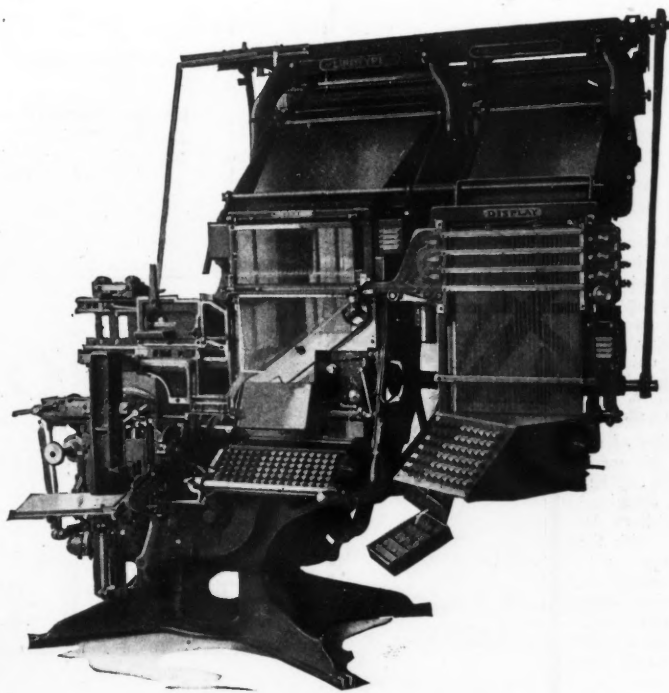
FROM THE LINOTYPE KEYBOARD

up and including 36-point

DE LINOTYPE MARK

MODEL 20

makes the speedy production of an
new and display composition just as it
change and body can be made in less
A special designed magazine-rack within
operator instant command of any one
All sizes 36-point are instantly avail-
is entirely automatic.



MODEL 24

MODEL 24 LINOTYPE is substantially a Model 9 four-magazine machine with the addition of a Display Unit. The main magazines are the same as those used on the Model 9, and accommodate the same range of faces. The Display Unit accommodates two fonts of display matrices (caps, lower-case, figures, and points), up to and including extended 36-point. Matrices from all magazines can be mixed at will, and continuous composition can be carried on from all magazines even while matrices are being distributed. *Model 24 gives uninterrupted production of both text and display matter.*



R OTYPE COMPANY

Brooklyn, N. Y.

MEANS
St.

Canadian Linotype Limited, Toronto
68 Temperance St.

is completely of LINOTYPE material

START "OPEN" SHOP IN BINGHAMTON

Non-Union "Comps" Man Press and Sun, with Regular Press and Casting Staffs, after Week's Suspension

(By Telegraph to EDITOR & PUBLISHER)

BINGHAMTON, March 18.—Following suspension of publication of one week's duration as a result of a strike of union printers for higher wages and shorter hours, the Binghamton Press resumed publication on Thursday, March 17 and the Morning Sun on Friday morning. Issues of both papers were limited to four pages, and carried no advertising. Both papers announced in their post-strike issues that hereafter their composing rooms would be operated on an open shop basis and the issues were put out with non-union printers.

Press room and stereotype forces of both papers reported for duty with the non-union printers and handled their product from composing room to the street without objection, the union pressmen and stereotypers having received instructions from their international unions to "stick on the job."

Negotiations between the Typographical union and the publishers were not finally broken off until Tuesday. Following the rejection by the union on Tuesday of last week of the final proposition of the publishers to continue recent wages or to arbitrate the differences there was a cessation of negotiations until Monday of this week, when the men indicated a willingness to come back on the terms last submitted by the publishers. The publishers declined to sign any agreement with the union, but expressed a willingness to hold the positions of former employees open until Wednesday morning, each man to come back with the understanding that the employers reserved the right to hire and discharge as they saw fit.

Upon the rejection of this proposition all negotiations closed and the papers at once began the organization of a non-union force from out-of-town and succeeded so well that the Press was able to resume in a small way on Thursday and the Sun on Friday. More men are expected daily for a week.

Desertions from the ranks of the union have thus far been small, but each office has one or two former employees at work and more are expected to return on an open shop basis within a few days.

Public sentiment, not only in business circles, but in the city generally is with

the publishers and the omission of advertising from the first issues following the strike was due only to the inability of the papers to handle all that was offered and a disinclination to discriminate in accepting copy. The sentiment in other union circles is divided, but even in the ranks of other unionized crafts, criticism of the printers is frequently heard.

To date there have been no threats of boycott of merchants who might carry copy in the two papers and no action of this kind, even should it appear in the future, is expected to have any result on any of the larger advertisers of the city.

Publishers of both papers are firm in their determination to fight out the issue of the open shop to the limit, a determination in which they apparently have the support of the public.

Arbitration in Chicago

CHICAGO.—The question of whether Chicago printing trade unions shall accept a decrease in wages is now being arbitrated. The employing printers made the reduction, in accordance with the contract they had with the unions providing that every six months the wage

scale will be increased or lowered in accordance with the prevailing cost of living. On two previous occasions under this contract the scale has been increased, and now the employers say the time has come to decrease it. The printers flatly refused to accept the revised figure and arbitration resulted.

Another 44-Hour Week Deadlock

WICHITA, Kan.—Employing printers and the Typographical Union here are deadlocked over the question of a 44 hour week. The conference committees are unable to come to an agreement. The employers claim that, if the 44-hour week goes into effect May 1, production will be curbed and the cost to the public must be increased in the face of a popular demand for decreased prices. The union simply claims that the 44-hour week becomes a law of the I. T. U., and is not a debatable matter.

Bennett, Denver Press Club Head

DENVER, Colo., March 16.—H. W. Bennett of the Denver Times was elected president of the Denver Press Club at its annual meeting. Frank E. White of the Denver Post was the unanimous choice for vice-president, as was War-

ren E. Boyer for secretary and house manager, by re-election. In addition to the executive officers, the following constitute the board of directors: John Steele, of the Rocky Mountain News, O. Goodwin, of the Western Newspaper Union, J. E. Moorhead, secretary to Governor Oliver H. Shoup, and Luke J. Kavanaugh. Charles MacAllister Wilcox was re-elected treasurer for the ensuing year. President Warren G. Harding was voted an honorary life member of the club. Governor Shoup, Karl C. Schuyler, David W. Brown and Buckley Wells were elected associate life members.

Duncan-Clark Leaves Chicago Post

CHICAGO.—S. J. Duncan-Clark, chief editorial writer of the Chicago Evening Post, has resigned and on the first of next month will retire from newspaper work to become managing director of the Middle West division of the Boy's Club Federated International. Mr. Duncan-Clark for a number of years was connected with the Louisville (Ky.) Herald. He joined the Evening Post about six years ago, and throughout the war wrote a daily analysis of war news which appeared in all the Shaffer papers.

In Des Moines —the big evening paper is The Tribune

43% more evening city
circulation
(Ask for proof).

1,500,000 lines more advertising in 1920 than the next evening newspaper (6 issues a week).

Space is sold in *The Evening Tribune* and *The Morning Register* (Iowa's greatest newspaper) as a unit at the lowest rate per thousand of circulation offered by any daily newspaper in Iowa.

Write for dot maps showing circulation coverage in Iowa, town by town and county by county.

THE REGISTER AND TRIBUNE CO.

GARDNER COWLES
Publisher

HARRY T. WATTS
Advertising Manager

Represented in New York by I. A. Klein, in Chicago by John Glass and on the Pacific Coast by W. R. Baranger Co.

NEWSPRINT

Best References among Publishers

Maine Pulp & Paper Co.
Skowhegan, Maine

Sole Selling Agents

INVINCIBLE PAPER & PULP CORPORATION

135 Broadway, New York City
Phone Rector 9957-8-9

The Publishers' Buying Corporation

Formerly a Group-Buying Organization
—Now a Service Bureau on Newsprint

The group-buying machinery used during the defensive fight against the 1920 spot market is being greased and put into the barn for future use if needed.

Hereafter the function of the **Publishers' Buying Corporation** will be to act as a **Service Bureau**, on newsprint especially, but also on all other matters of interest to newspaper publishers. Let us not lull ourselves to sleep because for the

time being paper is plentiful and comparatively cheap.

The hurricane of 1919-1920 broke upon us with scant notice.

Publishers suffered because they had *inadequate information*.

The new **Service Bureau** aims to furnish that information *consistently and systematically*, as was done in 1920 with such satisfactory results.

FURTHER MEETINGS IN THE FIELD

Meetings to explain our SERVICE BUREAU Plans will be held as follows:

- ATLANTA—Monday, March 28th, at 2 p. m., Hotel Piedmont
- NEW YORK—Tuesday, April 26th, at 3 p. m., Waldorf-Astoria

Attend one of these Meetings and learn how the Publishers' Buying Corporation will be able to serve you in the future.

Although group-buying is over, its results are interesting.

The Federal Trade Commission in its newsprint statistics for December states that:

On domestic purchases of print paper on the spot market during that month, aggregating nearly 12,000 tons, average price was7.854 per lb.

Cents

During the *same month*, the **Publishers' Buying Corporation** in purchasing emergency paper for a *few* of its members bought 534 tons of spot domestic newsprint at an average price of6.425 per lb.

Cents

Saving of Group-Buying as Against Individual Buying was 1.429 cents per lb.

Group-Buying thus Saved \$28.58 per ton, which (on 534 tons) amounts to a Total Saving of \$15,261.72, during one month to only a few members of the

PUBLISHERS' BUYING CORPORATION

Wm. J. Pape, President
Jason Rogers, Treasurer
J. Raymond Hoover, Counselor

73 DEY STREET
NEW YORK CITY

UNDER THE JACKET

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

ONE of the most widely-read books in Great Britain today is Sir Campbell Stuart's enthralling story of "The Secrets of Crewe House"—the headquarters of the operations for the conduct of Allied propaganda in enemy countries during the war. The book is full of revelations of the important work done by this department, inaugurated, it will be remembered, by Lord Northcliffe on his return to England after his successful visit to the United States with the British War Mission.

Two outstanding facts are of particular interest to newspaper men. One is that the cost of the propaganda campaign was under \$350,000. The other is that the members of the committee of the department were mostly active journalists.

Concerning the first point, we have it on the authority of Sir Campbell Stuart, himself deputy-director of the department of propaganda in enemy countries and deputy-chairman of the committee, that "the total cost of the operations conducted by Lord Northcliffe during his tenure of office was considerably less than one-hundredth part of Great Britain's daily war bill." As the war, towards the end, was costing this country some seven millions pounds a day, we get seventy thousand pounds as the figure representing the cost of this propaganda.

But as Sir Campbell Stuart points out in his book, one reason for the smallness of the amount is that many members of the department worked without remuneration for their services.

It was in February, 1918, that Viscount Northcliffe accepted the Prime Minister's invitation to become director of this new department. No better choice could have been made, for the name of Northcliffe was already feared in enemy countries for the influence which it wielded upon public opinion.

Lord Northcliffe gathered around him a committee of high distinction, the members being, in addition to Sir Campbell Stuart:

Colonel, the Earl of Denbigh, C.V.O. Robert Donald (then editor of the Daily Chronicle).

Sir Roderick Jones, K.B.E., managing director of "Reuters."

Sir Sidney Low.

Sir Charles Nicholson, M.P.

James O'Grady, M.P.

H. Wickham Steed, then foreign editor of the Times and now editor-in-chief.

H. G. Wells, with

H. K. Hudson, C.B.E., as secretary.

The policy upon which the department worked was originated by Lord Northcliffe himself and in its development he secured the closest co-ordination and heartiest approval of the British Government. One of the greatest students of psychology, Lord Northcliffe framed his plans to aim at the undermining of Germany's "will to win" by the use of every means—only stipulating that the truth be rigidly adhered to.

The policy against Germany included:

1. A re-statement of the aims of the

- League of Nations, keeping the movement always before the German mind for its suggestion of future isolation, with its resultant economic disabilities, but also as an invitation to national repentance.

2. A line of action to appeal to German workers. In this was given a compact summary of the British labor war aims, and this was used with much effect in Austria as well as Germany.

3. A special declaration upon economic conditions. Signs were not lacking of the existence of misgivings among the commercial communities in Germany at the prospect of the loss of commerce, ships and colonies in the case of defeat. Here was an opportunity to bring home to the Germans the conviction that the longer they persisted in the war, so would their loss and sufferings increase.

Broadly, that was the program into which all subsidiary arguments—the open sea routes, the Allies' military victories, the entry of America, etc.—were fitted to impress upon Germany the hopelessness of her position.

Trench newspapers in the German style were distributed in the enemy lines to some 250,000 to 500,000 weekly. These newspapers were prepared so that they exactly resembled a German publication. The propaganda pill was coated to make it attractive. The newspaper was homely in appearance—its title-decoration included a head of the Kaiser—and it provided excellent reading matter which would appeal to the German soldier, while revealing facts hitherto carefully hidden from him.

As many as from 250,000 to 500,000 copies of each weekly issue were distributed. Some leaflets, on the other hand, were in religious vein, for there is a deep religious strain in the German character.

These leaflets pointed out that their military defeats were a just retribution for the crimes of their government. One was a little sermon on the text "Be sure your sin will find you out."

Leaflets were divided into two classes—"priority" and stock. The former were of a news character, the latter of less urgent kind. "Priority" leaflets were issued in minimum editions of 100,000 three times a week, and rushed over to France for immediate use. An idea of the immense quantities thus circulated may be seen from these figures for certain months of 1918:

The Standard Size

For newspapers has become
8 Cols. 12 Ems; 6 Pt. Rules
on
68 & 34-in. Newsprint Rolls

Compare with your present size and figure the saving.

Made possible by the Wood Dry Mat

Address inquiries to

Wood Flong Corp.

25 Madison Avenue, New York

June, 1,689,457; July, 2,172,794; August, 3,958,116; September, 3,715,000; October, 5,360,000; while between November 1 and the Armistice 1,400,000 were sent out.

The work of the department was deadly in its effect, and the Germans doing all in their power to counteract it, but unsuccessfully.

Both Ludendorff and Hindenburg admitted the enormous moral damage wrought by this propaganda, the latter in his autobiography stating that it intensified the process of German demoralization.

"This," Hindenburg said, "was a new weapon, or rather a weapon which had never been employed on such a scale or so ruthlessly in the past."—HERBERT C. RIBBENTROP.

MODERN BUSINESS WRITING

CHARLES H. RAYMOND, formerly on the staff of the Chicago Tribune and now in charge of news writing and advertising courses at the University of California, is the author of "Modern Business Writing," published this month by The Century Co. Before becoming a member of the California faculty Mr. Raymond had newspaper experience in Chicago and with the San Francisco Chronicle, The Honolulu Star-Bulletin and Lippincott's Magazine, and wrote special features for the Newspaper Enterprise Association.

In his book Mr. Raymond shows that with the recognition of the importance of advertising as an essential and highly important factor in distribution, there has come a recognition of another highly important factor—the business letter. By the use of many examples, he tells how sales may be effected direct-by-mail. Incidentally, his newspaper train-

ing has given him a horror of the brooding and hackneyed expression, and he takes arms against "beg to acknowledge," "your letter at hand," "esteemed favor," "even date," etc. The book is a painstaking development of the principal thesis, that an effective appeal can be made in the business letter.

Only Radical Papers Barred

The organization of radicals on Ellis Island awaiting deportation has written to the New York Volkszeitung, alleging that the authorities have denied them the right to see newspapers they want. "They are forbidden to receive The Call and other radical newspapers," said Deputy Commissioner Byron S. Uhl, "but they may have any proper reading matter. They have never been denied the right to read The New York Times or the New York World. However, the Government does not furnish them to persons detained on Ellis Island. There are no restrictions on their subscribing for them or receiving them from their friends."

Incorporates in Illinois, Too

CHICAGO.—A separate Illinois corporation has been organized by Grandin-Dorrance-Sullivan, Inc., of New York, who have opened offices in the Mallers Building, 5 South Wabash avenue, Chicago. E. C. Griffith, vice-president, will be in charge.

Celebrate Blythe's 79th Birthday

HOOD RIVER, Ore.—Friends gathered here to celebrate the 79th birthday of Samuel F. Blythe, for many years editor of the Hood River Glacier. Mr. Blythe in 1870 established the Portland Bulletin, which later discontinued publication.

No Industrial Unrest in your Southern Market

The South solved the labor problem long ago. Solved it in the textile districts by cultivating the home and family instincts. Built colony houses for workers, provided playgrounds for their children.

The Southern workman is loyal. He "sticks." He earns good wages. He spends freely—for that is a Southern trait.

He probably has an automobile. He is interested in automobile accessories; good furniture; in household conveniences; in clothing. His wife is interested in equipment for her kitchen and dining room; in tempting new dishes; in laundering machines; in apparel for herself and the children; in jewelry; in musical instruments.

The Southerner works the year 'round,—for the South has no "off-season." And he buys the year 'round. Furthermore he pays cash, for he has the cash to pay.

Cultivate this market of more than 30 million. Reach it through the logical medium,—the Southern newspapers.



Southern Newspaper Publishers' Association
Chattanooga, Tenn.

IF YOU ARE PLANNING

a Spring circulation campaign, why not line up with the newest and best?

A LOCAL FILM CAMPAIGN

gets the interest and the money. Systems subject to audit. Ample crews.

METCO PROMOTION CO.

Box 95 Mail Address Bowling Green, Ky.

NOTES OF THE JOURNALISM AND ADVERTISING SCHOOLS

CHICAGO.—Speaking before the Joseph Medill School of Journalism, Northwestern University, a few nights ago on "The Field of the Metropolitan Evening Newspaper," William A. Curley, managing editor of the Chicago Evening American, made an appeal for constructive service and outlined the requirements to make a newspaper interesting and instructive without having it dulled by faults of make-up, caption or placement. Many an interesting story, he said, is spoiled by a dead headline, and he added "a newspaper cannot be made clever by headlines, but it can be spoiled by poor ones."

ALBION, Mich.—The class in journalism in Albion college has equipped a room as a newspaper office, where members meet daily to carry out details of publishing the college weekly, the Pleiad.

LIBERAL, Kan.—A class in journalism has been started in the Liberal high school here by Prof. A. B. Steele, superintendent of schools. Later the class will publish its own newspaper.

LAWRENCE, Kan.—The University Daily Kansan, official daily of the school of journalism at the University of Kansas here, recently celebrated the 8th anniversary of its founding. The school has grown from an enrollment of 15, eight years ago, to more than 300.

HANOVER, N. H.—Thomas G. Brown of the English department, has inaugurated a new course in journalism at Dartmouth, intended to instruct heeleders for The Dartmouth, daily under-grad-

uate publication, in the rudiments of the newspaper art. This is the first step in a series of moves planned to bring the college paper in closer touch with the departments of the college.

PHILADELPHIA, Pa.—A recent issue of the Public Ledger was paid a high tribute by the George Washington University of Washington, D. C. The particular issue of The Ledger was selected from all the newspapers of the country by Daniel A. Chase, instructor of the class in journalism, as a model product of present-day American journalism.

SYRACUSE, N. Y.—Miss Ramona Herdman, of Greenwich, N. Y., and Joseph J. Dromgoole, of Alton, Ill., have been awarded scholarships in the department of journalism of the School of Business Administration at Syracuse University. The scholarships are \$150 each and are awarded annually to students taking the course in journalism. Miss Herdman is a sophomore and Mr. Dromgoole is a freshman, but he has had four years of newspaper experience. Contestants submitted a typical newspaper story, newspaper style and originality and initiative being considered in selecting the winner. The judges were representatives from the city newspapers.

AUSTIN, Tex.—Dr. D. A. Penick, head of the extension teaching division of the extension service of the University of Texas, has announced that the department is now offering a new course for students in journalism which may be had through correspondence. It is known as a course in "Feature Writing for

Newspapers," and will be given by W. D. Hornaday, instructor in the department of journalism of the University of Texas. In this correspondence course, instruction in the fundamentals of gathering data and writing special articles for newspapers, with particular reference to Sunday illustrated features, will be carried on. All instruction will be along practical lines and students will be assisted in marketing the material they produce.

AUSTIN, Tex.—What has heretofore been known as the laboratory of the school of journalism of the University of Texas is now an independent printing office of that institution and is officially designated as the University Press. It is under the direct management of A. C. Wright, who is also instructor in the mechanics of printing.

IOWA CITY, Ia.—The Daily Iowan, newspaper of the state university, recently issued a 32-page number, with an 8-page rotogravure section, which, it claims is the first of its kind to be issued by a college publication. The edition was put out in connection with the university's home-coming week and its news matter is devoted in large measure to athletic news, a new memorial building and other timely features. It is stated that the rotogravure section cost the student publishers 11 cents a copy and the entire edition sold for 10 cents.

Students Edit Buffalo Column

BUFFALO.—The Commercial has a new daily column, "The Bee," edited and conducted by the students of the University of Buffalo. The column is edited with a view of making it of general interest.

Super Calendered Newsprint		
33 1/2	66 1/2	70" Rolls
Standard Newsprint		
33 1/2	49 1/2	66 1/2 67" Rolls
On Spot New York		
Prices on Application		
THE AGROS CORPORATION		
Importers Finnish Paper		
27 WILLIAM STREET		NEW YORK

ROCHESTER TIMES-UNION

Offers you Complete Advertising and Merchandising Service.

WE MAKE TRADE INVESTIGATIONS including Wholesalers, Retailers and Consumers.

WE MAIL ANNOUNCEMENTS TO RETAILERS urging them to stock your goods.

WE POST WHOLESALERS' SALESMEN and secure sales reports from them.

WE CHECK UP RESULTS at frequent intervals.

WE GIVE PERSONAL ASSISTANCE TO YOUR SALESMEN by routing them, introductions to dealers, securing distributors, etc.

We have taught Rochester dealers that when an article is advertised in the Times-Union they are certain to have calls for the goods.

Rochester Times-Union

FIRST IN ITS FIELD

CIRCULATION
[A. B. C.] 64,018

J. P. McKINNEY & SON
Representative
334 Fifth Ave., New York
122 S. Mich. Ave., Chicago

EDITORIAL

CRIMSON NEWS

SOME weeks ago William Allen White made a just complaint that many of the motion picture producers in the country were using the sex appeal to win patronage. In support of his claim he cited the fact that a story written by himself had been edited into a sex picture drama, much to his disgust.

The sex appeal seems to dominate and overshadow everything else in many of our motion picture productions. In many cases the advertising is more degrading than the productions themselves and it is not at all unusual to find these advertisements in the otherwise best-regulated newspapers.

Motion pictures are one of the most potent influences in our social life today, but they are not alone in their offenses against morality—the newspapers in many, many instances have not been guiltless in this respect, but never before have so many fallen to such depths in the evaluation of news.

We seem to be passing through a period of crimson journalism. It is not the purpose of EDITOR & PUBLISHER to say what is news and what is not. That is a question for the individual managing editor, but it is within our sphere to draw the line between filth and news in the interest of public information and education.

It does not require any more ability to write the kind of news of which EDITOR & PUBLISHER complains than it does to produce motion pictures of the kind that William Allen White deprecates. In the one case suggestive phrases picture passion to the minds of millions of clean-minded innocent children; in the other case suggestive poses of the human body take the place of words.

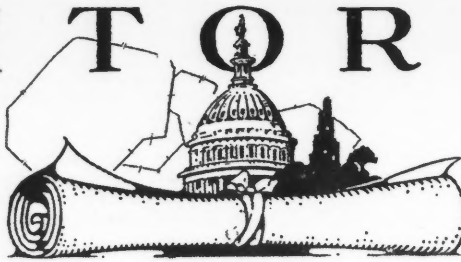
It takes a writer of marked ability to make commonplace news interesting. But men like Mark Sullivan, David Lawrence, Robert Bender, Norman Hapgood and hundreds of other able men and women have no difficulty in attracting, holding and satisfying reader interest day after day.

It is but natural that divorces, murders, suicides and the most sordid of local crimes have a certain local news value. What that value may be is a matter that only the local managing editor can properly judge; it is also possible for a divorce, murder, suicide or other crime to be carried out of the sordid and filthy by its dramatic, romantic and unusual appeal and made news wherever it is told, and literature if properly written. This is not the kind of stories of which journalism ever need be ashamed, but there certainly can be no admiration or respect on the part of master journalists at any time for the craftsmen who pander to the lowest passions by spreading sex filth all over the front page of a journal accepted as decent and respectable.

We have had an abundance of this kind of journalism in the last few months, in some cases outcasts of society have been made into national characters with the same place of importance in the news columns as the leaders in government, education, religion, business and industry. In Chicago a dissolute woman shot and killed a drunken rubber salesman who was unfaithful to his wife and family—just a drunken killing, but it made a national sensation; a New Yorker of unsavory reputation sues for divorce naming several co-respondents—it has nothing of news value, but by the use of the words "bathroom," "bedroom" and "pink nighties" and it is carried to every American fireside from the Atlantic to the Pacific—common filth sold as news.

Last week news was flashed across the country that a New York banker had sued for divorce and that a counter suit had been entered by his wife. Neither party, it was announced, could be located and the lawyers for neither side would talk, but for ten days the story in all its salacious details was played all over the first pages of the metropolitan press and real news of importance to the education and upbuilding of the world has gone on the floor wasted—either because nobody of ability to write it entertainingly had handled it or because the sense of proportion of many editors has been destroyed.

The present wallowing in crimson news is a disgrace to American journalism and the intelligence of the American people. It is creating a new and damaging national impression of the purposes and ideals of the newspaper as an educational and informative institution.



That which is most essential in journalism is the love, the worship of the truth. The journalist has but one ancestor, Diogenes, and like Diogenes, he goes everywhere with his lantern, seeking for the truth. The most important attribute of a journalist is good faith.

—STEPHANE LAUZANNE, of the *Matin*.

A NEW KIND OF CENSORSHIP

THE old question of what is news and what is advertising under the laws regulating second-class mail matter is back with us again and this time under the most sweeping interpretation that has yet been placed on the Act of October 3, 1917, by the officials of the Postal Service.

Under date of February 17, the Third Assistant Postmaster General, in the course of a communication to the Postmaster of New York, delivered the following edict:

"Advise the publishers for their future guidance that all matter appearing in the reading columns of a second-class publication, whether it is free or paid for, which relates to or is connected with an advertisement therein, or WHICH TENDS TO ADVANCE THE INTEREST OF AN ADVERTISER, is advertising within the meaning of the Act of October 3, 1917. Likewise ALL READING MATTER when so written as to boost the publication, TO ADVANCE THE OTHER INTERESTS OF THE PUBLISHERS OR THE INTERESTS OF OTHERS, to advance a commodity for sale by reason of puffs, boosts and commendations given the commodity, even though it is not paid for and no display advertising in regard thereto appears in the publication, IS ADVERTISING."

Literally, if this ruling is permitted to stand, it would mean that a review of a book or play would not be accepted under the publisher's marking of text but would be ruled advertising if an advertisement of either the book or play appeared in same issue, and even in absence of display advertising such reviews would still be advertising if they praised.

This is not regulation, it is emasculation. In reality it is press censorship by postal employees. Obviously it was not the intention of the makers of this law that it should ever be construed to place editorship and decision of what is news on receiving postal clerks. If this is a true interpretation of the Act of 1917, it should be repealed immediately; if it is not a true interpretation then let us have a sane ruling on the question by the new postal administration at Washington.

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EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.

1117 World Building, 63 Park Row, New York.

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

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

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

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

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

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

Paris: F. B. Grundy, 13 Place de la Bourse, 10 cents a copy; \$4 a year; foreign \$5; Canadian \$4.50.

AMERICA'S NEW CENTER

THE World War aroused Washington from her slow and easy going manners of a century and made her over-night a modern world metropolis. A study of the news importance of the national capital under the new order drives this home in a manner that is really startling when considered in the light of cold figures. From a national news center of infrequent importance Washington has become a world news center unequalled by any other city.

The National Press Club recently had an investigator make a report on Washington as a news source and the findings are worthy of study by every editor in the country as an aid in arriving at a decision as to the importance of national capital news when arranging for correspondence.

From this report we learn among other things that special news telegrams filed by Washington correspondents during a month contain in all about 1,500,000 words, or an average of 50,000 words a day. This is made up almost entirely of sideline news, or purely local stuff; the five press associations are credited with 50,000 words a day. A conservative estimate of the amount of additional material that is sent out over the fifty leased wires maintained by individual newspapers, and separate from the press associations, will average, it is said, more than 100,000 words a day.

A conservative estimate of the total number of words of news handled out of Washington every twenty-four hours by telegraph is placed at 200,000. Aside from this, 200,000 words of news are mailed out by correspondents every twenty-four hours to newspapers and an additional 100,000 by special writers who do not touch live news, but give their entire attention to special articles.

The figures submitted to the National Press Club are based on present-day and not war-time conditions. No estimate is made of the cost of gathering, preparing and transmitting this news, but the figures given are sufficiently staggering to impress upon American newspapers the importance of care in the selection of men of ability and character to represent them at Washington.

News under a Washington date-line relates to government activities and inactivities that will finally affect every citizen, and for that reason Washington assignments call for men of the highest standing in the newspaper profession and for the safety of the government no other kind should be trusted.

EDUCATING ADVERTISERS

ONE of the most interesting trends in the newspaper publishing business is to be found in the advertisements and promotion work of newspapers. Many newspapers have ceased to talk about themselves and now talk about their towns exclusively.

No better examples of this radical departure from the rule of the past can be found than in the advertisements appearing in EDITOR & PUBLISHER'S Chamber and Market Survey Supplements. The tendency today is to sell city, and the newspapers rest secure in the belief that in so doing they sell themselves.

Community advertising by the newspaper such as this is not only an expression of a broad application of the spirit of co-operation, as some one has remarked, but it is conclusive proof that the advertiser has at last learned that if there is a market for his wares, the way to reach it is through the newspapers. The rightful share of his advertising business is to show him the prospective market; experience has taught him which advertising medium pays.

NEWSPRINT prices continue their downward journey toward price levels that even publishers will be able to view as fair if developments of the week are to be trusted as a criterion of what the future holds. The 5 cent contract price for the last nine months of the year against 6½ cents for the first three months announced by J. R. Booth, Ltd., is only an indication of what the future holds. Business sanity seems to be climbing back into the saddle.

PERSONAL

PHILIP GIBBS, the British war correspondent, who has been lecturing in the United States, will sail for home Tuesday. A dinner will be given in his honor Monday evening at the Hotel Biltmore, New York, by the Allied Loyalty League.

John L. Stewart, publisher of the Washington (Pa.) Observer & Reporter, will arrive in New York next week to spend a few days.

E. S. Beck, managing editor of the Chicago Tribune, underwent a slight operation this week at a local hospital.

Jason F. ..., publisher of the New York Globe, has offered a prize of \$50 for the best article written by a student of the Department of Journalism in the University of Kansas, on "Journalism tomorrow." The article must embody personal opinions and ambitions of the student shortly to enter practical journalism and indicate briefly the student's purposes and ideals as regards his future work.

William Nutt, secretary-treasurer of the Montreal Herald, was seriously injured on March 11, when he fell down flight of steel steps to the press room.

J. H. Wallis, appointed by Secretary of Commerce Herbert Hoover as a member of the American relief administration to Central Europe, is a former publisher of the Dubuque (Ia.) Daily News.

Victor Rosewater, former owner of the Omaha Bee, is being mentioned prominently for the post of an assistant postmaster general under Will Hays. Rosewater some time ago sold his interests in the Bee.

W. B. Hollister, owner of the Jefferson City (Mo.) Capital-News and secretary of the National Democratic Committee, has resigned the latter office so that he can devote his entire time to his business.

Thomas Elbert Basham, head of the Thomas E. Basham Advertising Company, of Louisville, Ky., and Mary Paul-Dawson were married February 14 at Evansville, Ind.

Charles J. O'Malley, president of the Malley Advertising & Selling Service, Boston, is handling the publicity in New England for the fund drive of the American Committee for Relief in Ireland.

Julian Harris, publisher of the Columbia (Ga.) Enquirer-Sun, has been in New York for the past week on business.

Mildred Seitz, daughter of Don C. Seitz, business manager of the New York World, was featured in the New York Evening Post, March 14, through publication of a poem written by her, entitled "To a Passerby."

IN THE EDITORIAL ROOM

EDWARD E. BRITTON, who was secretary to Josephus Daniels while secretary of the Navy, will remain in Washington as capital correspondent of the Raleigh (N. C.) News and Observer.

Albert Volt, the Larvsmith (Wis.) News-Budget, and Miss Marie Helen deaux of Dubuque were married recently. Mr. Bolt was formerly editor of the Earlville Phoenix and was later with the Dubuque Daily News.

S. Abramson, formerly with the Des Moines Capital, has quit the newspaper business in favor of women's ready-to-wear store at Des Moines.

Jesse L. Leason and Miss Charlotte

Elliott, actress, were married in St. Paul on March 11. Their acquaintance began when Miss Elliott called Mr. Leason up on the phone and thanked him for a favorable criticism he had written of her work in his capacity as dramatic critic of the Pioneer Press. Mr. Leason is now on the copy desk of that paper.

Mrs. D. C. Pierce, wife of the editor of the Goodhue (Minn.) Enterprise, was elected mayor of her town, defeating her male opponent by one vote.

J. C. Hammond, who covered the North Dakota legislative session for the Associated Press, has returned to his old assignment on the statehouse run in St. Paul.

Jesse Victor Sullivan, formerly editor of the Charleston (W. Va.) Gazette, has been appointed secretary to Governor Morgan of West Virginia. During the war Mr. Sullivan was secretary of the State Council of Defense.

Ellis Hilton, whose rapid rise from a "cub" to right hand man on the universal desk of the Cincinnati Commercial Tribune was accomplished in two years, has become a member of the Enquirer's copy desk.

C. W. Cornforth, a former city editor of the Nashville Tennessean, is now on the universal desk of the Cincinnati Commercial Tribune.

Alfred G. Jackson, city editor of the Bridgeport (Conn.) Times, has resigned and will soon take up sports and legislative reporting for the Bridgeport Sunday Herald. **Lynn W. Wilson**, editorial writer, will fill the city desk temporarily. **Fairfax Ludlow**, who has been reading proof, has gone to the county courthouse beat. **R. E. Pomeroy**, a new member of the Times staff, is now covering a central territory.

Oswald D. Quinlan, political and legislative reporter for the Bridgeport (Conn.) Telegram, has resigned.

Arch Jarrell, son of J. Frank Jarrell, who was until recently editor of the Bartlesville (Okla.) Oil and Gas News, has resigned to become political reporter for the Norfolk Virginian-Pilot.

Miss Georgia Mulford, daughter of the owner of the Grundy County (Mo.) Gazette, claims the youngest woman editorship in the state. Though she is only 17 years old, Miss Mulford has been an editor since graduating from High school last summer.

Ralph M. Woodward, assistant city editor of the Cincinnati Enquirer, who went to California over a month ago on a visit to his mother who was ill, has returned. His mother, Mrs. Josephine Woodward, was connected several years ago with the editorial staffs of the Commercial Tribune and the Times-Star.

William Powers has gone roaming again. After a few weeks reading copy on the desk of the Cincinnati Enquirer, he departed for Huntington, W. Va.

Thomas Horgan, Connecticut manager of the United Press, whose offices have been in the Bridgeport (Conn.) Star, has been transferred to the New York office. **James J. Rowlands**, New England manager with headquarters in Boston, is reorganizing the Connecticut service.

Miss Hedwig M. Boyer, of the Buffalo Enquirer society staff and **Gordon Sloan** of Cleveland, formerly staff artist of the Buffalo Enquirer, have become engaged.

Harry L. Trictley, formerly of the Batavia News, has joined the staff of the Rochester Democrat & Chronicle, as assistant on the correspondence desk.

Fred Smith, Oriental correspondent of the Chicago Tribune, who recently returned home on leave of absence,

FOLKS WORTH KNOWING

JOHN D. McFARLAND took charge of the advertising department of the Cincinnati Commercial Tribune in the second week in March. Mr. McFarland until recently was connected with the Barron G. Collier (Inc.) organization in Indiana and Ohio. With the exception of the time he spent in military service he has been in the advertising field for the past seven years. Most of his experience in the newspaper line was gained on San Francisco Chronicle.



JOHN D. McFARLAND

The appointment of Mr. McFarland to the administrative staff of the Commercial Tribune marks a complete change in its executive force since the paper was taken over two years ago by Harry W. Browns as the publisher. Among the changes effected these have resulted in placing the direction of the editorial department under Capt. Wade Mountfort as managing editor and Nain Grute as news editor.

bringing a "typhoid rib" acquired in the Orient, is recovering rapidly after an operation for the removal of the infected rib and a part of his breast bone. **B. L. Taylor**, the Chicago Tribune's popular "B. L. T." is ill with pneumonia. His condition is not considered critical and his friends are hoping that he will get off with a light case. The "B. L. T." column has been suspended temporarily.

William Mackenzie, for many years dean of Ottawa (Ont.) newspaper correspondents and later an officer of the Privy Council staff, has been superannuated. Mr. Mackenzie has moved to the Pacific Coast. Before leaving the capital, he was presented with a gold watch by his newspaper associates and other friends.

Isaac McBride, American journalist, is delivering a series of addresses in Canadian cities on "Shall we trade with Soviet Russia." He contends that the

Russians want Soviet rule, and is appealing for funds to be used to forward medical supplies to them.

Joseph J. Thompson, formerly editor of the Conellsville (Pa.) News, has become manager of the Weirton (West Va.) division of the West Penn Power Company. Mr. Thompson was also for many years connected with the Pittsburgh Gazette Times.

A. C. Campbell, formerly associate editor of Hansard reports of debates in the Canadian House of Commons, at Ottawa, has been appointed editor-in-chief, succeeding the late "Tay Pay" Owens. He has been on the Hansard staff for about 25 years, previous to which he was Parliamentary correspondent for the Montreal Gazette, Toronto Globe and other papers.

Edward Percy Howard, president of the New York Press Club and editor of the American Press, has been elected president of the village of Lynbrook, L. I.

Verne Wall of the Detroit Times is spending a month's holiday at his home in Peterboro, Ontario.

Miss Caroline Clementi, who for four years held down the society desk on the Peterboro (Ont.) Examiner, was married last week and is now residing in Belleville, Ont. She is succeeded by Miss Kathleen McCarthy, who in addition to her routine work as society editor, writes specials under the pen name of "Jennette."

Joseph Ashurst Jackson, formerly on the staff of the New York World, now publicity manager for the Goldwyn Pictures, was married February 19 in Los Angeles to Miss Marjorie Manning, a film actress. Mr. Ashurst is a graduate of the Pulitzer School of Journalism.

Louis H. Stolz, sports editor of the Schenectady (N. Y.) Gazette, has been named president of the New York State Basket-Ball League.

John W. Smith, a reporter on the New York Tribune, and Miss Ada V. Price of Utica, N. Y., have been married. They are spending the remainder of the winter in Miami, Fla.

Roland C. Finley, for the past 35 years a member of the Worcester (Mass.) Telegram staff, has terminated his connection with that paper.

Mrs. Georgianna Adams and Miss Winifred Carling of the Worcester (Mass.) Telegram woman's department,

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The world moves on and those who read the Haskin Letter keep up with it.

who have been ill, have resumed their staff duties.

Miss Irene Humble of Toronto, secretary of the Canadian Authors and Composers' Association, is "on deck" to see that Parliamentarians will have no lack of information concerning the proposed amendments to the Copyright Bill.

Paxton Hibben, correspondent and author, who represented the Chicago Tribune and the Associated Press in various parts of Europe during the war, and Herbert Adams Gibbons, now a resident at Princeton, but for many years a resident correspondent of American newspapers in Paris, were the speakers before the Contemporary Club, Philadelphia, Tuesday evening.

Albert T. Hoskins has recently joined the local staff of the Philadelphia Record.

Raynolds Morehead, day city editor of the Philadelphia Inquirer, is recuperating from an illness and expects to be back at his desk in the course of a week.

Fullerton L. Waldo of the editorial staff of the Philadelphia Public Ledger delivered an address Sunday before the foreign students at the University of Pennsylvania. During the last four or five years Mr. Waldo has made a number of trips abroad covering not only Continental Europe but the Near East and the Far East.

B. F. Doran, formerly of the Springfield (Mass.) Republican and editor of the Hog Island News until the recent suspension of that publication at the time of the closing of the Hog Island ship building plant, is a new member of the Business News Ledger staff of the Philadelphia Public Ledger, as are also: Walt Thomas, from the Peekskill (N. Y.) Evening News, and Edwin B. Pollard, Jr., formerly of the editorial board of the Pennsylvanian. Raymond A. Goldsmith, of Milwaukee, who has been on the Ledger business news staff for some time, has been advanced from the financial news department to general news director.

THE BUSINESS OFFICE

FRANK HICKS, for several years classified advertising manager of the Raleigh (N. C.) News and Observer and until recently advertising manager of the Henderson (N. C.) Daily Dispatch, has taken charge of the Todd County Tribune, at Long Prairie, Minn., as editor and manager.

Ernest Anderson, formerly Buffalo district advertising manager of the New York State Telephone Company, has become classified advertising manager of the Buffalo Evening News.

"Bob" Strong, for many years connected with the Chicago Journal in editorial capacities and formerly on the copy desk of the St. Paul Dispatch, has returned to St. Paul and connected himself with the advertising department of the Dispatch-Pioneer Press.

C. R. Bishop has been appointed Pa-

cific Coast representative for the Standard Rate & Data Service, with headquarters in San Francisco.

Wallace Crossley, former lieutenant-governor of Missouri and for the past ten years associated with W. C. Kapp in the Warrensburg (Mo.) Star-Journal, has purchased the interests of Mr. Kapp. Mr. Crossley will continue as editor. Mr. Kapp has not announced his plans.

Carroll J. Swan has been elected president of the Lantern Club, of Boston, an organization of New England magazine representatives. Ben L. Moyer is secretary-treasurer. Mr. Swan succeeds Tilton H. Bell and Mr. Moyer succeeds Charles H. Dorr.

R. L. Bouse, who has been handling financial advertising on the Philadelphia Record staff, has resigned to take a position with a local investment house.

George Tilles, Jr., formerly advertising manager of the Wilmington (N. C.) Dispatch, is now connected with the advertising department of the Wilmington Morning Star.

J. H. Ford, formerly advertising manager of the Buffalo Commercial, has joined the advertising staff of the New York Tribune.

John H. Cousins, who was private secretary to M. F. Hanson up until the latter resigned from the Philadelphia Record to become publisher of the Duluth Herald, is leaving the Record and going with the Automobile Exchange.

T. A. D. Weaver, formerly with the Chambers Agency, Inc., is now in charge of promotion work for the Bridgeport (Conn.) Post and Telegram.

T. F. Flynn, secretary of the S. C. Beckwith Company, spent the past week in Buffalo, Binghamton and other New York cities.

C. W. Fuller, formerly with the Christian Herald, New York, has become advertising manager of the Photo Play Magazine, New York.

H. E. Moyer, advertising manager of the Harrisburg (Pa.) Patriot News, is spending a few days in New York.

E. H. Harris, business manager of the Richmond (Ind.) Palladium, is in New York on a business trip.

WITH THE AD FOLKS

ROBERT T. WALSH has joined the Detroit staff of the Service Corporation, Troy, N. Y. Mr. Walsh has served as advertising manager of the Maxwell Motor Company, Briscoe Motor Corporation, the King Motor Car Company, most recently the Apex Motor Car Company.

J. S. Kuhne is now sales and advertising manager of the Marvel Needlecraft Works, New York. He has been with the company as educational director.

C. W. Dearden, advertising manager of the Strathmore Paper Company, has been appointed chairman of the exhibition committee that will direct the ex-

hibits to be held at the Convention of the Direct Mail Advertising Association at Springfield, Massachusetts, October 25th, 26th, 27th and 28th.

H. J. Mountray has been made advertising manager of the Borden Sales Company, New York, to succeed A. H. Deute, new general sales manager.

Chester A. Gauss has opened offices as an advertising counsellor at Newark, N. J. He has been engaged in technical editorial, advertising and advertising agency work, during the last ten years.

W. H. Washburn, recently Southern sales manager of the Walter M. Lowney Company, has joined the Federal Sugar Refining Company, at New York, as manager of syrup sales and advertising.

William M. Seabury has been designated general counsel of the Pan-American Advertising Association, with headquarters in New York. Mr. Seabury is also counsel for the Motion Picture Board of Trade.

John T. Balkam, for several years in the sales department, and later in the sales promotion department of the Pure Oil Company, has been appointed advertising manager.

W. Philip Frye has again become advertising manager of the Royal Worcester Corset Company of Worcester, Mass., a position which he held for 14 years prior to July, 1920, when he became advertising and publicity manager with the M. S. Wight Company, of Worcester.

TRANSFERS IN GEORGIA

Weeklies in Manchester and Winder Sold—Winder Times Suspended

(Special to Editor & Publisher)

ATLANTA.—Loehr & Peters, publishers of the Royston Record, have taken over the plant of the Manchester (Ga.) Mercury. V. L. Loehr continues in charge of the Record while Mr. Peters has taken editorial control of the Mercury.

The Windsor (Ga.) Bartow County Times has been merged with the Winder News, purchased recently by John W. McWhorter from R. O. Ross. Albert G. Lamar has been editor and publisher of the Times, which has suspended publication.

Missouri May Have New Printery

JEFFERSON CITY, Mo.—A bill providing for a state printing plant, with a printer and a \$100,000 appropriation for equipment, has been introduced in the Missouri legislature. Under the bill, the state printer would receive \$3,000 a year.

GEORGIANS TO MEET JULY 14

Name of Official Magazine to be Changed and Scope Enlarged

ATLANTA, Ga.—July 11 to 14 were dates selected for the annual convention of the Georgia Press Association at Washington, Ga., at a special meeting of the executive committee at the state capitol Saturday, March 12. The annual meeting will this year include an excursion at Tybee island, near Savannah, under the direction of W. G. Sutlive, of Savannah Press.

Members in attendance were President, J. Kelly Simmons of McIntosh; Ernest Camp, of Dalton; C. E. Butler; Ralph Meeks of Calhoun; Rush Burton of Lavonia; R. T. Cutcherson of Franklin, and Hal M. Kelly, Atlanta. The committee authorized a change in the name of the association's official magazine, the Georgia Press Bulletin, and it will hereafter be known as the Georgia Publisher.

No Oil—No Daily Papers

LIBERAL, Kan.—By a joint agreement the Daily News and the Daily Democrat, ceased publication as dailies on their March 12 issues and went back to their weekly status. Failure of the Liberal oil field to materialize and general slack in business were the contributing factors to the decision on the part of Warren Zimmerman of the News and J. B. Miller of the Democrat. Both promise if the oil field should ever open up, they will begin to issue daily again. The papers were established last summer.

Picture Page For Plain Dealer

CLEVELAND.—The Cleveland Plain Dealer has concluded to try out a picture page daily and Editor-in-chief E. Hopwood has placed one of the staff men in charge of the new venture "Larry" Kirkpatrick, for a year or more of the staff men working on Sunday and Feature Editor William Vorpe, has been transferred to the general copy desk.

Two Join A. M. P. A.

The Henderson (Ky.) Journal-Gleaner and the Idaho Falls (Idaho) Daily Press have been elected to actual membership in the American Newspaper Publishers Association.

Harris-Dibble Company Moves

After six years at 171 Madison avenue, New York, the Harris-Dibble Company has moved to 297 Madison avenue.

LEDGER SYNDICATE

News and Feature Services

Maintain Prestige—Create Circulation—Attract Advertising

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

All Needs of a Distinctive Newspaper

LEDGER SYNDICATE

INDEPENDENCE SQUARE PHILADELPHIA, PA.

Marysville Democrat

WE'LL BE GLAD TO TELL YOU
IF THE RETAILER
IS STOCKED WITH YOUR PRODUCTS
AND IF NOT, WHY NOT?
Are you interested?

EST.-
1884

CALIFORNIA

FLAT RATE
25¢ PER INCH

ENWRIGHT BRINGS OUT BOSTON TELEGRAM

City Sixth Evening Paper—First Edition, March 16, Consisted of 22 Pages—Concentrating on Local News

(By Telegraph to EDITOR & PUBLISHER)

Boston, March 17.—The latest addition to Boston newspapers is the Boston Telegram, which made its first appearance after many previous announcements, yesterday under the management of Frederick W. Enwright, as editor and publisher, who also has newspaper connections in other cities including Lynn.



Frederick W. ENWRIGHT

The Boston Telegram is to be an afternoon and evening newspaper, and will sell for one cent, the publisher states.

The first day's publication consisted of two editions, the first of which appeared on the streets around 2 o'clock, 22 pages in size. The major portion of the matter was local in character. There was also a sporting section and two feature pages, one devoted to interests of women. The United Press news service is used.

The Telegram gives Boston six evening English language dailies. The morning field has five. Mr. Enwright was formerly a reporter on the Boston Herald, Post and American. He established the Lynn Telegram in 1912, and in July, 1918, purchased the Lynn News and consolidated them.

NOT A "LEGAL DAILY"

Despite Its Name Buffalo Paper Loses Court Decision

ALBANY, N. Y.—The Legal Daily, of Buffalo, is not a newspaper within the accepted definition of the law, according to a decision handed down March 15 by the Court of Appeals in reversing the appellate division, fourth department, which reversed the decision of Justice Wheeler at the Erie special term in granting an injunction restraining the Buffalo city council from designating it as the official city newspaper entitled to do the city printing.

The court, with Judge William A. Andrews writing the opinion, answered the question certified that the Legal Daily was not a newspaper within the meaning of the law but remitted the proceeding to Justice Wheeler to take testimony as to the facts. The proceeding was instituted by Charles A. Finnegan, owner and publisher of the Buffalo Commercial, as a taxpayer, and was based on the charges that the Legal Daily was a technical publication, not printing general, local or current news adapted to the general reader or having a general circulation. The bid of the Legal Daily was \$29,850 for the city printing and Finnegan's bid was the next lowest, \$40,500. Judge Chase wrote a dissenting opinion.

Wrong Picture Expensive

ALBANY, N. Y.—Former Governor Martin H. Glynn, publisher of the Albany Times-Union, has settled an action brought against him by Bessie Clifford, a New York actress for alleged libel. The Times-Union published a story regarding Bessie Clifford, a London stage girl, in a sensational episode and by mistake used a picture of the New York actress of the same name.

WALSH FOUNDS SYNDICATE

THE Christy Walsh Syndicate has been established in New York with offices at 50 East 42d street, headed by Christy Walsh, former newspaper and advertising agency writer. After getting a start in newspaper work on the Los Angeles Herald as a reporter and as correspondent for a string of newspapers, he left California for Detroit, where he became publicity director and house organ editor of the Maxwell-Chalmers Automobile Company. Since 1917 he has been with



CHRISTY WALSH

the Van Patten Agency in New York. He has also gained some reputation as a cartoonist.

French Advertising Exhibited

A two weeks' exhibition of the work of a group of the younger French artists, who contribute advertisements, fashions and illustrations to the Gazette du Bon Genre, a French magazine in which the famous couturiers of Paris are interested and of which Condé Nast is the American publisher, has just opened at the Wildenstein Galleries, New York.

Britain O.K.'s Colonel Harvey

LONDON.—The British Government has given its formal approval to the appointment of Colonel George B. M. Harvey as United States Ambassador to Great Britain.

STANDARD NEWSPRINT

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

Get our price before placing your orders.

Caldwell Paper Company

Incorporated

489 Fifth Avenue New York

"Caldwell serves well"

INTERTYPE

"THE BETTER MACHINE"

Real Display Composition

PUBLISHERS AND PRINTERS—For distinctive typographical treatment in Text, Headletter and Display, we offer the simplest and most versatile Line Casting Composing Machine ever developed, the MODEL D-s.m. INTERTYPE.

Without complications, accessible, simple and durable. Sets from 5-point to a wide display 36-point, all under control of One Operator.

The essential Display composing machine for busy composing rooms.

Before you decide on your Line Casting Display Equipment, get full information about the simplest, and most economical Line Casting Composing Machine of them all.

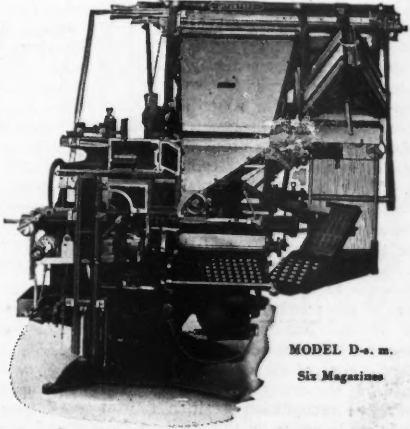
We will demonstrate its unlimited possibilities at your convenience.—Just write and ask.

INTERTYPE CORPORATION

General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

Middle Western Branch: Rand-McNally Building, Chicago, Ill. Southern Branch: 160 Madison Ave., Memphis, Tenn. Pacific Coast Branch: 86 Third Street, San Francisco, Cal.

MILLER & RICHARD, Canadian Representatives.



This page is a regular Weekly Feature of Editor & Publisher, devoted exclusively to the interests of the newspaper advertising manager.

THE ROUND TABLE

[Conducted under the auspices of the National Association of Newspaper Executives, the newspaper department of the A. A. C. of W.]

Criticism of any article or contributions should be sent Fred Millis, News Building, Indianapolis.

STANDARD OF PRACTICE PLACARDS SENT TO ALL A. A. OF A. A. MEMBERS

THE two colored placards of the "Standard of Merchandising Practice" prepared by the standing committee on agency relations of the National Association of Newspaper Executives, adopted by this body and also by the Inland Daily Press Association and by the Newspaper Representatives Association of Chicago, will be sent to members of the American Association of Advertising Agencies by Collin Armstrong, national chairman of the committee on newspapers.

Mr. Armstrong has written M. E. Foster of the Houston Chronicle, who is chairman of the standing committee of the National Association of Newspaper Executives, that he will urge all members to follow the practices set down in the standard.

"This brings the newspaper men of the country to a question to which they must give serious consideration," says Mr. Foster.

"Through our organization we have gone definitely on record in favor of certain practices. We have very definitely said that we would do certain things and that we could not do certain other things.

"Too often and too much in accord with the truth, it is said that newspaper practices are not standardized. Our standard of merchandising practice is set at the point where it will give us maximum selling efficiency with minimum expense. The giving of something for nothing other than reliable information is eliminated. Free letters, free selling, broadsides, securing of windows are supposed to be banished from newspaper business office language.

"One by one the great newspaper and advertising organizations of the country are adopting or endorsing this standard. It should be recalled that the standing committee on agency relations was authorized to represent the A. N. P. A. in its dealings with the A. A. A. Members of the A. A. A. now look to the standard of practice as the generally accepted and common-sense way method of newspaper co-operation with advertisers.

"They expect a newspaper to be constantly studying its market and to be making general surveys. They expect newspapers to be constantly educating the dealers along broad lines. They look to the newspapers for route lists. They feel sure that the newspaper will not sell goods or pay for printing or postage. Agencies deserve 100 per cent co-operation. They look for the newspaper to protect them by doing those things expected of them, and also to decline to do those things they have said they would not.

In order to acquaint those few newspapers of the country who are not members of the National Association of Newspaper Executives and who have not had a copy of the standard furnished them from the many organizations who have taken recognition of it, a reprint of it is made again on this page as follows:

The legitimate functions of a merchandising and service department are:

First—To study the local market and trade territory and be able to report intelligently thereon for both local and national advertisers.

Second—To furnish such information for prospective advertisers and to make market investigations which may be general in scope and applicable to many accounts, but to insist that the identity of the proposed advertiser be made known before reporting information compiled on a specific line.

Third—To endeavor to educate the dealer in better merchandising methods and to insist that advertised goods be furnished customers rather than "just as good" substitutes.

Fourth—To encourage adequate merchandising by supplying data, maps, route lists to the trade for the use of salesmen of the manufacturer or advertiser who has made a bona fide contract for advertising space.

Fifth—To decline requests for service that are clearly not within the province of a newspaper; such as selling goods or other canvassing, or the payment of bills for printing and postage of letters, broadsides, etc.

AUTO SALESMEN NOT FOLLOWING UP THEIR PROSPECTS

TO show automobile dealers, especially the local representatives that there is a potential market for automobiles, but that automobile sales organizations have been suffering from "stage fright" for the past nine months and have not gone after business aggressively, the Indianapolis News' merchandising and service departments have just completed a city survey of sales of which the following is a summarized report:

"Nine per cent of those who do not own a car at present contemplate purchasing. Fifteen per cent of those who already own cars expect to replace them. There are 4,908 families in Marion County who do not own cars who expect to buy cars soon. Also 4,030 families who now own automobiles expect to replace them.

"This means 8,938 prospective automobile purchasers; 88 per cent of these have definitely made up their minds to purchase new cars, 4 per cent will buy used cars. The other 8 per cent are undecided.

"Here is the way these 8,938 avowed automobile prospects line up as to the exact time they expect to make their purchases:

53.5 per cent expect to buy this spring;
17.5 per cent do not know when they will buy;
7 per cent will buy in summer;
7 per cent will buy in two years;
4.5 per cent will buy in fall of 1921;
4.5 per cent will buy in three years;

RUN IT FOR NOTHING

HERE is your chance, you newspaper publishers who haven't enough worry in trying to meet white paper costs while holding back your mob of howling advertisers who want advertising rates cut.

One V. S. Mayer of Minneapolis is asking publishers over the country whether or not "his business is worth gambling for." All you have to do to gamble with Mr. Mayer is to run his copy in your paper for a few days for nothing. Then with his "very efficient" checking system he will find out whether or not your paper can handle his business to his satisfaction.

Mr. Mayer's letter, which has evidently gone to every newspaper in the country, starts: "We are presenting a proposition which might be the beginning of some big business between us. We have always been large national mail order advertisers. Our yearly appropriation exceeds \$100,000.00." (Note he put the zeros on the end of the figure.)

No reputable newspaper in the country will fall for this. The matter is being placed in the hands of the National Vigilance Committee of the A. A. C. W. for investigation.

Mr. Mayer is 20 years late.

MIL-LADY'S CLOSED CAR WEEK

AS a stimulus to the retail sales of closed automobiles, the Milwaukee Sentinel during the week of March 7 to 12, put over a "Mi-lady's Closed Car

Week' that has attracted considerable attention in automobile and newspaper circles.

This same week was Style Week in Milwaukee merchants and the thought of the Sentinel was that the automobile dealers could "cash in" on the great interest aroused among the women of Milwaukee during that particular week by calling to their attention in a conspicuous way the comfort and style of closed automobiles.

Thirty dealers co-operated with the Sentinel in this enterprise and made special displays.

The Sentinel printed and distributed among the dealers for display purposes Mi-lady Car Week posters. The Sentinel also published on the Sunday before a twelve-page Closed Car Special using the same illustration for a full page layout that was used in the poster. In this edition there were thirty quarter page advertisements no copy but run either larger or smaller than the size.

Following this during the week quarter page co-operative advertising was run for six days. A. B. Garrigault, advertising manager of the Sentinel,

COCO-COLA'S TRADE MARK

ATLANTA.—Net sales of \$32,340,000 for 1920 are shown in the annual report of financial operations of the Coca-Cola Company, for the year ending December 31, 1920, that has just been made public. Profits for the year amounted to \$2,439,166, with a surplus of \$303,148, after \$2,136,018 had been deducted for Federal taxes and dividends. The consolidated balance sheet shows an increase of almost \$2,000,000, while inventories increased more than \$5,000,000. Bills payable increased by \$7,500,000. Total assets are \$40,206,339, of which amount \$24,960,222 represents the value of the formulae, trade marks and patents—the accumulated value of the turns on the advertising the company has done in the past.

SULLIVAN NEW MASS. V.P.

JOHN SULLIVAN, advertising manager of the Worcester (Mass.) Evening Post, has been appointed vice-president of Massachusetts by Charlie Miller. Mr. Sullivan will fill the unexpired term of John Plumb, who has recently accepted a position as advertising manager of the Syracuse (N. Y.) Post Standard, thus taking him out of the State.

TWO NEW MEMBERS

NEW members of the National Association of Newspaper Executives are the Halifax (Canada) Chronicle, which E. C. Young is manager, and the Lima (Ohio) Republican-Gazette, which W. J. Galvin, is business manager.

TO HAVE HOUSE WARMING

A. L. SHUMAN expects to have a formal opening and house warming of their new building for the Worth Star-Telegram in the very near future.

FOR THE CIRCULATION MANAGER

This department is a regular feature of EDITOR & PUBLISHER. Suggestions or contributions should be sent to Fenton Dowling, Editor & Publisher, 1116 World Building, New York.

THE GARD BILL

H. H. FRIS, circulation manager of the El Paso (Tex.) Herald, calls attention to a bill introduced by Mr. Gard in the House of Representatives, for the District of Columbia, which concerns the employment of any person under eighteen years of age, pointing out:

"Section No. 200 of this bill reads that no boy under 12 years or girl under 18 years of age shall sell, expose, or offer for sale any newspapers, magazines, periodicals, or any other articles of merchandise of any description, or shall distribute handbills or circulars in any street or public place.

"Section No. 201 says that no boy under 16 years of age shall engage in any of the trades or occupations mentioned in section No. 200, in any street or public place for more than six consecutive days in any one week, or more than 48 hours in any one week. There is danger that such a law in Washington will serve as a model for similar bills to be presented in other parts of the country.

"I hope every circulation manager will take the matter up with his Congressman and also send a letter of protest to Carl E. Mapes, chairman of the committee of the District of Columbia."

NEWSIES NOT A NUISANCE

Irving Slown, 17 years old, a newsboy, was arrested March 10, at Broadway and 34th street, New York, by a patrolman. The officer entered a complaint that by crying his wares the youth had made "an unusual and improper noise to the inconvenience of pedestrians." Magistrate McQuade in Jefferson Market court reproved the officer and set Slown free. "Newsboys are not a nuisance," he said, "the public enjoys them."

department under the heading "Our News Boys," instead of issuing a special News Boy's Junior. Explaining why, Circulation Manager Ameringer says: "In the first place I wish to use this space in boosting our circulation in the same manner as do other newspapers through their News Boys' Junior. In the second place, I want our subscribers to become personally interested in 'our' newsboys. Naturally they will read that part of the paper and by doing so will more thoroughly appreciate the work of the boys and be in a better position to give them their utmost co-operation by helping them conduct their routes more efficiently."

Raymond B. Pierce, for eleven years was a member of the Worcester Telegram circulation staff, has rejoined the staff after a brief absence during which he was in the advertising department of the Graton & Knight Company.

ST. PAUL.—The Boys and Girls page of the Sunday Pioneer Press has a "snap shot" contest, the pictures being devoted to winter scenes.

The Boston Newsboys' Club this week vacated the quarters at 277 Tremont street, which it has occupied since establishment twelve years ago. A thorough search has failed to bring to light other suitable quarters. Six hundred newsboys are committed to the task of finding a new club site.

"In my opinion whatever we do in character building work for boys helps to make the circulation game interesting and we, in that way, can accomplish a great deal more for our publishers," says H. H. Fris of the El Paso (Tex.) Herald, who is chairman of the welfare committee of the I. C. M. A. "The El Paso Herald recently opened up a Happy Hour Hall for the news boys and carriers. We have organized a glee club and in a short time we expect to have seventy members. Also, arrangements will be made to organize a Mexican News Boys' Band. The Mexican newsboys of the El Paso Herald have a boy scout troop. Ninety per cent of the El Paso Herald's carriers and news boys are members of the Y. M. C. A. or boy scouts and more than 90 per cent attend Sunday School classes."

ST. PAUL.—The Sunday Pioneer Press has instituted a contest for the best school yell, cash prizes being contended for.

The annual meeting of the Interstate Circulation Managers' Association will be held in Pittsburgh, March 22.

ILLINOIS
Ranks High in Many Fields

It compares favorably with the other states in various fields.

It ranks second in farm implements and machinery; railroads and their equipment; real property and assessments; coal production; corn production; wheat; oats; and in total wealth of the United States.

It is third in total crop value of the United States, value of manufactured products; production of hay, and total population.

Fourth in pig iron production; and children enrolled in public schools.

Fifth in petroleum.

Seventh in number of cows.

What more could you ask in way of a market.

This list of newspapers covers the Illinois territory.

	Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
Bloomington Pantagraph (M)	17,820	.05	.05
Chicago Evening American (E)	364,769	.60	.60
Chicago Herald-Examiner (M)	344,538	.55	.55
Chicago Herald-Examiner (S)	626,637	.75	.75
Chicago Daily Journal (E)	116,243	.26	.24
†The Chicago Daily News (E)	412,020	.65	.65
Chicago Evening Post (E)	52,981	.25	.12
*Chicago Tribune (M)	437,158	.70	.70
*Chicago Tribune (S)	711,254	1.00	1.00
*Lincoln Courier-Herald (E)	1,827	.02	.02
Moline Dispatch (E)	10,189	.04	.04
*Peoria Journal-Transcript (M&E)	31,011	.11	.09
Peoria Star (E)	22,913	.075	.06
Rock Island Argus (E)	9,072	.04	.04
Sterling Gazette (E)	4,863	.03	.03

Government Statements, October 1, 1920.
†Publishers' Statement.
*A. B. C. Publishers' Statement, October 1, 1920.

NEWS AND NOTES

OTTAWA, Ont.—The Journal recently sent Capt. M. B. Walker, a member of the reportorial staff, on an airplane trip from Ottawa to Camp Borden, for the purpose of investigating the possibilities of air service for delivery of newspapers in Ontario. His report was a favorable one, of interest both to the public and the circulation department.

A recent student of American circulation methods has been M. Oishi, representative of Kokuim Shinbun, of Toyko, Japan, having a circulation of 300,000 copies with nineteen editions each day. Going to press at 5 a. m. and finishing at 4 p. m. It is called a daily paper and ranks second in circulation among the fifteen daily newspapers printed to Tokyo. Mr. Oishi, a young man of 25 years, a graduate of the Japan university of Tokyo, with his winning smile, his bright personality and democratic manner has made a large circle of friends. The first lessons in American circulation ingenuity has been given him by Louis F. Gautier, traveling representative of the New York World, on a tour of a number of Jersey towns, ably assisted by I. Finkle, manager and proprietor of the Essex County News Company.

The Halifax (N. S.) Herald is the first Canadian daily to adopt the news-box newspaper vending machines now made available to all Dominion papers through the change in the size of the Canadian penny.

COLUMBUS, Ga.—Street sales of the Ledger are reported to have increased about 400 per cent in a single month's time as the result of a street sales contest arranged by the circulation department in which a \$20 suit of clothes was presented to the boy whose total sales for the month reached the highest mark.

Saturday edition of the Oklahoma Leader, of Oklahoma City, carries a

WISCONSIN

is the second largest state in the Union in manufacturing farm implements.

is the fourth largest state in the production of paper.

has some of the largest grain elevators in the world.

has the largest motorcycle factory in the world.

tobacco pays more per acre than that of any other state.

has more available water power, near large markets, than any other state.

with its annual cranberry crop would make 4,000,000 delicious pies.

Are these facts interesting to National advertisers? Do you know that if you would sell your merchandise in Wisconsin that these daily newspapers could and would secure your buyers for you. Wisconsin people like their own newspapers best.

	Circulation	Rate for 5,000 lines
†Appleton Post-Crescent (E)	7,915	.035
Beloit News (E)	7,814	.045
Eau Claire Leader-Telegram (ME&S)	7,957	.035
*Fond du Lac Reporter (E)	5,325	.03
Green Bay Press-Gazette (E)	9,716	.04
Kenosha News (E)	5,262	.025
La Crosse Tribune and Leader-Press (E&S)	12,085	.05
Madison (Wis.) State Journal (E&S)	13,371	.05
†Milwaukee Journal (E)	113,888	.20
†Milwaukee Journal (S)	92,031	.20
Milwaukee Sentinel (M&E)	82,927	.14
Milwaukee Sentinel (S)	74,608	.14
Racine Journal-News (E)	8,092	.045
Superior Telegram (E)	18,091	.05
†Superior (Wis.) Sunday Times (S)	10,000	.055

Government Statements, October 1st, 1920.
 *A. B. C. Publishers' Statement, October 1st, 1920.
 †Publishers' Statement, September 1st, 1920.
 ††Publishers' Statement, March 1, 1920.

MAKING CLASSIFIED PAGES PAY

A weekly feature of Editor & Publisher conducted by C. L. Perkins, executive secretary of the Association of Newspaper Classified Advertising Managers. You are invited to bring your classified problems to this department for discussion.

ATLANTA CONVENTION PROGRAM

PLANS for the second annual convention of the members of the Association of Newspaper Classified Advertising Managers are well under way. From present indications about one hundred newspapers will be represented at this meeting, which will be held in Atlanta, June 13 to 16, which is the same time as the Associated Advertising Clubs convention.

The program committee, of which John L. Irvin of the Des Moines Tribune and Register is chairman, has submitted a most comprehensive program. Last year the program consisted entirely of round table discussions. This year, however, a number of speeches on interesting topics by competent men, have been included. One of these will be on the "Psychology of Classified Advertising" delivered by a well known professor of psychology from a large university.

The program also has a place for a speech entitled "Classified Advertising as a Publisher Sees It." This will be given by one of the most prominent publishers in the United States.

The great majority of the time will be devoted to round table discussions covering every phase of classified with particular emphasis devoted to methods of selling. It is the aim of the committee to have this meeting give more about methods of increasing lineage rather than methods of handling business secured. The Thursday night program consisting of five-minute talks in which every member will submit his best business building idea. Prizes will be awarded to those submitting the best plans. The speakers and chairmen of the various meetings will be announced in a few weeks.

The following is a copy of the program as submitted by the committee:

MONDAY, JUNE 13, 1:30 P. M.

Address by President L. J. Boughner, Classified Advertising Manager, The Chicago Daily News.
 Appointment of Special Committees.

Rates, the Foundation of Classified Advertising Revenue.

Relation of display and classified advertising rates.
 Flat and sliding scale.
 Different rates for different classifications.
 Should the foreign advertiser pay a higher rate than the local advertiser?
 Cash and charge rates: Should the transient advertiser who pays in advance secure a lower rate than the charged advertiser?
 Contracts and contract rates.

How much reduction in rate is the contract advertiser entitled to?
 Which form of contract is best for the advertiser—daily or bulk space?
 Should newspaper discriminate against the smaller contract advertiser by granting a lower rate to the advertiser who will contract to use more and larger space?

Censorship—Essential in Developing Reader Confidence.

Misclassification.
 Employment agency advertising.
 House dealer advertising.
 Furniture dealers, musical instrument dealers, live stock dealers, automobile salesmen, etc.

Storage house advertising.

Money to loan advertising.
 Commonly-called objectionable advertisements.
 Advertisement which call for money; detective schools and bureaus, story and scenario writing courses, matrimonial advertising, home-work schemes, investment advertising which promises large or unusual returns. Help Wanted advertisements which require investments, wild-cat corporation stocks, hazardous mining propositions, objectionable medical advertising; palmists, horologists and other fortune tellers; correspondence schools which seek students through keyed addresses, etc. Each of the above classes of advertising will be discussed individually.

Copy editing.
 Abbreviations and their abuse.

MONDAY, JUNE 13, 7:00 P. M.

The Importance of Typography and Make-up in Building Volume.

Body type.
 Display type in classified.
 Should it be continued?
 Penalizing display type by higher rate?
 Could reader interest in classified advertising be increased by the elimination of display type?

White space and indentions.
 Irregular arrangement of type in classified advertisements.

Broken column in classified.
 Do advertisements which break the column rules dominate the page to such an extent as to reduce the pulling power of the smaller advertisements on the page or adjoining page?

Is the classified advertising page broken columns as inviting to the reader—as easy to read and, therefore, more productive?

Illustrations in classified advertisements.
 Do comic strips and other fixed features, when placed on the classified advertising pages, increase the reader interest in Want Ads?

Styles and sizes of classification headings.
 Proper size.

Legibility.
 One line vs. two line captions.

Rules: cut-off and heading.
 Waved rules vs. straight rules.
 Proper location in paper for classified advertising section.

Proper arrangement of classifications.
 Nine column page vs. eight column page.
 Marking the paper for the composing room.

Standardization: A Necessity in the Future.

Statistics.
 Rate Cards.
 Abbreviations.
 Headings.

TUESDAY, JUNE 14, 1:30 P. M.

"The Psychology of Classified Advertising" By a University Professor of Psychology.

Developing the Foreign Field.
 Direct mail advertising vs. special advertising display in the mail editions of your own newspaper.

Lists of advertisers and how to compile them.
 Putting the "punch" in your sales letters.
 Will your opening paragraph arouse interest?

Is your argument logical?
 Will your closing paragraph "clinch" the sale?

Clipping classified advertisements from other publications and securing them for your own newspaper.

Booklets, coupons, testimonials and enclosures, and their proper use.
 How direct advertising can be used profitably in the development of certain classifications.

Importance of knowing your market thoroughly before you launch your mail campaign.

First class mail vs. one cent postage.
 Stamping the return envelope which enclose with your letter.
 The cost of mail promotion work.

Special representatives in other cities.

Advertising Agencies.

Agency commissions and cash discounts.
 Extra commissions to so-called classified advertising brokers.
 Failure of some agencies to remit amounts with their orders.

Paying for listings and space in classified advertising agencies booklets and catalogs.
 Co-operating with Classified Advertising Agencies.

WEDNESDAY, JUNE 15, 1:30 P. M.

"Classified Advertising as the Publisher Sees It."
 By a Leading Publisher.

Selling More Classified Advertising Over the Telephone.

Telephone Salespeople.
 System in the telephone room.
 Men or women solicitors.
 Essential qualifications of telephone salespeople.

Training salespeople.
 Special training to develop salespeople specific classifications or accounts.

Effect on advertiser of persistent salespeople who "hangs on" vs. one who is less insistent.

Proper time to solicit over the telephone.
 Methods of assigning leads to telephone salesmen.

(Districts, classifications, telephone changes, etc.)
 Telephone salespeople as means of supplementing work of street salesmen.

Calling expired orders.
 Selling contracts over the telephone.
 Handling contract accounts by telephone instead of personal solicitation.

Combination salespeople and ad-takers.
 Telephone solicitors' daily reports.
 Methods of payment as an incentive for salesmen or saleswoman to do better work.

Salaries.
 Commissions.
 Bonuses.
 Prizes.
 Etc.

NISSEN OF LOS ANGELES

MR. NISSEN entered newspaper work as purchasing agent for the Los Angeles Herald in 1913. From the purchasing department Mr. Nissen entered the advertising field, acting for four years in the capacity of display salesman. His work then earned for him the position of advertising promotion manager of the Herald. Mr. Nissen was head of the Herald's promotion work until last November, when he was appointed classified advertising manager. Since assuming his present duties, Mr. Nissen and his department have made substantial gains over the best year in the paper's history.



C. B. NISSEN

of building classified. With such benefits derived from an exchange of ideas, by the thirty men attending last year's convention, how much greater will they be this year with three times as many to contribute their knowledge? There is not a publisher in this country who could not profitably send his classified manager to Atlanta next June.

Furthermore there is not a publisher in the country, with a classified department, who will not send his representative if he realizes the value which the trip will mean, in dollars and cents, in the earnings of his paper.

Howe Heads Vermont Editors

BARRE, Vt.—Nearly forty members of the newspaper profession in Vermont gathered here on March 11 for their annual mid-winter meeting. The business session in the afternoon, resulted in the election of F. E. Howe of Bennington to the presidency and Harrison Thayer of Essex Junction to the office of secretary-treasurer. J. E. Hussey of Boston, representing the International Paper Company, explained the newsprint situation and R. T. Patton of Skowhegan, publisher of the Independent Reporter, also spoke. At the banquet talks were given by Governor Hartness and Congressman F. L. Greene.

Entertained in "Booby Hatch"

SALEM, Ore.—Newspaper men who are members of the Oregon legislature and those who are here covering the present session were guests a few nights ago of Dr. R. E. Lee Steiner. Dr. Steiner is superintendent of the state hospital for the insane, but that fact, it is understood, is no reflection upon his temporary guests. Elbert Bede, reading clerk of the house and editor of the Cottage Grove Sentinel, was toastmaster. Talks were made by Representatives Ben Sheldon and Frank Davy, Senator Bruce Dennis, Don H. Upjohn, Ralph Watson and the host.

Hermit Club in Bridgeport

BRIDGEPORT, Conn.—The newest organization of especial interest to newspaper men is the Hermit Club, now forming. Actors, theatrical men and newspaper men are eligible. William E. Burton, who studied law while working on Danbury and Bridgeport newspapers and later passed the bar examinations, is acting as temporary president. Handsome clubrooms are planned.

THE RICHEST AREA OF ITS SIZE IN NATURAL RESOURCES

WEST VIRGINIA

The land area of West Virginia is 24,022 square miles or 15,374,000 acres. Of this there is a very large amount still in virgin forest, while the coal area of the State is estimated by some to reach 17,000 square miles, or equal to the combined coal area of Europe, excluding Russia.

Owing to the varied character of its soil and climate, its resources of raw materials, its possession of vast supplies of cheap fuel,—coal oil and gas—its tremendous potentialities of hydro-electric power and its excellent transportation facilities, West Virginia offers innumerable opportunities to the National manufacturer for the sale of his merchandise.

West Virginia daily newspapers bring the advertiser and consumer together, the result of which is "consumer demand." These daily newspapers do the work for you.

		Rate for Circu- 5,000 lation lines		Rate for Circu- 5,000 lation lines	
Bluefield	‡‡Telegraph ... (M)	5,071 .025	Martinsburg	‡Journal (E)	4,800 .03
Charleston	**Gazette (M)	13,562 .05	Parkersburg	‡‡News (M)	5,053 .02
	**Gazette (S)	14,585 .05		‡‡News (S)	6,327 .02
	‡Daily Mail (E&S)	13,590 .04		**Sentinel (E)	6,059 .024
Clarksburg	‡‡Exponent ... (M)	7,481 .03	Wheeling	‡‡Intelligencer (M)	10,338 .04
	**Telegram ... (E)	8,118 .035		‡‡News (E)	14,166 .06
	**Telegram (S)	9,565 .035		‡‡News (S)	14,166 .06
Fairmont	**West Virginian (E)	4,903 .03		‡‡Government Statements, Oct. 1, 1920.	
	‡‡Times (M)	5,065 .03		**A. B. C. Reports, Oct. 1, 1920.	
Huntington	**Herald-Dispatch (M)	10,688 .035		‡‡Publisher's Statement.	
	**Herald-Dispatch (S)	10,848 .035			

Telephone Ad-takers.
Paper equipment.
Increasing size of copy and number of in-
sertions.
Promoting ad-takers to telephone sales room.
Very time operators.
Methods of payment.
Classifying advertisements by telephone.
WEDNESDAY, JUNE 15, 7:00 P. M.
Managing the Business of the Street Sales-
men.
Fixed or definite district for street salesmen
vs. plan of assigning them to specific
territories exclusively.
Classifying salesmen's districts occasionally to
prevent men from becoming "rusty."
Men vs. women solicitors.
Maintaining competition for street salesmen
in their own districts or territories.
Assisting salesmen by direct mail advertising.
Methods of training salesmen; keeping them
supplied with arguments and sales talks.
Salesmen's reports.
Size of staff:
Men for special classes.
Contract men.
Charge men.
Cash men.
Maximum number of active accounts sales-
man can handle successfully.
System of payment:
Salaries, commissions, etc.
Contests, prizes and bonuses as a stimulus
to street salesmen.
Service to advertisers.
Solving Problems of the Classified Man-
ager.
Special pages and special editions in classi-
fied.
Do they build permanent, future business?
How a newspaper's editorial and circulation
policies have a direct bearing or influence
on the pulling power of its Want-ad col-
umns.
Harmful practices unscrupulous competitors,
and how to counteract them.
Classified Advertising or Want-ads?
Does the public, generally, know what is
meant by Classified Advertising? Could
the name Want-ads be substituted and
eliminate a great deal of the confusion
which now exists, without any harmful
effects?
THURSDAY, JUNE 16, 1:30 P. M.
Classified Advertising Promotion and Pub-
licity.
Newspaper Display.
Comparative values of different locations in
paper for classified promotion advertise-
ments.
Should promotion advertising seek to secure
more readers of classified advertising or
create new advertisers?
Effective use of street car advertising.
Billboards and posters as builders of classi-
fied advertising.
House to house canvassing.
Solicities.
Creating good will through the use of
prizes to Want-ad patrons.
Educating classified advertisers to write
better copy.
Creating interest in classified advertising
through news items.
Prizes and Collections.
Basis of credits.
No credit lists.
Methods of billing.
Methods of collecting.
Collection costs.
Adjustments.
Corrections.
THURSDAY, JUNE 16, 7:00 P. M.
Most Successful Business-Building Idea
or Selling Plan I Ever Used."
A series of short talks by members of the
Association of Newspaper Classified Adver-
tising Managers.
Every member of the Association is eligi-
ble to enter—in fact, it is expected that
everyone present at this time will contribute
at least one good business-selling idea or
plan which he has used successfully and
which the remaining members can take home
with them and put to work. The lid is off;
there's no limit. Each member may contri-
bute as many good ideas as he wishes.
To the person submitting the best, most
practical classified creating idea, in its en-
tirety, a prize of \$20 will be given.
For the next best business-building plan
a prize of \$10 will be given.
A third prize of \$5 will be awarded to the
person who, in the opinion of the judges,
submits the next best plan or idea for in-
creasing the volume of classified advertising
on any newspaper.
The judges, whose names will be an-
nounced at the beginning of the session, will
be appointed by President Boughner.
Reports of Special Committees.
Selection of Officers.
Adjournment.
All those who attended the meeting in
Baltimore last year have proven be-
yond doubt, the value of these gather-
ings. By applying ideas learned there,
the papers have increased their classi-
fied revenue by thousands of dollars and
saved by discovering new methods, have
saved in operating expenses many times
the cost of the trip.
In addition to the many tangible re-
sults secured by absorbing specific infor-
mation, one of the greatest values was
the development of a greater realization
of the power of classified advertising
and a resulting enthusiasm in the work

"KNIFING" NEVER PAYS *

National Advertiser Gives Sound Advice to Six-Point League

The space buyer wants concrete information and is not interested in what newspaper publishers think about their competitors, according to A. H. Deute, general sales manager of the Borden Sales Company, who spoke at the monthly luncheon of the Six Point League, March 15, on "Newspaper Cooperation from the Standpoint of the Space Buyer."

Mr. Deute told of several instances, illustrating his point. In one town, he was advertising his products in a certain newspaper, when its competitor came to him and told him that the rival paper was no good. He gave numerous reasons why he should use his paper instead. This Mr. Deute did. The publisher who had lost the advertising immediately came back with his argument, and, as a result, the advertiser decided he could get along very nicely without either newspaper in that particular town.

In Tulsa, Okla., a publisher wrote to Mr. Deute's company, telling just what service his newspaper could give. So impressive were the letters, that they gave the paper some advertising. In the meantime, the representative of Mr. Deute's company in Tulsa wrote that this paper was the smallest in the town. The company used it just the same, and in a few days the newspaper publisher, himself wrote, saying that he did not think his paper was large enough to handle all of the advertising and suggesting that another newspaper in the same town be used. His advice was complied with, and both papers got some business.

Mr. Deute thinks publishers of newspapers should try this plan, rather than "knifing" competitors, which, he says, is constantly the case.

About ninety members of the League were present.

FIRST ALASKAN WOOD PULP

Government Receives First Samples of Juneau Mill Product

(Special to Editor & Publisher)

WASHINGTON.—Alaska is now manufacturing wood pulp. The Department of Agriculture announced March 13 the receipt of samples of the first run of a new mill established near Juneau, in the Tongass national forest. Forest service officials, after examining the samples, said that the establishment of the mill marked another milestone of progress in pulp production for the newsprint industry.

The mill near Juneau is the first to be established in the territory, and is op-

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc. New York

erated by hydro-electric power. It has a capacity of twenty tons of pulp a day, with power resources available for increasing the output to 250 tons. The samples received here are spruce pulp, but hemlock also will be ground in quantities for newsprint purposes, officials said. Later it is planned to enlarge the mill so as to make paper.

Forest service officials said that an area of the Tongass national forest containing 2,000,000,000 feet of pulp-making timber would be placed on the market soon in response to inquiries from prospective paper manufacturers.

Extend Cable Modus Vivendi

WASHINGTON.—A continuation of the modus vivendi, which has governed the International Communications Conference in its consideration of the division of former German cables, was decided upon March 15 at a meeting of the delegates of the five allied and associated powers when the agreement was due to expire by limitation. In extending it no fixed date was set for its expiration. The delegates merely contented themselves with an informal engagement to continue the provisional understanding by which the conference had operated. It is expected that another meeting of the delegates will be called early next week.

J. R. Booth Company Sued

OTTAWA, Ont.—Action has been instituted by the Attorney-General of Ontario against the John R. Booth firm, which is accused of having cut timber estimated at two million feet on the Boncherre river limits of the Golden Lake Lumber Company. Damages to the extent of \$40,000 are sought. The defence is that rights to cut this timber were properly obtained.

Fined \$31.15 For Stealing Papers

DECATUR, Ill.—A crusade by the Decatur Review against persons stealing copies of the Review from porches resulted in the arrest this week of Henry Wonders who pleaded guilty to malicious mischief and was fined \$31.15. Wonders said he took the paper because he was out of work and was looking at the want ad section in hopes of finding a job.

FIRST IN 1000 NEWSPAPERS

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

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

World Wide Advertising Corporation

Advertising Counsel

One West 34th St., New York

Telephones Fitzroy } 2969 5111

Cable Address:

SCHOLZEM, NEW YORK

PORTLAND ENACTS AD LAW

City Supplements Oregon Statute, Requiring License for Poster Men

(Special to Editor & Publisher)

PORTLAND, Ore.—Oregon's state law against fraudulent advertising is now supplemented in Portland by a municipal ordinance of the same general tenure. The ordinance has been passed by unanimous vote of the council at the request of the Better Business Bureau of the Ad Club and with the approval of the newspapers.

The ordinance contains iron-clad provisions against untrue, deceptive or misleading statements in advertising, whether printed in newspapers or circulars or on billboards. It also provides that all second-hand, blemished and defective articles shall be marked as seconds and advertised as seconds.

The ordinance further makes it obligatory for each person engaged in the placing of advertising matter to wear a numbered metallic badge designating such person a licensed distributor or bill-poster.

No person, firm or corporation will be permitted to post or distribute any advertising matter without obtaining a license. Goods manufactured in Oregon, however, are exempt from this provision.

Betts Proposes Truthful Ad Bill

ALBANY, N. Y.—A bill the aim of which, the introducer, Assemblyman Betts, said, was "truth in advertising," and support for which should be given in behalf of "honesty in business," was the subject of a hearing by the Assembly Codes Committee March 15. As-

semblyman Betts and representatives of advertising interests appeared in support of the measure. Henry W. Keelen of Buffalo was the only objector. Richard H. Lee, counsel for the Associated Advertising Clubs of the World, characterized unscrupulous and fraudulent advertising as a menace to the industrial advancement of the nation.

Hawaii Demands, Translations

HONOLULU, H. I.—Translations of a matter published in a foreign language with the exception of bona fide advertisements would have to be filed with the Territorial Secretary of State according to terms of a bill introduced in the Territorial Senate at the instance of the American Legion. Y. Soga, editor of the Nippu Jifi largest Japanese newspaper published in Hawaii, said that the bill would put Japanese newspapers out of business, owing to the expense that would be entailed in providing translations.

Nearly every person in Richmond reads The NEWS-LEADER

The NEWS-LEADER's circulation in Richmond is greater than that of all the other Richmond papers combined. The NEWS-LEADER's circulation in Virginia is greater than any other Virginia newspaper. The sworn statements of the Richmond papers show the NEWS-LEADER has a daily circulation in Richmond which is more than three times greater than its nearest competitor. Foreign representatives: The Kelly-Smith Co., Chicago, Ill. Marbridge Building Kelly-Smith Co. B'way at 34th St. Lytton Building New York City. J. B. Keough, Candler Bldg., Atlanta, Ga.

The Pittsburgh Post



has the second largest morning and Sunday circulation in Pittsburgh.

FIRST

In 1920 The New York Times published 23,447,395 agate lines of advertising—5,295,386 lines more than any other New York newspaper. Hundreds of columns were omitted because of the lack of space or declined as objectionable under the censorship rules of The Times.

The New York Times

"All the News That's Fit to Print"

THE VALDOSTA, GA., TIMES

is the only daily newspaper published in Valdosta and Lowndes Counties. Although the population of Valdosta is less than 11,000, its bank deposits and sources are larger than any town of its size or larger, in Georgia. Use the DAILY TIMES and cover the city and surrounding rich farming section.

Represented by Frost, Landis & Kohl CHICAGO NEW YORK ATLANTA

OF THE SHAFFER GROUP

The Indianapolis Star, The Muncie Star and The Terre Haute Star compose The Star League of Indiana. The Star League of Indiana reaches the maximum buying power of Indiana at minimum cost, every morning of the year.

THE STAR LEAGUE OF INDIANA

Thoroughly Covers Indiana OF NEWSPAPERS

THE NEW YORK EVENING JOURNAL

has the largest circulation of any daily newspaper in America.

TIPS FOR AD MANAGERS

I. W. Morton Advertising Agency, 23 Irving place, New York. Again making contracts with newspapers generally for Kops "Nemo" corsets, 23 Irving place, New York.
Frank Presbrey Company, 456 Fourth Avenue, New York. Placing orders with some New York newspapers for Keystone Instant Food Company, Danbury, Conn.
W. H. Rankin Company, 104 S. Michigan Street, Chicago. Making new contracts with newspapers for the Haynes Automobile Company, Kokomo, Ind. Reported to have secured following accounts, Schaeffer Fountain Pen Co., Janesville, Wis., and Lightolier Co., New York City.
Saxe Advertising Agency, 519 Washington Street, Boston. Reported to later place orders with some New England newspapers for East-Pacific Company, "Pollyanna Hair Net"
Frank Seaman, Inc., 470 Fourth Avenue, New York. Handling the advertising for Hartford Fire Insurance Company, Hartford, Conn.
A. Walter Thompson Company, 242 Madison Avenue, New York. Again placing orders with newspapers in various sections for Lyster & Co., gloves, 45 E. 17th Street, New York.
McCutcheon-Gerson Service, 64 West Randolph Street, Chicago. Has secured account of McCollan Refrigerating Company. A newspaper campaign in certain districts is contemplated.
Gardner & Wells, 402 Rush Street, Chicago. Handling the following accounts, J. L. Crut & Bros., "Elkhorn Cheese", Chicago, and Nuway Motor Company, Lansing, Mich.
Grandin-Dorrance-Sullivan, 151 Fifth Avenue, New York. Reported to be preparing for some rotogravure advertising for Marie Nous Garment Company, negligees, St. Louis.
Greenleaf Company, 516 Fifth Avenue, New York. Placing orders for eight additional sections with newspapers for Consolidated Cigar Company. East End Avenue and 81st Street, New York.
Greenleaf Company, 41 Mt. Vernon Street, New York. Placing advertising for Stedman Program Company, "Steady-man" golf sole and ball, and Stedman "Naturalized Flooring", South Braintree, Mass.
Frances Holmes Advertising Agency, 1120 Van Noy Building, Los Angeles. Reported preparing plans for a newspaper campaign for Van Landingham, canned tuna and sardines.
Philip Kobbe Company, 208 Fifth Avenue, New York. Again placing orders with newspapers for Manahan Moth Paper Company, West 3rd Street, New York.
Lord & Thomas, Mellers Bldg., Chicago. Again making contracts with newspapers in various sections for Bauer & Black, "Blue Corn Plasters", 2500 South Dearborn Street, Chicago.
William H. Rankin Co., 50 Madison Avenue, New York. Will place an extensive newspaper campaign for The Rome Metallic Cigar Company, Rome, New York.
S. Waid Advertising Agency, 63 Park Row, New York. Placing single and double column advertising for the Willis Pipe Company in some New York and out-of-town newspapers. Making up list of farm and poultry periodicals for Neuschaefer "Egg and Sex Indicators."
Frank Seaman, Inc., 470 Fourth Avenue, New York. Placing advertising for the Thomas Dalby Company, maker of children's and women's knit underwear, Watertown, Mass.
O'Connell-Ingalls Advertising Agency, Boston. Handling the following accounts: The A. Miller Treating Machine Company, Corbridge Lace Company, United Last Company, and Hum's Restaurants. The restaurant advertising will appear in New England news-

papers, while the other copy will be addressed to the shoe and leather trade.
John L. Clough Advertising Agency, Merchants Bank Bldg., Indianapolis. Putting out a special newspaper campaign for the Indiana Association of Life Underwriters.

Clarence B. Keemer Company, Toledo, Ohio. Placing account of the Willey Universal Vulcanizer Company, Battle Creek.

Conover-Mooney Company, Harris Trust Bldg., Chicago. Handling account of the Derrnell Potato Products Company, Chicago. Newspaper advertising will begin shortly on "Derrnell Goldenrisp" potato chips.

Gundlach Advertising Company, Peoples Gas Bldg., Chicago. Handling advertising for Harsh & Chapline Shoe Company, Milwaukee, Wis.

Matteson-Fogarty-Jordan Co., 140 N. Dearborn Street, Chicago. Handling the advertising for Mills & Gibb Corporation, textiles, New York City.

Sidener-Van Riper Advertising Company, Merchants Bank Bldg., Indianapolis. Handling account for the Richmond Safety Gate Company, Richmond, Ind.

Critchfield & Co., Palace Bldg., Minneapolis. Handling account of the Fairmont Gas Engine & Railway Motor Car Company, Fairmont, Minn. The campaign will run in railroad publications and railroad employees' magazines throughout the United States and Canada.

Brooke, Smith & French, Kresge Bldg., Detroit. Handling advertising for the Sunny Line Appliances, Inc., makers of washing machines and household specialties. \$100,000 has been appropriated for the preliminary campaign.

Dorland Agency, 9 East 40th Street, New York. Handling account for the Gould Appliance Company of New York.

Walter J. Peterson Company, 431 Michigan Tr. Bldg., Grand Rapids. Planning a national campaign in general periodicals for the Martin-Lark Co., Kalamazoo, Mich., producer of Dubel-Dutte furniture, leather and metal polish. Starting an advertising campaign in newspapers for the Togan-Stiles Co., of Grand Rapids, manufacturer of factory-built buildings.

Chambers & Wiswell Co., Old South Bldg., Boston. Handling advertising for the Merrimac Mfg. Co., Lawrence, Mass.

Alfred J. Silberstein, 18 West 34th Street, New York. Dutches Manufacturing Company, Douglaskeepsie, N. Y., maker of "Dutches" Trousers and "Dutches" Knickerbockers, have placed its advertising in the hands of this agency.

Franklin P. Shumway Company, 453 Washington Street, Boston. A series of Ipswich Hosiery advertisements are ordering into about 60 of the leading dailies of New England and New York state, 10,000 lines to be used during 1921 and first insertion to be on March 22, and continuing semi-weekly.

Brooke, Smith & French, Inc., Detroit. Sum of \$100,000 has been appropriated and will be handled by this agency for a preliminary campaign for the Sunny Line Appliances, Inc., of Detroit, a new firm handling washing machines and other household specialties.

Ash Advertising Agency, 216 Market Street, Newark, N. J. Placing orders with newspapers that have poultry sections for The Kerr Chickeries, Inc., 123 Liberty Street, New York City.

Barrow & Richardson, Drexel Bldg., Philadelphia, and 19 West 44th Street, New York.

Again renewing newspaper contracts for Auto-car Company, Ardmore, Pa.

Blackman Company, 116 West 42nd Street, New York. Placing two time orders with newspapers in various sections for Alfred H. Smith Co., "Djer Kiss" perfume, 15 West 34th Street, New York City. Placing orders with some newspapers for Butterick Publishing Company, fashion pattern, Spring Street, New York.

Cowen Company, 50 Union Square, New York. Will shortly place orders with newspapers for Lorillard Tobacco Company, "Beechnut Tobacco", 119 West 40th Street, New York.

Erwin Wasey & Co., 58 East Washington Street, Chicago. Placing orders with a few newspapers in selected sections for Stark Rolling Mill Co., "Toncan" metal, Canton, Ohio.

Federal Advertising Agency, 6 East 39th Street, New York. Placing orders with newspapers in selected sections for D. E. Sicher & Co., "Dove" undermuslins, 45 West 21st Street, New York.

Gardner Advertising Company, 1627 Locust Street, St. Louis, and 25 East 26th Street, New York. Again making contracts with newspapers for Fownes Bros. & Co., "Fownes Gloves", 119 West 40th Street, New York.

Capehart-Carey Corporation, Times Bldg., New York. Making 5,000-line contracts for Veenolac.

William H. Rankin Company, 104 South Michigan Avenue, Chicago. Making 5,000-line contracts for Wilson & Company.

Procter & Collier Company, Commercial Tribune Bldg., Cincinnati. Making 13,000-line contracts for Philip Carey Company.

Sweeney & James Company, 1821 East 13th Street, Cleveland. Making 10,000-line yearly contracts with newspapers for Jordan Motor Car Company.

Lord & Thomas, Mellers Bldg., Chicago. Handling advertising for Jiffy Dessert Company.

Green-Fulton-Cunningham, Free Press Bldg., Detroit. Making 1,000-line contracts for the Detroit Stove Works.

Erwin Wasey & Co., 58 East Washington Street, Chicago. Making 5,000-line contracts with newspapers for the LaFayette Motors Company. Making 10,000-line contracts with the Oakland Motor Car Company.

Philip Ritter Company, 185 Madison Avenue, New York. Planning an experimental campaign in typical cities for "Vanique" cuticle remover and nail polish, manufactured by the Posselt Products Company. Handling advertising for Janssen Piano Company.

Nelson Chesman & Co., 1127 Pine Street, St. Louis. Making 3,000-line contracts with newspapers for J. H. Brown Medicine Company.

Stack Advertising Agency, Heyworth Bldg., Chicago. Renewing contracts with newspapers for Swift & Co., Chicago.

Blackman Company, 116 West 42nd Street, New York. Sending out 510-line copy to run 3 times in Sunday newspapers for the General Cigar Company. Making 1,000-line contracts for Alfred H. Smith Co.

H. E. Lesan Advertising Agency, 440 Fourth Avenue, New York. Making 3,000-line contracts for United States Light & Heat Corporation.

Wylie B. Jones Advertising Agency, Binghamton, N. Y. Sending out 42-line copy to run twice-a-week from March to November in a large list of newspapers for Stearns Electric Paste, Chicago.

F. J. Ross, 119 West 40th Street, New York. Making 5,000-line contracts with a large list of newspapers for Fidelity and Deposit Company, Baltimore, Md.

N. W. Ayer & Son, 300 Chestnut Street, Philadelphia. Sending out 40-inch orders to run 8 times, and 4-inch orders to run 32 times in a selected list of newspapers for Joint Coffee Publicity. Sending out 4-inch copy to run 10 times and 24-inch copy to run 5 times for the American Sugar Refining Company.

Massengale Advertising Agency, Candler Bldg., Atlanta. Making 3,000-line contracts with Western newspapers for Currie Bros., Atlanta, Ga.

The Family Income Over \$3,000.00

In Buffalo the percentage of families with incomes over \$3,000.00 is Six Times Greater than the average for United States. Buffalo Evening News reaches 95 per cent of the families with \$3,000.00 income or over. It reaches 80 per cent of the English reading families in the Buffalo market.

KELLY SMITH CO. Foreign Representatives

Marbridge Bldg., New York City Lytton Bldg., Chicago, Ill.

Boston Globe and Pittsburgh Sun

have wired their orders for Lessons in Baseball the new Sporting Page Feature

The International Syndicate BALTIMORE, MD.

New York American

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York Morning newspaper.

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY AND THE WARHEIT brings into being the most powerful advertising medium in the Jewish field
The National Jewish Daily

The Pittsburg Press

Daily and Sunday Has the Largest CIRCULATION IN PITTSBURG MEMBER A. B. C. Foreign Advertising Representatives Metropolitan Tower, People's Gas Bldg. I. A. KLEIN JOHN GLASS New York Chicago

The Detroit News THE SUNDAY NEWS leads the other Detroit Sunday paper in city circulation by 69,000; in local trading territory circulation by 80,000 and in-total circulation by 61,000.

IN LOS ANGELES IT IS THE EVENING HERALD Government Circulation Statement April 1, 1920 134,686 The Giant of the West MEMBER A. B. C.

"The African World" & "Cape-to-Cairo Express" Published every Saturday in London. SOLE AGENTS FOR UNITED STATES The World Wide Advertising Corporation No. 1 West Thirty-fourth St., NEW YORK CITY

Leased Wire Service Foreign News Reports "Pony" Services Teletype Service Mat and Mail Services Speed-Reliability-Quality International News Service 10th floor, World Building, New York

The 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

SELLS THREE, BUYS ONE

M. J. Anderson New Editor and Manager of Salem Times-Register

(Special to EDITOR & PUBLISHER)

ROANOKE, Va.—The Salem (Va.) Times-Register has been purchased by Marvin J. Anderson, who on January 1, sold his interest in the Marion (Va.) News, the Marion (Va.) Democrat and the Troudale (Va.) Grayson Enterprise, to Arthur L. Cox. Returning from overseas service, Mr. Anderson bought his father's paper, the Marion News. Later he bought his opposition, the Marion Democrat, and installed a contributing editor to take of the political side. Then he ventured into Grayson County (Va.), and started the Enterprise.

W. W. McClung, who has been the majority stockholder of the Salem (Va.) Times-Register, wished to retire and sold the property to Mr. Anderson. The new proprietor of the Times-Register has a linotype machine on the way and is planning other improvements to the already modern plant.

Another Paper for Malden

MALDEN, Mass.—A new newspaper will be published here about March 25 under the name of the Telegram. The capital stock of the concern is \$100,000. The incorporators are: Edward T. Glynn of Medford and John A. McGowan of Cambridge, two newspapermen, formerly employed in Boston, and Frank E. Viano, Somerville.

New Equipment at La Porte

LA PORTE, Ind.—The Herald has purchased a 16-page Goss printing press, which is now in operation. The make-up now is eight columns wide, 12½ ems to a column, with columns 20 inches long. The Herald has also added another linotype.

some months ago. Attorney, Charles L. Smidley has been authorized to sell the property, and if no offer greater than the amount of the debt is received, to execute a deed of the property in favor of the claimants for the amount of the debt.

Third Daily in Manhattan, Kan.

MANHATTAN, Kan.—The Daily Chronicle is the name of a new morning newspaper with H. H. ("Harve") Parsons, formerly of the Topeka Capital City daily papers, in addition to three weeklies and a college semi-weekly. Mr. Parsons leased the Chronicle from F. D. Lamb, as a semi-weekly and converted it into a morning edition.

SUPPLIES and EQUIPMENT FOR NEWSPAPER MAKING

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

Printers' Outfitters

Printing Plants and Business bought and sold. American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beckman St., New York City.

For Sale

Potter roller molder for stereotype room. Address Daily News, Cumberland, Md.

For Sale

Eight-page Goss, straight line, web perfecting press with complete stereotyping equipment. First class condition. Cheap for quick sale. The Herald, La Porte, Indiana.

For Sale

Potter rotary newspaper printing press, complete; prints 4 to 16 pages; color attachment for four pages. Address: The Daily News, Cumberland, Md.

For Sale

One Williams Loyde combination saw and trimmer, No. 42, with 1½ h.p. D.C. motor, connected; size of saw table 22x26; size of trimmer table 13x18. One Williams Loyde Daniels planer, No. 42, with 2 h.p. D.C. motor, connected; size of planer bed 16x30. The Newspaper Enterprise Association, Cleveland, Ohio.

For Sale

Goss Comet Press, splendid condition. Consolidation throws it on the market for \$4,000, on board cars. Includes motor, full set chases, helting, etc. Half and quarter fold. Good Model 8 and Model 14 Linotype; complete job equipment; much type for both job and newspaper. Address Martinsburg Journal, Martinsburg, W. Va.

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

For Sale

Duplex Tubular Plate Press, only two years old; an unusual opportunity for the publisher who needs a press faster than his Flat Bed; prints 4, 6 and 8 pages, half or quarter page fold and as field develops additional printing units can be added.

4, 6 and 8-page Duplex Press; this is an Angle Bar Flat Bed Machine in fine running condition.

Goss Comet 4, 6 and 8-page press; this machine has printed daily with small circulation and always received good care. Prices reasonable. John Griffiths, 41 Marshall St., Poughkeepsie, N. Y.

For Sale

One fully equipped matrix roller, in perfect condition. Will sell reasonably. The Beacon Journal Company, Akron, Ohio.

FOR SALE

Two curve plate casting boxes, rocker type, will cast 7 column 21 inch plate.

One three platen steam table without steam generator.

One matrix roller, with motor. All in first class shape (Goss Printing Press Company equipment). Used seven years, displaced by moving. First fair offer received takes them.

Peoria Star Company
PEORIA, ILL.

FOR SALE

Two four-deck

Potter Printing Presses

complete with Cutler-Hammer Control, extra rollers, motors, etc., all in splendid running condition. Presses print 7 columns 20 inches up to 32 pages with one set of plates.

also

Complete Stereotype Equipment

chases, etc., of corresponding size and all in A-1 condition.

Will be sold reasonably, immediate delivery to make room for our new plant.

THE DULUTH HERALD

DULUTH :: :: MINN.

FOR SALE

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22¾".

This Press May Suit You.

WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

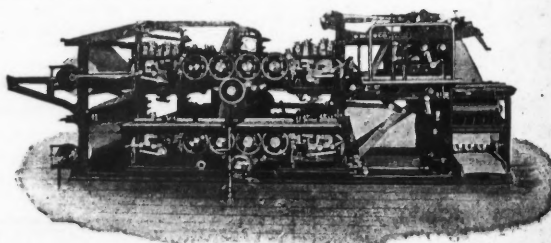
NEWSPRINT

Publishers by placing their orders with us can rest assured of satisfaction in quality, shipments as promised at prices that warrant our being favored with the business.

Before contracting ASK
J. & J. SCOTT, Ltd.
Pulp & Paper
33 W. 42nd St., New York City
Phone Vanderbilt 1057

Take It To
POWERS
Open 24 Hours out of 24
The Fastest Engravers on the Earth
Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

For Prompt Service
TYPE
Printers' Supplies Machinery
In Stock for Immediate Shipment by Selling Houses conveniently located
"American Type the Best in Any Case"
AMERICAN TYPE FOUNDERS CO.
Boston Pittsburgh Kansas City
New York Cleveland Denver
Philadelphia Detroit Los Angeles
Baltimore Chicago San Francisco
Richmond Cincinnati Portland
Atlanta St. Louis Spokane
Buffalo Minneapolis Winnipeg



Hoe Straight Line Quad Newspaper Press

Two deck, four plates wide, with color deck (not shown in cut); length of page 23½ inches, seven-column, 13 ems, or eight-column, 12½ ems, with complete stereotyping equipment; all in fine condition; immediate delivery; paper suspended; wire for details.

BAKER SALES COMPANY
200 Fifth Avenue New York City

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Introduction to Employer and Employee

SITUATIONS WANTED

6c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 60 words) FREE.

Advertising or General Manager
Trained, experienced executive, ten years of successful administration; university training; married; 36 years old; copy and layout specialist; as advertising and general manager of business in last three years, in face of intense competition, kept cost of production below average; would consider position with paper of 20,000 circulation; now employed. Address Box C-921, Care Editor & PUBLISHER.

Assistant to Business Manager
For job selling advertising where it is possible to work into an executive position on a small daily newspaper. I am 23. Have been in newspaper game for two years. Have had experience both at copy writing and selling. College graduate, now selling advertising on paper of 200,000 circulation. Willing to start at moderate salary where there is an opportunity for advancement. Box C-907, care Editor & PUBLISHER.

Business Manager
Experienced business manager and advertising man, exceptionally well qualified to systematize and handle foreign advertising, seeks an opening in Texas, Arizona, New Mexico or Southern California; thoroughly competent to take full charge of publication, handling all details; can satisfy interested parties by references to present employer as well as former employers; would require 30 days or more to make change; health is excellent. Address Box C-886, Care Editor & PUBLISHER.

All Round Newspaperman
Wants immediate employment with afternoon daily, south of Boston preferred; American, 38, married; a hustler; experienced advertising salesman who can lay out and write copy; editorially, can write features, cover desk or street; for full particulars, highest references, etc., wire or write BB, 114 Pearl street, Somerville, Mass.

Business or General Manager
Capable, thoroughly experienced result producing all round newspaper man, aggressive, good executive, one who understands business, advertising, circulation, and mechanical details thoroughly of both small and metropolitan dailies, desires position as General Manager or Business Manager of real live daily. Best of references. Now unemployed. Address Box C-911, Care Editor & PUBLISHER.

Circulation Manager or Assistant
Have had 15 years' experience in the circulation department of various newspapers and understand the different systems, routine, details and promotion work; at present employed on newspaper with circulation of 50,000; I am 39 years of age; can give the best of references and report for duty on short notice. Address Promoter, 534 W. Breckenridge, Louisville, Ky.

Circulation Manager
Have had experience, can furnish best of references; at present unemployed on account of quick sale of newspaper; thoroughly familiar with all lines of circulation; development among newsboys and carriers, city and county dealers, wide experience in F. D. work and contacts of every description. Address Box C-913, Care Editor & PUBLISHER.

Circulation Manager
Circulation manager desires permanent connection with "live daily"; experienced in directing all phases of circulation; promotion a specialty. Box C-919, Care Editor & PUBLISHER.

Advertising Solicitor
One who can close contracts and who can write general copy. A good position with a prominent newspaper in Southern New England. Write stating qualifications and salary expected. Box C-925, Care Editor & PUBLISHER.

Editorial Executive
Experienced executive in editorial department desires change about May 1, for personal reasons. Knows mechanical department well; understands business end also. Has demonstrated both personal ability and leadership. Hard, steady worker, 15 years experience; good organizer; strong writer; plenty of initiative. Strong references. Correspondence confidential. High priced and worth it. Address Box C-899, Care Editor & PUBLISHER.

Old-Time Faithfulness
Energy and efficiency; capable writer and public man; 36; offers them; reliable, responsible, faithful, honest, hard and fast worker; no flaws in record; now managing editor at good pay—and worth it; good reasons for changing; might invest; give particulars. Box C-917, Care Editor & PUBLISHER.

Research Editor
Assistant to executive; reviewer; young woman formerly editor of weekly information service publication available in New York March 20. Address Box C-914, Care Editor & PUBLISHER.

Reporter
Reporter wants position with Daily, Morning or Evening, in city of about 75,000. Graduate of school of journalism, and now with evening paper in small city. Can furnish best of references. Available May 1. Address Box C-862, Care Editor & PUBLISHER.

SITUATIONS WANTED

Seasoned Advertising Manager-Writer
Desires change; am now, and have been for some time, advertising manager and assistant business manager of live daily in the South; business conditions, caused by the low price of cotton, are such that I am forced to make a change; am a thoroughly seasoned, dependable man seeking connection where a real workman will be assured permanent position. Address Box C-916, Care Editor & PUBLISHER.

Some Place in the Southwest
is an opening for a capable, healthy, energetic newspaperman who will be at liberty to accept a position after May 1. Qualified by experience to handle any news room or editorial desk, any assignment reporting; can furnish highest references from previous and present employers; any correspondence will be treated confidentially. Address Box C-885, Care Editor & PUBLISHER.

Wanted
Editorial connection wanted by well read, man of exceptional education. Background of four years teaching, six years social work requiring rapid writing of everything from leaflets to book. Address Box C-892 care Editor & PUBLISHER.

Young Man
Young man, college education and general editorial experience on metropolitan daily, for three years secretary to Member of Congress; wants editorial or executive position with opportunity for advancement. Address Box C-924, Care Editor & PUBLISHER.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Circulation Manager
Circulation manager; daily; city of 30,000; give full particulars of yourself. The Citizen, Butler, Pa.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Wanted to Lease
Wanted to lease for twelve months, with privilege of buying, a newspaper in Southern territory town of 5,000 to 15,000 inhabitants; no objection to a run down proposition, but the field must be good; am a practical man who can produce results, not a visionary; have had long experience and know the newspaper business in all departments; not a mechanic, but know what should be done in this department; at present employed and can give the best of references; write fully what you have in first letter and if proposition is suitable will look it over. Address Box C-918, Care Editor & PUBLISHER.

Business Opportunity
Business man desires to lease city or country newspaper; 10 per cent on investment guaranteed; can produce results. Box 321, Burlington, Vt.

CORRESPONDENTS AND FEATURE STORY WRITERS

6c A WORD for advertisements under this classification. Cash with order.

Special Articles
Prominent Engineer writes interesting, entertaining, instructive articles on subjects in field of Engineering, Economics, Industrial Relations, Assignments or will provide own subjects. Address Engineer, c/o Mr. Cox, Room 312, 30 Church street, New York City.

Interviews, Special Stories, Features
N. Y. newspaper men, enjoying wide acquaintance of prominent people, will obtain exclusive interviews; write newsy articles along your special lines; send daily, weekly or monthly news letter; trade journal features. I can weave the romance into business writing. Homer Sheridan, care N. Y. Press Club, 21 Spruce street.

DETROIT TIMES' REORGANIZATION

A Complete Change on Editorial Staff in a Few Months

DETROIT, Mich.—Since W. N. Burkhardt took charge as managing editor a few months ago, the Times staff has undergone a complete change. It now includes R. F. Burkhardt, formerly of Chicago, St. Paul and Winnipeg, make-up editor; H. O. Weitschat, formerly city editor of the Detroit Free Press, news editor; Leslie Pigott, formerly of the Chicago Examiner copy desk, telegraph editor; Rex F. Glasson, formerly city editor of the Detroit Journal, city editor; Edward Loveday, formerly of

the Detroit Journal, and M. B. Walker, formerly of Grand Rapids, Mich., and Winnipeg, copy readers; Allan S. Raymond, formerly of the New York Sun, and A. F. Munroe, rewrite.

H. C. Walker, formerly of New York, is sports editor. Others of the organization are: R. H. Polhamus, formerly assistant city editor of the Chicago Journal; R. J. Campbell, formerly of the Washington bureau of International News Service; Peter Fagan, former legislative correspondent for the Detroit News; Ed. Stephan, photographer, formerly with the International News Service in Chicago.

Several new staff additions are: Lee Smits, for several years chief editorial writer of the Detroit News and more recently a member of the executive staff of the Newspaper Enterprise Association, as editorial and feature writer; Mrs. Sara Moore Eastman (Sara More), widely known through her work for the McClure and Adams syndicates and as European correspondent for the New York Mail, New York Globe and Detroit News, as head of the women's department and editor of The Detroit Society Times; a women's magazine in tabloid form to be issued weekly by the Times; Forrest Davis, formerly editor-in-chief of the Evansville (Ind.) Journal, as dramatic and music; and Fred F. Robinson, of the New York Sun financial staff, as financial editor.

Nearly Lost Its New Press

NEW BEDFORD, Mass.—The Vineyard Gazette, the seventy-five-year-old weekly of the island of Martha's Vineyard, Mass., is celebrating its anniversary month by moving into new headquarters and installing a Whitlock press. The Gazette put in a linotype last spring. This week the arrival of the new machinery via the island steambot gave a new version of the power of the press. Loaded on an auto truck the heaviest parts, weighing about seven tons, broke a gangplank and then smashed through the steamboat wharf at Vineyard Haven. After some interruption of traffic, the machinery was finally delivered safely. The Gazette is edited and published by Elizabeth Bowie Hough and Henry Beetle Hough, both graduates of the Columbia University School of Journalism.

To Give Buffalo City Paper

BUFFALO.—At the request of City Commissioner Frank C. Perkins, Socialist, the city of Buffalo will have introduced at Albany a bill making the City Record, a publication in which the council's proceedings now appear, the official newspaper of the city. If the bill becomes a law and is sustained by the courts if attacked its effect will be to take from the Buffalo newspapers all tax sales, legal notices and other advertising matter of the city.

Jewish Paper in Worcester

WORCESTER, Mass.—The publication of a bi-monthly periodical to be known as the Worcester Jewish Review, is being planned here. The first number will be printed in Passover week. It will be printed in English in magazine form with an illustrated cover. Stanley J. Monopole of the Worcester Gazette will be the city editor and B. Larz Newton, formerly a reporter on the Worcester Telegram, will be literary editor.

\$50,000 Cash

for first payment on an attractive daily newspaper property. Eastern locations preferred. Proposition V. P.

Charles M. Palmer

NEWSPAPER PROPERTIES
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We have available for purchase several exceptional WEEKLY NEWSPAPERS located in Eastern States. These are important, staple properties, well equipped, serving good fields. Are reasonably priced on a basis of earnings, and fair terms will be considered.

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24-page High Speed Straightline Goss. New in 1916. 7 or 8 cols. Type length only 20 in. Tapelens folder. Simplex control. Complete stereotype equipment, including new dry mat process. 16-page Straightline Goss. 7 or 8 cols. Type length 21 1/2 in. Complete stereotype equipment, including motors. Standard make Presses from 8 to 40 page capacity. Also, 1 Model 8 Linotype, practically brand new; 1 Model 5; 1 Model 1; and a Ludlow Casting machine with complete outfit.

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Newspaper Men Run Rotary Meeting

COLUMBUS, Ohio.—The Rotary Club luncheon on March 1 was turned over to six newspaper men of this city who are members of the club. There were five-minute talks on newsprint, the handling of news and the influence in a community of a newspaper, newspaper advertising, mechanical equipment and circulation. At the end of the final talk, Columbus Dispatch newsboys rushed in with an extra giving a complete report of the meeting, including a large half-tone of a photograph taken 51 minutes earlier.

New Part Owner in Sharon

SHARON, Pa.—Thomas C. Fitzgibbon, for five years executive secretary of the Chamber of Commerce and latterly with the American City Bureau of New York, has purchased an interest in the Sharon Herald. Mr. Fitzgibbon has held editorial positions on the Philadelphia Ledger, the New York Press and Chicago Tribune.

Peoria Man Buys Daily

PEKIN, Ill.—A. Schaefer, engaged in newspaper work in Pekin and Peoria for the last 18 years, has taken over the Pekin Times. He announces a number of improvements to be made in the paper which will be changed from seven to eight columns.

Women Start G. O. P. Paper

BRIDGEPORT, Conn.—The women's committee of the Connecticut State Central committee has begun the publication of a newspaper, to be known as the Republican. Mrs. Samuel O. Prentice, of Hartford, wife of Chief Justice Prentice, retired, is leader in the movement.

NOTES OF ASSOCIATIONS AND CLUBS

ATLANTA, Ga.—Many problems of importance having to do with present day conditions in the newspaper publishing business, especially the problems of the smaller, daily and weekly publishers, were discussed at the first annual meeting of the First District Press Association of Georgia, held at Sylvania, Ga., March 14. The business session was mainly devoted to open forum discussion and the interchange of ideas. Nearly all of the newspapers in the district are members of the association and most of the editors and publishers were present.

OTTAWA, Ont.—The Newswriters' Association has elected the following officers: T. G. Lowrey, Journal, president; E. S. Greene, Citizen, first vice-president; J. O. Julien, Le Droit, second vice-president; J. O. Beaudry, Journal, secretary-treasurer, and E. W. Harrold, Citizen; Edgar Boutet, Le Droit; J. E. March, Parliamentary Press Gallery, and Basil O'Meara, Journal, members of the executive.

WICHITA, Kan.—New Press Club rooms are almost completed and ready for occupancy. The following officers have been elected for the next six months: President, W. V. Nessley; vice-president, S. M. Maurice Benfer; secretary-treasurer, J. M. Noble; historian, D. D. Leahy. The directors chosen were R. H. Richards, B. F. Hammond, Paul E. Wellman, F. W. Ellis and Miss Mariam Smythe.

GRINNELL, Ia.—Four journalists were elected into the Grinnell College chapter of Sigma Delta Chi, national journalistic fraternity, here recently. They are: W. E. Battenfield, editor of the Des Moines News; Ralph Moorehead, associate editor of the Northwestern Banker and of the Underwriters' Review, Des Moines; Floyd Storks, Grinnell cartoonist; and Dan W. Norris, newspaper correspondent and son of D. W. Norris, editor of the Marshalltown Times-Republican.

PROVIDENCE, R. I.—The New England District Association, executive committee of the Association Advertising Clubs of the World, were guests of the Women's Advertising Club of Providence, R. I., at luncheon, on the afternoon of March 9. The Providence club was the first women's organization to have the privilege of thus entertaining the executive committee. Frank A. Black, of Boston, vice-president of the Association Advertising Clubs of the World, was a guest of honor.

Mrs. Robert T. Walter, president of the Women's Advertising Club of Providence, presided.

WORCESTER, Mass.—The absolute necessity of personal contact and an understanding of the personal reactions resulting from an understanding of the psychology of advertising, were the points especially emphasized by Harry Tipper in his talk before the Advertising Club at a luncheon on March 9.

SEATTLE, Wash.—For the third time Frank P. Goss, political writer for the Post-Intelligencer, has been chosen president of the Press Club. He succeeds E. A. Batwell. Associate officers are: Herman W. Ross, formerly of the "P-I," first vice-president; Beriah Brown, former president of the club, second vice-president; James A. Wood, editor-in-chief of Post-Intelligencer, treasurer, and E. H. Thomas, publicity agent, secretary.

PITTSBURGH, Pa.—John Drinkwater, the English poet, essayist and dramatist was the guest of the Press Club at an informal dinner March 10. He was introduced by John E. McKirdy, president of the club.

PHILADELPHIA.—"Stephen Girard, Advertiser and Philanthropist" was the title of a talk given last Thursday by Ferdinand H. Graser before the members of the Poor Richard Club. Mr. Graser illustrated his talk with a number of interesting exhibits of newspapers, a hundred and more years old, containing curious and interesting advertisements. Karl Bloomingdale, president of the Poor Richard Club, spoke to the members of The Traffic Club of Philadelphia Monday evening.

"1921—The Business Paper Year—Why?" is the subject for discussion at the next meeting of the New York Business Publishers' Association, March 25, at 6 P. M., at the Machinery Club. Speakers will be F. W. Schultz of Iron Age, Earl B. Hill of the McGraw-Hill Publishing Company and Roy V. Wright of Railway Age.

BROCKTON, Mass.—At the annual meeting of the Brockton Press Club held recently James H. Burke was re-elected president for a second term. Other officers elected for the ensuing year were: First vice-president, Emory C. Wixon; second vice-president, Wil-

liam G. Kilner; treasurer, Daniel Hickey; secretary, Robert E. Riordan; directors, Albert G. Smith, J. William MacPherson, Carl Loring and John Eaton.

ALBANY, N. Y.—The Albany Advertising Club, which was recently organized by advertising solicitors and advertisers, has nominated permanent officers as follows: President, Alfred J. Sporborg, E. H. Burton, Lester H. Helmes, E. Vincent Stratton; vice-president, W. H. Stoneman, Wilfred C. Minor, W. E. Foskett, R. F. Clapp, Jr., John J. O'Brien; treasurer, Jacob H. Herzog, Earl MacNeil; secretary, Theodore Seidman; directors, Charles H. Wiloughby, H. S. Percy, Eugene N. Matthews, George D. Elwell, R. F. Clapp, Jr., H. E. Hill, James J. Kane, Arthur D. Hecox, Bert Miller, Peter J. White, Norman R. Williams, Arthur A. Perkins, Malcolm S. Feary, Robert Wilke, Roy S. Smith, P. Howard Eddison, John A. Perkins, John W. Fish, W. H. Stoneman, Edwin S. Bramley, William Lowenberg, George S. DeRouville, Reuben Wallerstein.

GRAND LEDGE, Mich.—The Michigan Woman's Press Association held its annual meeting here February 28. Members were guests of Miss Mabel L. Grison, corresponding secretary. Officers are: President, Mrs. Helen Aston Williams, Grand Rapids; vice-presidents, Miss Florence Brooks, Jackson; Mrs. Fred Gage, Battle Creek; Mrs. William Glover Gage, Saginaw; Mrs. Mina Humphrey Varnum, Detroit; Mrs. Irene Pomery Shields, Bay City; recording secretary, Mrs. Clara W. Pierson; treasurer, Miss Anna Johnson, Hastings.

ST. PAUL.—The business organization known as the Minnesota Select List of Country Weeklies has held its first election of officers, all publishers. They are: President, Herman Roe, Northfield; secretary, H. C. Hotaling, Mapleton (field and executive secretary of the National Editorial Association). Three two, with Asa Wallace of Sauk Center, W. E. Verity of Wadena and H. Z. Mitchell of Bemidji, constitute the executive committee. The American Press Association will concentrate its activities in this state upon the seventy-five or more newspapers represented in this organization.

Editors Bowl in Council Bluffs

COUNCIL BLUFFS, Ia.—Managers and editors of the Council Bluffs Nonpartisan and the Omaha Bee gathered round a banquet table last week, when the bowling team of the former publication entertained that of the latter. The "feud" immediately preceded a game in which the Bees tried and failed to secure revenge for a former defeat on the alley.

Few Papers—(if any)—surpass the
TRENTON NEW JERSEY TIMES
AS
A Food Medium
Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.
Wednesdays and Sundays four auto pages. Tuesday, Music Page.
Circulation 26,649. Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg. Lytton Bldg.
New York Chicago

Their Own Newspaper

Our readers continue because they get all the news daily and know just when to find it.

The
Pittsburg Dispatch

Pittsburg's Best Advertising Medium.

Branch Offices:
Wallace G. Brooke,
Brunswick Building, New York
The Ford-Parsons Co.,
Marquette Building, Chicago, Ill.

Perth Amboy
NEW JERSEY

One of the leading industrial centers of the East. Fully covered by the

Evening News

F. R. NORTHRUP
Foreign Representative
303 FIFTH AVE., NEW YORK CITY

"Something to
Think About"

the tri-weekly F. A. Walker
article by

A Permanent Attraction
to
Thoughtful, Intelligent
Readers

McClure Newspaper Syndicate
373 Fourth Avenue, New York City

A business depression has no terrors for the North Jersey Shore—the field dominated by

THE ASBURY PARK PRESS
(Evening and Sunday)

This territory has factories that produce \$25,000,000 annually; farms yielding \$10,000,000 annually; and a huge resort business besides.

It requires a panic, indeed, to seriously affect all of these lines of endeavor.

Member A. B. C. Standard Rate Card
Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago, Ill.
J. LYLE KINMONTH, Publisher
Asbury Park, N. J.

IN NEW ORLEANS
IT'S—

THE NEW
ORLEANS ITEMFamous Wits of
History

A short magazine page feature
twice a week.

NEWSPAPER FEATURE
SERVICE

241 W. 58th ST., NEW YORK



The PLAIN DEALERS MARKET

is all of N. Ohio

The Plain Dealer
Cleveland

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City
Established a Quarter of a Century

1920

Indication of
Lineage Increase

1920 vs. 1918
in the

BOSTON
AMERICAN

on

Financial Advertising

Total Lines, 1918... 21,769
" " 1920... 233,609

1918

Buy Space in
Boston's Greatest
Evening Newspaper

The Great Southern Market

The wonderful increase in crop production, stock raising, lumber, and various industrial activities in the South, has opened a most fertile field for National Advertisers and manufacturers of practically every class of necessities and luxuries.

The South wants and needs the most modern type of household equipment, labor saving agricultural implements and office and factory economy devices.

The South is rich in buying power and merchandising possibilities and no broad visioned advertiser can study these facts without knowing of the ever increasing demand for all kinds of supplies.

The daily newspaper, in the South, is very powerful and influential and is in a position to assist the National Advertiser in reaching the buyers in their community. Use these daily newspapers to tell your story.

SOUTHERN LIST

	2,500	10,000
ALABAMA.	Circulation	lines
**Birmingham Age-Herald (M)	22,359	.08
**Birmingham Age-Herald (S)	24,482	.10
*Birmingham News (E)	58,781	.15
*Birmingham News (S)	58,955	.15
**Mobile News-Item (E)	10,860	.07
**Mobile Register (M)	22,451	.07
**Mobile Register (S)	33,718	.085
FLORIDA.		
**Jacksonville Metropolis (E)	17,860	.05
Florida Times-Union, Jacksonville (M&S)	28,986	.07 (8cS) .07 (8cS)
**Palatka Morning Post (M)	1,450	.0122
**Pensacola Journal (M)	4,660	.025
**Pensacola Journal (S)	6,246	.025
**Pensacola News (E)	4,190	.03
GEORGIA.		
***Atlanta Constitution (M)	53,154	.13
***Atlanta Constitution (S)	60,116	.13
***Atlanta Georgian (E)	46,187	.12
***Atlanta Sunday American (S)	105,527	.15
Augusta Chronicle (M)	8,703	.045
Augusta Chronicle (S)	8,703	.045
Augusta Herald (E)	13,816	.05
Augusta Herald (S)	11,883	.05
***Columbus Ledger (E&S)	8,078	.04
***Macon Telegraph (M)	20,656	.06
***Macon Telegraph (S)	20,660	.06
*Savannah Morning News (M&S)	20,641	.055
***Savannah Press (E)	14,192	.05
KENTUCKY.		
Lexington Leader (E)	14,296	.05
Lexington Leader (S)	14,536	.05
***Louisville Herald (M)	49,756	.09
***Louisville Herald (S)	54,701	.09
LOUISIANA.		
New Orleans Times-Picayune (M)	73,334	.15
New Orleans Times-Picayune (S)	91,127	.18
***New Orleans Daily States (E)	38,885	.10
***New Orleans Daily States (S)	37,153	.10
New Orleans Item (E)	83,024	.15
New Orleans Item (S)	88,990	.18
NORTH CAROLINA.		
Asheville Citizen (M)	11,912	.04
Asheville Citizen (S)	10,423	.04
**Charlotte News-Chronicle (E&S)	10,179	.04
**Charlotte Observer (M)	20,159	.055
**Charlotte Observer (S)	21,137	.07
Durham Herald (M)	6,172	.03
Greensboro Daily News (M)	17,081	.06
Greensboro Daily News (S)	22,978	.07
**Raleigh News and Observer (M)	24,230	.06
**Raleigh News and Observer (S)	26,309	.06
Wilmington Star (M)	6,850	.04
**Winston-Salem Journal (M)	8,727	.04
**Winston-Salem Journal (S)	9,361	.04
**Winston-Salem Sentinel (E)	9,474	.04
SOUTH CAROLINA.		
Anderson Mail (E)	4,325	.025
***Columbia Record (E)	12,937	.05
***Columbia Record (S)	13,749	.05
***Columbia State (M)	21,822	.06
***Columbia State (S)	22,307	.06
Greenville News (M&S)	10,896	.045
Greenwood Index Journal (E)	4,187	.02
**Spartanburg Journal & Carolina Spartan (E)	3,132	.04
***Spartanburg Herald (M)	4,744	.04
***Spartanburg Herald (S)	5,913	.04
TENNESSEE.		
***Chattanooga News (E)	20,105	.05
Chattanooga Times (M)	22,661	.07
Chattanooga Times (S)	23,046	.07
***Knoxville Sentinel (E)	19,822	.07
***Memphis Commercial Appeal (M)	83,359	.16
***Memphis Commercial Appeal (S)	113,841	.19
***Nashville Banner (E)	41,077	.07
***Nashville Banner (S)	43,116	.08
***Nashville Tennessean (ME&S)	44,675	.09
VIRGINIA.		
†Bristol Herald Courier (M&S)	6,590	.04
Danville Register and Bee (M&E)	9,950	.04
Newport News Times-Herald (E)	8,464	.05
Newport News Daily Press (S&M)	6,349	.05
***Norfolk Virginian Pilot (M)	32,596	.08
***Norfolk Virginian Pilot (S)	36,452	.10
***Roanoke Times (M&S)	23,438	.07
***Roanoke World-News (E)	10,193	.07
***Richmond News-Leader (S)	45,383	.11

Government Statement, October 1st, 1920.

†Includes Bristol, Tenn.
 *A. B. C. Audit, October 1st, 1920.
 ***A. B. C. Publishers' Statement, October 1st, 1920.
 *A. B. C. Auditor's Report, December 31, 1920.

AMERICAN BUSINESS IS GOING FORWARD

Regardless of the Views of the Pessimists

The mass of the people have more money and are making larger incomes than probably at any previous time in history.

The growing pains incident to a readjustment in many industries are by some grossly magnified far beyond sane probabilities.

Now is the time when manufacturers and retailers should insure their future prosperity by rational but confidence-inspiring newspaper advertising.

If everyone would but seek to find market for a rational product at fair prices and temporarily eliminate the tendency of crowding labor down business would more speedily reach a new normal. No one ever got rich or increased the volume of his business or profits by sitting down and crying calamity.

Newspaper advertising provides the very best and most effective way for reaching the people of the United States, who to-day have over \$37,000,000,000 on deposit in our various banks.

Why waste time with intermediary impediments? Advertise your wares and let American business go forward.

THE NEW YORK GLOBE

Member A. B. C.

JASON ROGERS, Publisher

170,000 a Day

LORENZEN & THOMPSON, Inc.

Chicago, Peoples Gas Bldg.

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