

THIS ISSUE: STRIKES, by James J. Davis, Secretary of Labor

# EDITOR & PUBLISHER

*The Oldest Publishers' and Advertisers' Journal in America*  
1884 1921

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

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

Vol. 54 No. 5

NEW YORK, SATURDAY, JULY 2, 1921

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

10c. Per Copy

## How the Smiths Buy

A decade or so ago Mrs. Smith would buy a loaf of bread. Today she buys a **trade-marked brand** of bread.

The collar that Mr. Smith wore was just a collar. Today it is an Arrow, a Lion, an Ide.

For the Smith family no longer follow old hit-or-miss methods of buying. They have learned the dollar-for-dollar value of every article they purchase. They know how to compare, pick and choose. Advertising has taught them.

Advertising determines the make of the Smiths' talking machine; the brand of their breakfast food; the tires on their automobile. Advertising has taught them what to buy and how to buy. Advertising has developed a new science---the science of spending.

The Smiths of New Zealand and the Smiths of New York---the Smiths of Shanghai and the Smiths of Seattle are all alike in this respect.

Consciously, or unconsciously, everything they wear, everything they eat, everything they work with, play with, live with, is a product of the influence of advertising.

And the Smiths of Chicago are no different.

Except in this: that they are swayed by a **single** advertising influence.

The **Chicago** Smiths are swayed in **their** buying decisions by the advertising influence of one newspaper whose 400,000 circulation actually reaches 1,200,000 active, responsive buyers---by

## THE DAILY NEWS

*First in Chicago*

# Pennsylvania

## AND ITS PRESENT FINANCIAL SITUATION

At this time it must be noted that Pennsylvania has **increased** its total bank deposits during the past six months while other territories have decreased.

Pennsylvania has also **increased** its savings deposits. This is one state where business is thriving.

Now is the time for National Advertisers to begin choosing the most prosperous territories. You can win this market through daily newspapers and close co-operation with the local merchant.

This list of representative dailies will introduce you to the buying individuals of Pennsylvania.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
Allentown Call (M) Item.....(E)	32,561	.10	.10	§Oil City Derrick .....(M)	6,467	.04	.035
*Altoona Mirror .....(E)	23,556	.06	.06	Philadelphia Record .....(M)	111,883	.25	.25
Bethlehem Globe .....(E)	7,764	.04	.04	Philadelphia Record .....(S)	125,555	.30	.30
*Chester Times and Republican (M&E)	15,110	.065	.05	*Pittsburgh Dispatch .....(M)	57,521	.17	.15
Coatesville Record .....(E)	5,429	.021	.021	*Pittsburgh Dispatch .....(S)	76,651	.22	.18
Connellsville Courier .....(E)	5,267	.0179	.0179	§Pittston Gazette .....(E)	3,847	.03	.025
*Easton Express .....(E)	13,126	.05	.05	*Pottsville Republican .....(E)	11,416	.055	.05
Easton Free Press .....(E)	13,969	.05	.05	Scranton Republican .....(M)	31,190	.12	.10
*Erie Dispatch (M) Herald (E) (M&E)	19,493	.065	.065	Scranton Times .....(E)	35,904	.12	.10
*Erie Dispatch-Herald .....(S)	18,738	.07	.07	*Sharon Herald .....(E)	4,942	.021	.021
*Erie Times .....(E)	27,787	.08	.08	*Washington Observer & Reporter (M&E)	15,640	.06	.05
Harrisburg Telegraph .....(E)	34,445	.095	.095	*Wilkes-Barre Times-Leader....(E)	18,346	.05	.05
*Lancaster Intelligencer and News- Journal .....(M&E)	23,143	.08	.08				

Government Statements, April 1, 1921.

\*A. B. C. Publishers' Statement, April 1, 1921.

\*\*A. B. C. Auditor's Report, April 1, 1921.

§Government Statement, October 1, 1920.



WYTHE WILLIAMS  
Covers Southwestern  
Europe

CARL W. ACKERMAN  
Chief, Foreign News Service

B. F. KOSPOTH  
At Geneva

C. B. EVANS  
Daily Chicago Letter

B. W. FLEISHER  
Far East Bureau

FREDERICK W. WILE  
Washington Bureau

RAYMOND G. CARROLL  
All Over New York

RICHARD SPILLANE  
"Men and Business"

Col. E. M. HOUSE  
International Affairs

W. H. TAFT  
Editorial Leaders

RENE VIVIANI  
Former Premier of France  
Weekly Letter

B. CONGER  
Covers General

"As brilliant an array of notable  
journalists and publicists as any  
single newspaper has ever brought  
together"

PUBLIC



LEDGER

PHILADELPHIA

City  
Population  
1,823,779



Seal of Philadelphia

Separate  
Dwellings  
390,000

## Getting Good Results from Saturday Afternoon Advertising

*in*

# Philadelphia

770 reply coupons were received before the end of the week from an advertisement inserted in *The Philadelphia Bulletin* on Saturday, May 21st, by the Grolier Society, publishers of "The Book of Knowledge."

Think of it! 770 families within a week, in answer to one advertisement, inviting a book salesman to call!

This brings out two valuable points for advertisers to remember:

- 1—The long sustained "pulling power" of the SATURDAY PHILADELPHIA BULLETIN.
- 2—Its strength in influencing sales of articles that are "unusual," difficult to sell, or that are high in price.

## Dominate Philadelphia

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

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

# The Bulletin

*Net paid daily average circulation for May:*  
**499,158 copies per day**

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

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



# EDITOR & PUBLISHER



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

Vol. 54

NEW YORK, SATURDAY, JULY 2, 1921

No. 5

## WOULD MAKE LABOR PACTS LEGALLY SACRED

### Spokesman of Administration On Industry Would Not Take Away Right To Strike or Lockout But Would Force Employer and Employee to Abide by Arbitrators' Decisions

By JAMES J. DAVIS  
Secretary of Labor

"I believe in the inspired beginning. There we shall find that national greatness was founded on agriculture, that later we developed industry, and ultimately commerce, both domestic and foreign."

In considering the strike, it is interesting and helpful to go back and in line with the President's suggestion above, reconstruct the industrial organization which in time evolved the strike.

The President by "agriculture" undoubtedly included all of man's rudimentary efforts to supply his bodily wants. For in the beginning, we are told, man's work did not consist solely of tilling the soil or stock raising, but included supplying his wide variety of wants, primitive as they may have been.

It may have been due to special skill or individual inclination that, in time, one peculiarly adept in the fashioning of garments came to be tailor to his neighbors, instead of each making his own clothing. The more artistic taste of one weaver perhaps led to his absorbing the weaving business of his neighbors, who forsook their own looms and in time abolished them from the home.

In any event, with the development of this division of labor man lost his independence, and began to rely upon others to supply certain of his wants. The industrial organization thus begun has become constantly more complex, especially as the use of machinery increased, and the inter-dependence has developed to such a degree that now any cessation of labor on the part of one group vitally affects society as a whole.

It was this condition of affairs that prompted the President, in his first address to the Congress, to say:

"Labor must join management in understanding that the public which pays is the public to be served."

For it must be remembered that there is a third party to every agreement between employer and worker—the public.

We can readily conceive that when men began to delegate to others the supplying of certain needs, there was an expressed agreement between the several parties concerned that each would provide for the other within his particular field.

When the farmer forsook his loom, it was with the understanding, expressed or implied, that the man who undertook to supply him with the necessary products of the loom would continue to do so. Otherwise, the farmers would have been compelled to preserve his loom for possible future use.

When the miller, harnessing water-power, developed a mill sufficient in size to care for the milling needs of the neighborhood and induced the farmers

to forsake their primitive implements for the grinding of flour, there was undoubtedly an agreement that the miller would continue to serve the community in his special line.

As this division of labor continued and specialized industries became more highly developed, this tacit agreement to perform continued, with the result that the obligation of each to work for the other remains just as obligatory today as when the development of the industrial organization began.

It is possible otherwise to conceive of the so-called "sympathetic strike" developing universally until it becomes a "retaliatory strike," when every striker, every man, would have to resort again to the primitive methods of living, supplying all his own wants—the total abolition of specialized industry which has made the strike possible.

The next step, fundamental to the strike, was the organization of labor, an enforced development in order that labor might meet with the employer on the more equal footing of collective bargaining. With the development of large combinations of capital, large combinations of employers and workers, their ability to disrupt our social and industrial structure has increased and strikes and lockouts of increasing magnitude have become more numerous.

Last year, 3,109 strikes and 58 lockouts were reported to the Department of Labor. Of course, there were hundreds of others of which we have no record.

In the case of 1,997 strikes and 46 lockouts the number of men involved was given, this two-thirds report alone including 1,398,760 workers. The average duration of these strikes was 38 days, with the lockouts continuing an average of 69 days each.

As the President has on different occasions stated, the biggest step toward a lasting industrial peace would be a better understanding on the part of both employer and worker of the problems of the other.

"I want the employers in industry to understand the aspirations, the convictions, the yearnings of the millions of American wage-earners," said the President. "and I want the wage-earners to understand the problems, the anxieties, the obligations of management and capital, and all of them must understand their relationship to the people and their obligation to the republic."

"We must see that the wage-earner is placed in an economically sound position," he said, at another time. "His lowest wage must be enough for comfort, enough to make his house a home, enough to insure that the struggle for existence shall not crowd out the things truly worth existing for. There must be provision for education, for recreation, and a margin for savings. There must be such freedom of action as will insure full play to the individual's abilities."

"On the other side, the wage-earner must do justice to society. He must

render services fully equal in value to the compensation he is paid.

"And finally, both employer and employee owe to the public such efficiency as will insure that cost of service or production shall not be higher than the public can fairly pay."

It was to aid in bringing about this mutual understanding, when industrial disputes arose, that the Division of Conciliation was created within the Department of Labor. We have found where it is possible to bring the employers and workers together around the council table to discuss their differences, each presenting his problems, a better understanding was frequently effected and seemingly impassable barriers melted away.

I know from my intimate association with working men all my life that one of the biggest barriers to the worker's agreement with the employer is due to seemingly large profits. The worker often does not realize business venture and that, taken in the large, profits are greatly reduced through business losses and the many financial failures and bankrupt enterprises each year.

Last year, for instance, there were 8,881 business failures in the United States, involving liabilities of \$295,121,799—an average of \$33,230 to each failure. Yet in very few cases did this represent a loss to the workers. In all probability their wages were paid. The loss was borne by those who ventured the capital, the money and goods—the creditors to whom the three hundred million dollars was owing, the purchasers of stock and those who supplied the raw material.

Then, too, capital's share of the profits may be divided between both employers and employees. I always consider capital as the savings of both. When banks lend money to industry or business, there is no distinction made between the deposits of the employer and employed. The savings of both are necessary in order that the wonderful natural resources of the country may be developed and that American industry may continue at the forefront of the industrial world.

Because of the risks thus run, investing capital must be induced to participate in these business ventures by the possibilities of large profits, not that they always materialize, for as has been shown the many failures and enormous losses always act as a deterrent. Hence it is, where the risk is greatest, the returns on successful ventures must necessarily be commensurate with the risk.

These and many other misunderstandings between employers and the

(Continued on page 32)

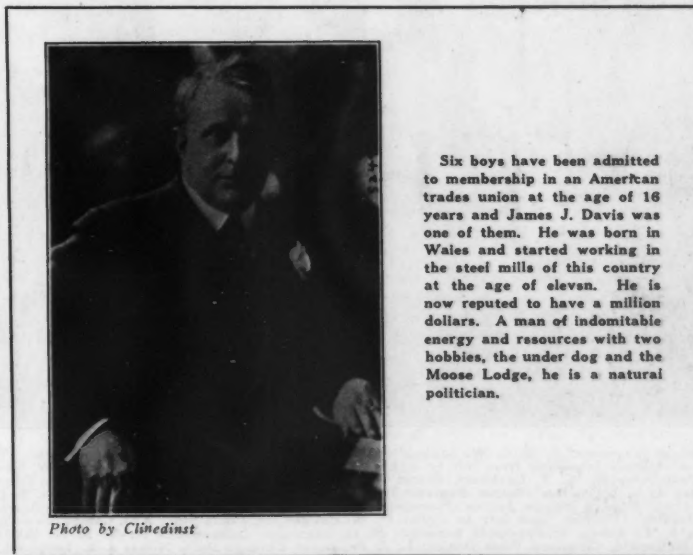


Photo by Clinedinst

Six boys have been admitted to membership in an American trades union at the age of 16 years and James J. Davis was one of them. He was born in Wales and started working in the steel mills of this country at the age of eleven. He is now reputed to have a million dollars. A man of indomitable energy and resources with two hobbies, the under dog and the Moose Lodge, he is a natural politician.

## PRINT ON FREE LIST— THREAT TO CANADA

**Fordney Tariff, Introduced in House,  
Seeks to Carry Out Underwood  
Bill's Retaliation on Crown  
Lands Restrictions**

By ROBERT BARRY

(Special Telegraph to Editor & Publisher)

WASHINGTON, D. C., June 29.—The Fordney tariff offered in the House today provides that standard newsprint and manufactured lumber shall be on the free list, but the provision with respect to lumber, including wood-pulp, carries those retaliatory provisions to which EDITOR & PUBLISHER called attention last week.

The provisions of the Fordney bill with respect to newsprint undertook to put into law the aims of the Underwood resolution bearing on the restrictions placed on exportations of wood pulp from the crown lands in the provinces of Quebec and New Brunswick.

The Fordney "Free List," after providing that standard newsprint should be admitted free of duty states:

"Provided, that whenever the President shall ascertain as a fact that any country, dependency, province or other subdivision of government forbids or restricts in any way (whether by law, order, regulation, contractual relation or otherwise, directly or indirectly) the exportation of, or imposes any export duty, export license fee, or other export charge of any kind whatever, either directly or indirectly (whether in the form of additional charge or license fee, or otherwise upon printing paper, wood pulp or wood for use in the manufacture of wood pulp, he may by proclamation declare such ascertainment setting forth the facts;

"WHEREUPON, and until said proclamation shall be revoked there shall be levied, collected and paid upon standard newsprint paper, when imported either directly or indirectly from such country, dependency, province or other subdivision of government, a duty of 10 per centum ad valorem, and, in addition thereto, an amount equal to the highest export duty or other export charges im-

posed by such country, dependency, province or other sub-division of government, upon either an equal amount of printing paper or an amount of wood pulp or wood for use in the manufacture of wood pulp necessary to manufacture such printing paper."

The terms of that provision constitute an admission on the part of Mr. Fordney and his associates in tariff-making of the accuracy of the facts set forth by EDITOR & PUBLISHER last week in reference to the proposed duties on manufactured lumber. The provision undertakes to overcome in the interest of the paper mills of the United States, any disabilities which Canada might seek, through retaliatory orders or legislation, to deny raw material to them.

### LONGWORTH BILL KILLED

**Hardy Measure, to Postpone Zone Rate  
Raise, Before House**

WASHINGTON, June 28.—Consideration of the Hardy bill, postponing the fourth zone rate increase on second-class matter pending an investigation by the House Post Office Committee, was deferred for two weeks today after the House Committee had discussed the bill for a time. The Hardy bill is a successor to the Longworth measure

Another big increase in the zone postage became effective July 1.

The rates on newspapers will be as follows:

Third zone, 3 cents a pound.  
Fourth zone, 5 cents a pound.  
Fifth zone, 6 cents a pound.  
Sixth zone, 7 cents a pound.  
Seventh zone, 9 cents a pound.  
Eighth zone, 10 cents a pound.

which was killed last week by the committee.

This afternoon just as a motion was made to table the Hardy bill, its friends made a preferential motion for its postponement, which put off a decision by the committee. Before that time a motion to knock out the section of the bill postponing the increase was defeated.

## PAPER MILL STRIKERS BACK AT WORK

**International Not Included Among  
Manufacturers Who Agree on Arbitration with Unions, but Early  
End is Expected**

A committee of three, representing the striking employees of U. S. and Canadian paper mills, exclusive of the International Paper Company, whose plants have been closed since May 1 and May 11, met with a committee of three representing the manufacturers June 29 at New York to select a seventh man to serve on a committee which will arbitrate the wage dispute which caused the shutdown of the plants. A majority of the employees voted in favor of arbitration.

A new proposal for arbitration of the difficulties between the employees and the International Paper Company also was made at a union meeting in Albany, June 28.

Labor leaders expressed the opinion that work would be resumed in the plants of the companies represented within ten days.

The proposal which the conference of union heads made to the International Paper Company was that the wage question be left to arbitration and all other elements of controversy be eliminated. The workers proposed that, pending the decision of arbitrators, the men return to work under the same wages and conditions in effect when they stopped their labors.

Plants included in the agreement already made include:

St. Regis Paper Company, Abitibi Paper Company, Spanish River Pulp & Paper Company, Union Bag & Paper Company, St. Maurice Paper Company, Hanna Paper Company, Minnesota & Ontario Paper Company, Fort Francis Paper Company, Cliff Paper Company and Pettibone Paper Company.

### New Home for Hamilton Spectator

A new building, modernly-equipped in every particular, now houses the Hamilton (Ont.) Spectator. The Spectator has just celebrated its 75th anniversary.

and, to mark the double event, issued a special number on calendered paper replete with illustrations of the new plant and containing reminiscent articles by members of the staff who were acquainted with the paper in its early days. Of those who witnessed the founding of the Spectator by Robert Smiley in 1846, only Mrs. Smiley, widow of the original proprietor, is now living. The present owners are William Southam & Sons,

### KEY MEN'S SCALE CONTINUED

**Operators and Leased Wire News  
Services Reach Agreement**

Negotiations between the Commercial Telegraphers Union and the leased wire news services extending over a period of two weeks were brought to a close Wednesday when an agreement was reached on the basis of the wage scale now in force, which was renewed for another year.

The operators of the United Press Associations were represented by Charles Shea, of Oshkosh, C. H. Marchland, of Dayton, and Thomas Ingoldsbey, of Omaha, and the operators of the International News Service by Charles Seefred, of Indianapolis, Robert Wise, of St. Louis, and T. J. Everett, of Toledo. Marlen E. Pew, of the International News Service, and Karl A. Bickel and L. C. Earnist, of the United Press, represented the press services. Under the scale the minimum wage is \$40 and the maximum wage \$52.50.

The Associated Press was not represented in the conferences, as it deals with its operators as individuals.

### Drake Forms New Company

C. B. Drake has resigned as vice-president of the National Accounting Company and has organized C. B. Drake & Co., industrial engineers and accountants, with offices in the Aeolian Building, New York.

### McKinney Opens Coast Office

J. P. McKinney & Son, special representatives in New York and Chicago, have opened a Pacific Coast office in the Crocker Building, San Francisco, with S. J. Wolf in charge.

## CLASSIFIED ADVERTISING MANAGERS IN WORKING TRIM AT ATLANTA



These are the men who won the admiration of all at the recent A. A. C. W. convention in Atlanta by steady attention to business. They held nine sessions and did solid work at every one of them. They answer the roll call as follows (standing from left to right): R. E. Seiler, Los Angeles Examiner; C. W. Nax, St. Louis Globe-Democrat; C. E. Winters, Chicago Daily News; W. E. Taylor, St. Louis Post-Dispatch; E. T. Lockhart, Grand Rapids Press; J. W. Wiegand, St. Louis Post-Dispatch; H. Rogers, Louisville Courier-Journal; G. N. Gundersen, St. Paul Dispatch-Pioneer Press; J. L. Irvin, Des Moines Register-Tribune; M. P. Goodfellow, Brooklyn Eagle; N. Rogers, Washington Times; C. L. Perkins, New York American; W. Soest, Chicago Daily News; H. A. Dryden, Feoria Journal-Transcript; C. T. Hardin, Columbus Dispatch; R. J. Geiger, Nashville Banner; L. C. Schuit, Danville Commercial-News; F. Reichman, Omaha World-Herald. (Sitting from left to right) D. W. Lawson, St. Louis Star; A. J. Combe, New Orleans Times-Picayune; J. F. McCue, Wichita Beacon; George Thall, Chicago Herald-Examiner; F. C. Erbele, Philadelphia Inquirer; H. G. Barringer, Indianapolis News; R. H. Wildman, Baltimore Sun; J. H. Butler, Houston Chronicle; J. M. Black, New Orleans Item; H. C. McDonald, Cleveland Plain Dealer; L. J. Boughner, Chicago Daily News; J. L. Berglund, Atlantic City Press and Union.

# PRESENT POSTAL ZONE SYSTEM GOOD ENOUGH FOR N. Y. STATE DAILIES

## Convention at Geneva Urges Congress to Retain It—Seek Standard Rate on Legal Copy—Local Advertising Keeps Total Above 1920 Level for Many

By JOHN F. REDMOND

(Staff Correspondent of EDITOR & PUBLISHER)

GENEVA, N. Y., June 28—The New York State Associated Dailies, convening here today, adopted a resolution urging Congress



F. A. MERRIAM

to retain the present zone-rate postage on second-class mail matter. The ground taken was that the establishment of a flat rate would put the burden of paying for the long hauls of magazines and periodicals on the newspapers, whose circulations are mainly in the first and second zones, and a comparatively small expense to the Government.

The association's legislative committee was authorized to confer with similar committees of all other New York State newspaper associations in an effort to work out a standard basis of charging for legal advertising. The members by a large majority approved the principle of charging on the basis of line per thousand of circulation, as suggested by F. H. Keefe of the Newburg News. The committee to handle this matter will consist of F. R. Champion, W. H. Clark, Wallace Odell and Mr. Keefe.

Labor matters were discussed in executive session, with H. N. Kellogg, chairman of the A.N.P.A. special standing committee, as chief speaker. Mr. Kellogg told of the work of the A.N.P.A. in endeavoring to negotiate a new international arbitration agreement with the I.T.U. and said he was hopeful that the matter would be worked out to the satisfaction of all parties, the publishers standing fully on instructions of the last annual convention of the A.N.P.A. to insist on absolute arbitration of all differences arising between publishers and union employes.

Establishment of a New York State Printers' School by the publishers' associations was approved, the work being in the hands of a committee headed by Frank Gannett of the Rochester Times-Union. Lack of printers and machine operators make imperative such an institution, the publishers believed.

Another labor matter urged was the making of contracts for a period of years—beyond the present crisis—providing for the reconsideration of wage scales on motion by either party, once or twice a year.

Thomas F. Moore, associate director of the A.N.P.A. Bureau of Advertising, was the only other speaker. Mr. Moore gave some interesting facts on the advertising situation, speaking in part, as follows:

"While business has not come up to predictions I made at your annual meeting last January, it is not as bad as many expected it would be.

"In 1920, national advertising in newspapers ran between \$200,000,000 and \$250,000,000, while 78 magazines carried \$132,414,000 worth, \$51,162,000, or nearly 40 per cent of the latter being confined to the Curtis magazines.

"In 1921, the magazine advertising has fallen off anywhere from 40 per cent to 75 per cent, while the newspapers are off an average of 25 per cent at the very most in volume of national business. The agencies estimate a falling-off in appropriations of approximately 30 per cent as compared with last year, figuring on a dollars and cents basis. The greater part of this loss has fallen on the magazines and while newspaper lineage may be off 25 per cent in national business, the actual money difference can safely be put at not more than 12½ per cent, because of rate increases made since the corresponding period of 1920.

"At present practically 90 cents of every dollar being spent for advertising is going into the newspapers. Manufacturers realize that goods must be sold and sold quickly and the newspapers are the only place they can go to get their message quickly enough to the public.

"Probably the two outstanding campaigns of 1921 are those of the Gillette Safety Razor Company and of Lucky Strike cigarettes. The Gillette Company is spending \$2,000,000 and it is going into newspapers entirely, with the one exception of the Saturday Evening Post.

"The 'Lucky Strike' cigarette advertising is a newspaper campaign throughout and has been declared by the company to be the most successful it has ever conducted—sales having broken all records."

Mr. Moore said the agitation to abolish the commission system of payment to advertising agencies has come at a very inopportune moment and threatens to disturb advertising rather than help it. He said the main object of the advertisers urging the change is to lower advertising rates. He favored retention of the commission method. He warned publishers about the rendering of what he termed "foolishly excessive merchandising co-operation," saying that advertisers are now asking newspapers for everything they can think of in an effort to further lower advertising rates. Mr. Moore said that the A.N.P.A. Bu-

reau of Advertising had not learned of more than 15 daily newspapers throughout the country that had cut rates.

He referred especially to the compilation of circulations and advertising rates presented by EDITOR & PUBLISHER and Barbour's Advertising Rate Sheets on June 18, pointing out that it showed a newspaper circulation increase of 2,000,000 copies, which at the comparative 1920-1921 rates charged, was equivalent to a reduction per line per thousand of 2½ per cent.

Mr. Moore said that the agencies believe that the advertising crisis has been passed and that from now on new business will more than offset the dropping of old advertisers. He urged smaller papers especially to hold to their rates in spite of efforts to break them down. He said especial efforts are being concentrated now on smaller papers to force lower rates, the argument being that the line rate per thousand circulation is excessively high when compared with that of larger papers. Mr. Moore pointed out that while the rate is higher on its face, this condition is inevitable and has always existed because the smaller papers' circulations must be smaller than the papers in larger cities and yet a rate must be charged based on the cost of production and a fair margin of profit.

It was reported that the Nuxated Iron Medicine Company had cut off 400 small newspapers from its list, refusing to pay a rate exceeding .00325 cents per line per thousand circulation.

EDITOR & PUBLISHER's editorial from the issue of June 25 calling attention to the insertion of a clause in an advertising contract forbidding the publication of news or comment inimical to the interests of the advertiser, was read on the floor as evidence of efforts of advertisers to dictate the terms at which newspapers must sell their space. Such tactics were condemned.

Mr. Moore's talk also brought out some facts as to how new business conditions are compelling the development of new angles of selling advertising. First of all, he said, the boards of directors of business firms, banks and other factors, are in many cases now the deciding factors in spending money for advertising. These men must now be sold if advertising is to be continued. To meet this new situation, the Advertising Bureau will publish within the next few days a book entitled "The Newspaper Era of National Advertising," which will be sent, together with a strong selling letter to anyone whose name is supplied by publishers and

agencies having difficulty in selling newspaper space.

It was learned that the Canadian Pulp & Paper Association is considering a plan of promoting newspaper advertising in order to further the consumption of more newsprint paper in order to keep the mills busy.

Announcement of the results of the question box covering many phases of publishing, supplemented with discussions on each from the floor, enabled a vast amount of ground to be covered in the morning and afternoon sessions.

The questions developed the following information:

No advertising rates have been reduced by member newspapers.

There has been no appreciable demand for low subscription prices and what there has been, is chiefly from farmer readers.

National Advertising has fallen off so far in 1921 from 25 to 50 per cent, but local advertising has increased, so that the net showing by those reporting was really a gain of 2 per cent to 5 per cent over last year.

Legal advertising ought to be based on a paper's lowest commercial rate. At present there are no standard of rates in New York State.

"Let 'em slide" was the way members looked upon suggested efforts to revive session laws advertising, which will be abolished December 31 by the Betts Law.

No standard means of charging for church and lodge notices can be arrived at. Some members charge and some do not.

Means of relieving dull advertising days were discussed with interest. Success was reported by the use of special stunts which develop advertising, such as financial, automobile sales, Rotary Club activities, marketing, building, and bargain days. A successful idea was reported by the Newburg News in the form of an Economy Tuesday Association page, which creates considerable advertising for dull Mondays through advertising Tuesday bargain sales. Monday was most generally reported as the slow day—some papers have as many as two and three so-called slow days in the week. Usually one such day is welcomed as an opportunity to clean shop.

Few newspapers have the same card rate for local and national advertising—although the net rates, considering the difference in selling costs, are about the same.

Most members favored limited co-operation for national advertisers, most of them agreeing to furnish only market information and dealers' names. Selling goods has been almost tabooed. Circulars and broadsides are not sent out unless the advertiser pays for them.

Complaint was made by a number of smaller papers' publishers that larger papers in nearby cities have no hesitancy in cutting subscription prices in order to undersell smaller papers. Considerable "unfair" competition of this kind was reported. Small papers unanimously claimed to be holding to their prices.

Discussion of methods of building circulation developed that carrier and canvasser contests were working out well. Bicycles and merchandise especially were popular as prizes—also bonuses. Putting the "stuff" into the paper, however, was agreed upon as the best circulation builder and retainer.

Several publishers reported having strike insurance—the rate being \$600 per year for \$150 a day insurance.

War economy measures are still in force in most newspaper offices.

(Continued on next page)

## COVERING THE BIG FIGHT

NO sporting event in the history of the world has attracted the newspaper attention of the Dempsey-Carpentier fight. Several hundred working newspaper men are going to tell the story by blows to the world. The cost to newspapers will reach a staggering sum. The thoughts of thousands of newspaper men in every part of the world will be on Boyle's Thirty Acres today. Next week EDITOR & PUBLISHER will tell those thousands how the job was done.

That will only be one of the dozens of stories that hold an interest for every man in the newspaper and advertising world that will appear in our next issue.

Judge Clyde M. Reed writes informatively about the Kansas Industrial Court; there will be another article by W. B. Swindell on newspaper accounting and cost finding; James H. Buswell drives home a lesson in a discussion of earnestness plus managerial efficiency; F. S. Greene has some interesting things to say about following up; there are some very pointed paragraphs about the editorial and its preparation in a paper by Irving Brant, chief editorial writer of the St. Louis Star. All these features as well as the news of the newspaper and advertising world in

EDITOR & PUBLISHER

NEXT WEEK

## FORMING COMMITTEE TO REVITALIZE NEW YORK PRESS CLUB

Active Newspaper Men Volunteer To Serve and Deep Interest Is Shown—John A. Hennessy Again Denies Pulitzer Saved Club In 1904

THE work of securing a committee of twenty-five leading journalists to re-organize the New York Press Club in compliance with the suggestion of a majority of the members of the present Board of Trustees as outlined in a letter from Mr. John A. Hennessy, published in EDITOR & PUBLISHER for June 25, is well under way.

EDITOR & PUBLISHER was even surprised at the interest among newspaper men in the establishment of a representative club and their willingness to share responsibility in making such an organization possible.

In no instance has any man approached so far declined to serve, but on the other hand several have notified EDITOR & PUBLISHER of their own accord that they wanted to become members under the proposed reorganization.

Every effort is being made by EDITOR & PUBLISHER to have all the larger institutions employing men eligible for membership in the club represented on the Committee of Twenty-five.

The names of the Committee of Twenty-five will be given to Mr. Hennessy in plenty of time for him to present them to his fellow trustees and the club at the regular monthly meeting next Tuesday, providing he elects to do so on that occasion.

At this meeting of the Press Club the proposed amendment to Section 1 of Article 1 of the by-laws, offered by John A. Hennessy, will be voted upon. This amendment provides that the initiation fee for active members shall be \$5, and the dues shall be \$5 per month, payable in advance.

The following letter was received this week from Mr. Hennessy:

June 27.

TO EDITOR & PUBLISHER: In your issue of June 25 in answer to a letter from the Chairman of the Board of Trustees of the New York Press Club you make the following statement.

"In 1904 the New York Press Club was on the verge of bankruptcy. The arrival of the sheriff was a matter of only a few days. Joseph Pulitzer, who was then contemplating enlarging the plant of the World, was appealed to. As a result, Mr. Pulitzer made two propositions to the board of trustees of the Press Club. One was, that in exchange for the parcel of land at Frankfort and William streets, and the Club's valueless building, Mr. Pulitzer would pay off the debts against the property and give the club a floor in the new World Building in perpetuity. The other was that he would take up the debts and pay the club the value of the property. No figures were mentioned. The second proposition was accepted and Mr. Pulitzer paid \$248,000 for the property and saved the club from the sheriff. Nobody has ever disputed the fact that Mr. Pulitzer could have saved many thousands of dollars by waiting a few months and buying the property at forced sale. His generosity was fully appreciated as was attested when the club, by unanimous vote, extended its thanks to him for saving it."

There is not a line of truth in the above statement and it wholly reverses the facts. The New York Press Club did not offer its property at the northwest corner of William street and Frankfort for sale to Mr. Pulitzer. At no time did it solicit him as a purchaser. The facts are as follows.

The property was purchased for investment by the Press Club in the administration of Col. John A. Cockerill, Managing Editor of the New York World. The price was \$247,000 of which we paid \$107,000 in cash. The rest was on mortgage. The building extended up William street to the bridge, thus covering the entire east side of the Pulitzer building and preventing Mr. Pulitzer from ever extending his property except by purchase from us. The rentals we received took care of the mortgage interest, the taxes and paid us about one per cent on our money invested.

In 1893 we had several offers for it which we declined and finally a representative of Mr. Pulitzer opened negotiations offering us a sum which then represented our cash equity, the mortgage having been increased about 10 per cent or a trifle more when the Press Club moved from the old Lams Club in 26th street

to the Morton building, the extra money being used for furnishing a new floor and building a pretentious kitchen to meet the requirements of 500 daily newspaper men who came in without payment of initiation but on pledge to support the club.

Mr. Pulitzer's offer was rejected, or more properly speaking that of his agent, and negotiations dragged along for months and were abandoned. An offer from the late Mr. Ryan, real estate dealer, from whom the building was originally purchased, came before the Board of Trustees. The Pulitzer negotiations were again opened by a direct representative of Mr. Pulitzer and heartily seconded by one of his editorial staff, then a trustee. However the Board of Trustees held out for the following:

The actual money equity of the property to be paid, plus the taking up by Mr. Pulitzer of the \$25,000 second mortgage bonds on the general property of the club, held by individuals, among whom were members of the club, the Press Club on its part to have deducted from this upset price any money due for taxes up to date of sale and an assessment for the Elm street widening which we were protesting in the courts. Mr. Pulitzer suggested as a counter offer (or his agent) that he would take the property over free and give the Press Club a home on one of the floors of the Pulitzer Building, thus giving rent free, and building kitchen, etc., to suit us. With that was coupled an offer of purchase as an alternative which was very close to that demanded by the club. The terms were finally agreed upon harmoniously on about the basis of cash demanded by us, plus the extinguishment of the blanket mortgage bonds on the general property of the club on which we never had defaulted in interest.

Now wholly apart from this sale the fact is that the World Building had to be extended and it could not be enlarged except by purchasing the George Lorillard property adjoining ours on Frankfort street, plus ours, and thus giving Mr. Pulitzer the block which he so sorely needed for expansion. There was an element in the club which was opposed to the sale then on the ground that all we had to do was to hang on and make Mr. Pulitzer come to any terms we demanded. We had the key position. These men received very little encouragement from the trustees or the general members, who recognized what Mr. Pulitzer had accomplished, as well as the fact that he had shown his interest in the Press Club by giving us two hospital beds. Some of us were bitterly assailed for selling the real estate at such terms.

Now, as to your statement that we were on the verge of bankruptcy and Mr. Pulitzer thus generously saved us: The indisputable fact is that all the money paid for the property by Mr. Pulitzer was immediately invested in first mortgage property by the late Charles J. Smith, then owner of two insurance newspapers and chairman of our finance committee. Not a dollar was touched for the purposes of the club.

## N. Y. DAILIES FAVOR ZONE POSTAGE

(Continued from page 7)

Prospects are for plenty of newsprint, with the probability of 4-cent contract paper in the fall, according to reports made. Paper is now being purchased at from \$4.75 to \$5 per hundredweight, with plenty to be had at the latter figure.

Addressograph, Elliott and Dick mailing machines are in highest favor. American dry mats are favored over those of German manufacture.

Overlapping publishers' association work was discussed, but it was the opinion that while such undoubtedly exists, each association is doing worthwhile work that ought not to be disturbed at this time. Association bulletins are proving of special value.

The Publishers' Buying Corporation service was especially commended.

The Federal Government was called upon to "make Post Office circulation statements mean something and to enforce the law." The majority opinion also was that all or no classes of publications should be compelled to make sworn circulation statements, but no official action was taken.

As to proper advertising rates, the best advice given was "to make your paper worth what you charge for it and stop worrying."

except that I insisted that a sum—I think \$7,000—should be transferred to the Charity Fund, as when purchasing the property, eventually sold to Mr. Pulitzer, some of the surplus charity funds had been used. The rest of the money, intact, remained on first mortgage drawing four and half per cent, guaranteed by one of the big companies, and remained so intact until the Press Club decided three years later to build and purchase the present site.

In this recital you have the facts as to the uses of the Pulitzer purchase money and the complete refutation of the story that the sale of the building saved us from bankruptcy. It is sometimes better to know a little and know it well than to know a whole lot and know it crosswise. However, I cordially acquit THE EDITOR & PUBLISHER of any desire to do any intentional injustice to the club.

JOHN A. HENNESSY,

Chairman Board of Trustees,  
New York Press Club.

[Editorial Note—It is not surprising that after the long lapse of years between the date of Joseph Pulitzer's purchase of the real estate owned by the New York Press Club, at Frankfort and William streets, and the present time, that there should be differences in the recollections of the details connected with it among those who conducted the negotiations or were a party to them.

Whatever statements have been made by the EDITOR & PUBLISHER regarding the circumstances attending the sale of the property were based upon interviews with a newspaper man who represented Mr. Pulitzer in the negotiations and with a member of the Committee who represented the Press Club, neither one of whom is now a member of the Press Club or has any part or interest in its affairs or activities.

Their recollections of the event and those of Mr. Hennessy do not agree in respect to one or two particulars, the principal one being the financial status of the club at the time of the sale. Mr. Hennessy says that the club was not in hard straits while our informants hold the opposite view.

However, the friends of the Press Club are not now so much concerned with what happened twenty years ago as they are with the present condition of its affairs. It is therefore a waste of energy to enter into further controversy over Mr. Pulitzer's purchase of the Press Club's property.

What is needed today, as we have pointed out and as Mr. Hennessy has admitted, is the co-operation of a group of representative newspaper men who are willing to take hold of the club and reorganize and revitalize it.

The EDITOR & PUBLISHER expects to be able in its next issue to give the names of twenty-five or more of the leading newspaper men of the city who are willing to undertake the task.]

## Eagle Tourist on Pacific

Twenty-six tourists, headed by H. V. Kaltenborn, assistant managing editor of the Brooklyn Daily Eagle, sailed June 25 from San Francisco on the liner Ecuador for Honolulu. The party will dedicate the Hawaiian National Park on the rim of the volcano Halemaunau, near Hilo.

On the matter of whether or not to reduce subscription rates, some one said: "Forget you ever published a paper for less than 3 cents," which everyone approved.

New members elected were: White Plains Reporter, W. Lee Tuller; and New Rochelle Star, J. H. Forbes.

Tuesday evening, the association members were entertained at the Geneva Country Club by W. A. Gracey and G. B. Williams of the Geneva Times. A chicken dinner was served and Mr. Gracey's talented family provided the musical program. Mr. Gracey himself led the group singing, Mrs. Gracey played the piano and Stewart Gracey rendered vocal and violin selections. W. G. Warnock, Syracuse manager of the International News Service, was the speaker of honor, and Miss Mildred Warnock gave several enjoyable recitations. Miss Ethel Merriam of Mount Vernon gave an exhibition dance. General dancing followed until midnight. Many of the members went to Ithaca to attend the annual meeting of the New York State Press Association. The convention was presided over by President Franklin A. Merriam of the Mount Vernon Argus.

## GOV. MILLER IS GUEST OF N. Y. PRESS

Ithaca Meeting Told That Future of U. S. Depends on Attitude Toward Europe—Wallace Odell Is Probable Next President

(By Telegraph to EDITOR & PUBLISHER)

ITHACA, N. Y., June 30.—"The future greatness of the United States as a nation will depend very much on the success of its editors in instilling into the minds of the people the necessities for conserving our natural resources, economizing wisely our national and personal wealth, turning much present waste of material and time into productive usefulness, giving more attention to child welfare and recreation that will tend to keep them in the smaller towns, awakening American communities to the dangers of economy which sacrifices education, instilling a moral and religious spirit into American life, inspiring a new patriotism of community service among citizens, and awakening America to the realization that the world's peace depends on how much America will do to make the entire universe prosperous again."

This was the gist of an inspirational address made today before the sixty-eighth annual convention of the New York State Press Association by W. W. Shoemaker, of the Swarthmore Chautauque Systems.

The convention opened last night and will close tomorrow night with a banquet, at which the guest of honor will be Governor Miller. Other speakers will be Dan C. Nolan, of the Yonkers Gazette, and Richard H. Lee.

Mayor Thomas Tree, of Ithaca, welcomed the newspaper men to the city last night. Wallace Odell, of the Tarrytown News, made the address of response. President Walter B. Sanders, of the Nunda News, is presiding. The probable next president will be Wallace Odell, of the Tarrytown Daily News.

The other speakers at this morning's session was Bristow Adams, of Cornell University, on "The Use and Abuse of Publicity." Professor Adams edits the Service Sheet of Cornell University. He maintained that there is both good and bad so-called free publicity. Publicity that renders a service to the community he maintained, has a legitimate place which most editors realize and make use of.

Publicity which aims only to get free advertising for somebody or something that ought to be paid for is pure grafting and should be wiped out. He suggested that schools of journalism establish departments of publicity which would teach young men what is right and what is wrong publicity. The association members agreed that service publicity such as is issued by Professor Adams for the use of the press is information they welcome and want continued.

The convention adopted a resolution urging retention of the present zone rate on second-class mail.

## Eight Papers Form Gravure Group

The Art Gravure Group has been organized by the following newspapers which have their gravure sections printed by the Art Gravure Corporation: Baltimore American, Brooklyn Standard Union, Hartford Courant, Newark Sunday Call, New York Evening Post, Providence Journal, Syracuse Herald and Washington Post. Officers have been opened for the solicitation of gravure advertising under the management of Perry Arnold.



## SEVERAL AGENTS SAID TO BE READY TO QUIT IF FEE SYSTEM OBTAINS

**Opponent of Commissions Plus Service Charge Declares Service of Agencies to His Paper is Frequently Cause of Expense Instead of Saving Money for Publisher**

QUITE a number of people have said, since EDITOR & PUBLISHER printed its first editorial advocating a change from the commission and fee system to a straight fee paid by the one who receives the agency service, that there was very little interest in the question.

That may be true, but the scores of letters received by EDITOR & PUBLISHER from advertisers and publishers and a few agents can well bear a different construction. That letters still continue to arrive indicates, further, that interest is continuing; and the direct action presaged by some organizations is assurance that it will spread still further among those most vitally concerned.

Not all advertisers, not all publishers, either, are agreed. That is to be expected. If there were perfect agreement there would be instant action, and that would be injurious to the advertising business and to advertisers. Only careful deliberation and just conclusion can avoid costly complications. Too, the very voicing of these disagreements proves interest.

Another thing that indicates interest: It has been said that several big agencies have declared that if the direct fee system be instituted they will at once move to liquidate their businesses.

That would be deplorable, but not necessarily fatal. In their absence it is quite conceivable that both advertising and agencies would continue. The last score or so of years have seen the closures of half a dozen newspapers in New York City, but the business of gathering and disseminating news and advertising goes merrily on, undisturbed by their absence. George M. Cohan has just left Broadway to shift for itself, and it seems to be shifting along all right. It is of note that though Greeley, Dana, Raymond and Pulitzer died the Tribune, the Sun, the Times and the World continued publication. The moral is that though threatening agents may be valuable to the advertising business, they are not indispensable.

### LET HIM HOLD IT

One of our correspondents, E. S. Woodruff, business manager of the Deseret News, says that if an agency originating an account receives 15 per cent commission from publishers so long as the account remains with him, commission lapsing if the account changes agency hands, the originating agency could hold the account against competitors.

For one thing, EDITOR & PUBLISHER made that suggestion only tentatively, just as many other tentative suggestions will be made before this agitation is over, for it is not to be expected that every plan for bettering conditions will be found operative after analysis and upon direct application. Perhaps this one will not.

However, the answer to Mr. Woodruff is clear. If the originating agency can hold the account, let it. What harm? And what is the usual business practice, in advertising as well as in commercial and manufacturing lines? If the agency originates an account it does what any other salesman does—makes a new customer. Many salesmen work on commission; even salesmen for

advertising agencies. When an advertising salesman makes a new customer he is entitled to an agreed upon commission from his employer. But that commission in some cases dies, so far as he is concerned, if he leave that employ but always when the current contract expires. He may get a commission upon renewal, also, but frequently this is lower than the commission for the original contract. At best the contract is his to hold so long as he can, and his commission is good for only that period. If he leaves before the expiration of the contract he gets no renewal commission—unless he can take the account to his new position.

So with the agency, which is, after all, a selling organization. If it cannot keep an account, particularly with the leverage of a special commission, it ought to lose it. Something is wrong with its selling force or with its service, one or the other or both.

Besides, what has become of the high ethical stand urged for years by some advertising agencies, to wit: that preying upon the accounts of another agency is reprehensible because not constructive? The urge is years-long for agencies to leave the accounts of others alone and develop new business; and that they develop new business which the publishers would not be able to get without their active aid is one of the main arguments for their very existence—certainly for the commissions they receive.

Following are a few opinions sent to this office:

**E. S. WOODRUFF, Business Manager, Deseret News, Salt Lake City:**  
"We are pleased to see EDITOR & PUBLISHER take up editorially the matter of agency compensation, as it is one of the most vital questions at the present time; and we certainly hope that sufficient attention will be paid to it that it may become an issue of the next publishers' convention."

"We hold to the opinion that it is better to do away with this commission and then make either a flat rate or a joint local and foreign rate on all rate cards, and thus overcome the irritation that is constantly growing over foreign advertising being placed locally."

"We note in your first editorial on the subject you suggest that where an account is created by an agency there should be some consideration given by way of commission which would not be accorded another agency who succeeded to the account. Is it your opinion that this commission should be 15 per cent? and do you argue that it should continue as long as the creator held the account? or would you limit the period of time that a publication would give a commission in acknowledgment of the creation of an account?"

"If this commission were given indefinitely it would undoubtedly enable the agency to hold the account as against its competitor, for as you know and we all know at the present time the commissions now given to advertising agencies are in most cases passed on to the advertiser."

"As we view it there is no service the advertising agency can render us for which we should give them compensation, unless it be the service of furnishing plates and cuts and ready prepared copy so as to save composition. Even this is debatable, for when mats are furnished the cast has to be made, mortices are very frequently made and inserts put in; where plates are furnished bases have to be made, and again mortices in the bases and inserts in the plates. The difference in the expense of handling is so little as to make practically no difference."

"We do not allow any local advertiser any consideration for plates or mats or cuts, nor give them a discount for repeating the advertisement already in type."

"On the other hand agencies are demanding more and more co-operation from the newspapers. They are asking that we help to place merchandise, that we write out letters to the trade asking them to stock the merchandise about to be advertised, to send out broadsides announcing an advertising campaign, to secure window display, help introduce traveling salesmen and a multitude of other things to help the promotion of the merchandise advertised."

"As a matter of fact it seems to us that they should pay us rather than that we should give them a discount for the service."

**FRANK T. CARROLL, Advertising Manager, Indianapolis News:**

"From the talks which I had at Atlanta with various advertisers and agency men I gathered the impression that the advertising business would be greatly handicapped and the advertising agencies practically put out of business if a net rate service fee system were adopted."

"You are probably familiar with my ideas on this subject, since I advocated a net rate for newspapers years ago. I can see the disadvantages of the present system; and while I have never been on the agency's side of advertising I cannot see where a well equipped agency that is absolutely rendering service could be injured by charging clients on a fee basis instead of letting the present commission take care of charges."

"In discussing this problem with newspapers, the average agency overlooks the fact that the national publication or the periodical magazine has no particular problem with agency commissions, because they have no local net rates. In the case of the Curtis Publishing Company the 15 per cent agency commission is merely added to the overhead of the magazine and is part of the established rate. With newspapers, especially those in the larger cities, there are any number of service agents handling local net advertising accounts on a purely service fee or retainer arrangement. In Indianapolis, for instance, we have several of the agencies recognized officially by the A.N.P.A. handling local store accounts on this basis."

"It does seem to me that if an agency in Indianapolis can handle an account on a service fee basis there is no reason in the world why every other agency cannot handle business in the same manner; and the newspaper would be relieved of the inconsistency of selling space at one rate to a local advertiser and at another rate to a national or general advertiser."

"However, the consensus at Atlanta, at least in the Newspaper Departmental, was that this is a matter to be thrashed out between the national advertiser and the advertising agency. The newspaper can hardly afford to make a decision for either interest. It is up to the agency and the national advertiser to get together and thrash out this matter and then let the newspapers know how they want rates handled."

"While a few newspapers may be charging the national advertiser a rate considerably higher than the average local net rate, plus 15 per cent, I think the majority of the publishers feel that the difference of 15 per cent agency commission is sufficient differential."

(Continued on page 20)

## FIGURING PAGE PRODUCTION COSTS

COMMENTING on cost systems, the current Bulletin of the Southern Newspaper Publishers' Association, says:

"F. H. Chase, superintendent of the Louisville (Ky.) Courier-Journal and Louisville Times, reveals the fact that the cost of these publications are taken from an absolute cost system, as complete as that kept by any job shop, and is divided into departments—that is, news production, ad production, proof reading and overhead. The system gives them the cost per inch for each kind of work and by means of the system shows immediately where a leak occurs. Unlike most cost systems, they do not have to wait a month for it to show up, but it gives them a check each week."

"Mr. Chase states that he observes from the comments of some of the members in the Bulletin that they think that time per hour per page is the ideal of efficiency. He states that perhaps the publisher can kid himself into the belief that it will give him accurate information, but the dollars and cents paid out each week is a test of efficiency in production of every kind, and the cost for the page produced on the basis of a completed paper is the only one that really counts after all. Mr. Chase says he has found publishers interested in only what they get for their money, not

how many minutes and hours it takes to produce a page.

"The daily cost of the Louisville Courier-Journal has been gradually reduced until now it is \$14.50 per page, for composing room labor. This is on the basis of a finished paper and does not take into consideration four to five pages of overset per day. This is on a scale of \$20.00 to \$45.00 per week. It also does not take into consideration the resetting done on department store advertising. It is interesting to note that at the time Mr. Chase took charge the page cost was \$17.50 per page, on an average production of 150 pages per week."

"Mr. Chase has been invited to attend the annual convention of the S. N. P. A. and explain his system in connection with the discussion of the question of costs."

"Another member of the association, publisher of an evening paper, with no Sunday edition, advises that the average cost in the mechanical department is approximately \$10 per page. The time averages 10¼ hours. This publisher requests the advice as to the standing of these figures. He also asks what the basis of figures of other departments should be along the lines of the mechanical department. He also inquires as to how circulation receipts should compare with newsprint cost."

## LEAGUE OF NEWSPAPERS IS WORLD NEED

Great Japanese Journalist Says World Peace is Only Possible by Closer Relations Between Press of All Nations

(Special to Editor & Publisher)

SAN FRANCISCO, June 28.—Future peace among nations lies largely in the hands of the press, Hoshio Mitsunaga, president of Nippon Dempo Tsushin Sha, the leading press association of the Orient, declared today on his arrival here.

"We of Japan believe in the League of Nations," Mitsunaga declared, "but I believe that before the League of Nations we should first have a league of newspapers representing all nations which would pave the way for world peace.

"Newspapers are the greatest influence for peace. There should be connections established among the press of the world whereby opinions and thoughts could be interchanged between countries."

Mitsunaga is in San Francisco as the first stop on a tour of America and Europe which he is making to study newspaper conditions. From San Francisco he will go to Los Angeles, Chicago, New York and Washington before leaving for London and Paris. He is accompanied by Yasuo Fuwa, his secretary.

Nippon Dempo Tsushin Sha, of which Mitsunaga is the head, operates much on the same lines as the press associations of the United States and covers Japan, Korea, Manchuria, China and the Orient as far as Singapore.

Mitsunaga also is head of the Far Eastern Newspaper Conference, composed of 370 newspapers published in the Orient.

### ROCAP RACING HOME FOR FIGHT

Sports Writer Left England in Rush to Reach Jersey City July 2

PHILADELPHIA—Will Billy Rocap see the great fight between Dempsey and Carpentier? Rocap is sports editor of the Philadelphia Public Ledger. As this dispatch is written he is aboard the Cunarder Saxonia, on the Atlantic Ocean, speeding towards New York in the hope that he will reach port in time to get to Jersey City for the fight. The Saxonia is due to dock early Saturday morning. Ringside reservations have been made for the writer, and taxicabs will be awaiting him at the pier.

All this may seem like extraordinary preparations for one newspaper man, but Billy Rocap is a national figure when it comes to sporting events, especially prize fights. In fact, it hardly seems possible to stage a big scrap unless Rocap is at the ringside or in the ring as referee.

Mr. Rocap has been official timekeeper of all international polo matches played in America, and his recent trip to England was for the purpose of again acting as timekeeper in the matches, and to report the games for the Public Ledger.

### 1,000-MILE DASH WITH PHOTOS

Chicago Tribune and Herald-Examiner Planes Will Rush Fight Views

(Special to Editor & Publisher)

CHICAGO, June 29.—The race of the century is slated for July 2, the day of the battle for the heavyweight title between Georges Carpentier and Jack Dempsey, and unless some hitch in the

program upsets arrangements at the last moment, it will have been run by the time this issue of EDITOR & PUBLISHER is on the news stands. The race will be between the Chicago Tribune and the Herald and Examiner for first printing of the fight pictures. In one corner waiting for the bell, it is announced, will be a Tribune airplane in the pink of condition; in the other corner a plane of the Herald and Examiner, stripped for action.

The moment the Frenchman and Dempsey start mixing it in the first round, photographers from both newspapers will make some snappy shots and then dash madly for the waiting airplanes. As the plates are tossed into the planes the cross country race will be on to make the Sunday morning editions of July 3.

Last week when it became known that the Tribune is planning to make the race for the Sunday morning editions, an editor of the Herald and Examiner said his organization believed it impractical to make a similar attempt. Later however, the Herald and Examiner editors changed their minds and made the announcement that "the Herald and Examiner will attempt an unprecedented feat—that of publishing in the Sunday editions pictures of the fight which occurs nearly a thousand miles away at

3 o'clock in the afternoon of the previous day."

Another piece of newspaper enterprise announced by the Herald and Examiner in connection with extra service on the fight, will be the use of the "Magnavox," with vacuum tube amplifiers to dictate to Chicago crowds the story of the fight by rounds from the ringside. The dictating, it is stated, will be done by Sam Hall, sporting editor of the Herald and Examiner.

### Bailey Leads Kansas Golfers

The Kansas Editorial Golf Association has decided to hold two annual tournaments, one in the fall and the other in the spring. The first one, just held at Topeka, was successful. Roy Bailey won the cup.

### Springfield Leader Has New Press

The Springfield (Mo.) Leader has just installed a new Hoe quad press with full electric control and capacity for printing 72,000 8-page, 36,000 16-page or 18,000 20-24-28-32-page papers per hour.

### Superior Telegram Names Special

The Superior (Wis.) Telegram has appointed Story, Brooks & Finley, Inc., as its national advertising representatives.

## SPORT WRITERS FLOCK TO JERSEY



Photo by Keystone

Eyes of the entire sporting world are turned toward Boyle's Thirty Acres over in Jersey today and incidentally the feet of most of the world's best known sport writers are planted firmly on that same plot of ground today. They are coming from everywhere, remarked Ike Dorgan, and here we have a few as they arrived on S. S. Paris. From left to right they are: Andre Glarner; Jack Smith of the Hulton Publications; B. Benison, of the London Daily Telegraph; Victor Breyer of the Echo (Paris), and J. Arnold Wilson; G. Berinac, of the Paris Intransigeant.

THE greatest number of writers ever assigned to cover a single event are today gathered at Boyle's Thirty Acres, Jersey City, for the Dempsey-Carpentier fight for the world's heavyweight championship. The demand for press reservations was so great that it was necessary for Ike Dorgan, in charge of the press arrangements for the management, to set a limit of seven hundred seats. Several hundred requests for space were naturally refused.

Two hundred of the press seats are at the ringside and are for newspaper men who will dictate running stories of the event. Another group of 500 seats were set aside for the special writers who are not compelled to catch editions.

More than 100 leased telegraph wires will carry the details of the fight to all parts of the world and aside from them,

the telegraph companies will have fifty special emergency wires. The fight will also be flashed to all eastern points and to many ships at sea by wireless telephone.

Sporting writers and boxing experts from every part of the world have gathered here for this event. Among the distant cities whose newspapers are represented by staff correspondents are Paris, London, Copenhagen, Buenos Aires, Manila, Tokio, Havana. The plans for making pictures and their distribution is equally as elaborate.

There is no comparison between newspaper interest in this event and fights of the past. Less than fifty men covered the Corbett-Sullivan fight; there were not more than 200 men at Reno, and less than 400 newspaper men reported the Willard-Dempsey fight at Toledo.

### STANLEY CLAGUE RE-ELECTED

A. B. C. Directors Commend Him—Will Continue P. O. Statement Fight

Stanley Clague was re-elected managing director at the meeting of the board of directors of the A. B. C. at the Biltmore Hotel, New York, Thursday. In a discussion that occurred after Mr. Clague had asked and received permission to retire, his conduct of the affairs of the A. B. C. was reviewed by several of the Board members.

Commendation of his work was unanimous as the vote of the meeting to retain him in office and to support him fully in prosecuting the enterprise the A. B. C. now has under way.

There was discussion at the meeting of the proposal of the A. B. C. that the Post Office requirement that newspaper publishers print semi-annually a statement of circulation. It was agreed that Mr. Clague should continue agitating the subject in an endeavor to ascertain fully the wishes of a majority of publishers. At present opinion among publishers on the advisability of this being done by the A. B. C. is divided.

### MICHIGAN PRESS WOMEN ELECT

Joint Convention Held at Port Huron with State Typothetae

PORT HURON, Mich., June 25.—More than 250 printers and editors of Michigan closed their annual convention here today. Two organizations met simultaneously, the Michigan Women's Press Association and the Michigan Typothetae Federation. Officers of the press association, many of them either now or formerly connected with the daily press, are:

Dr. Emma E. Bower, Port Huron; Mrs. J. E. St. John, Lansing, first vice-president; Mrs. Irene Pomeroy Shields, Bay City, second vice-president; Mrs. Grace Greenwood Brown, Ann Arbor, secretary-treasurer; Miss Maybel Louise Grisson, Grand Lodge, corresponding secretary; Mrs. Clara Pierson, Stanton, recording secretary; and Mrs. Margaret H. Alden, Detroit, historian; directors, Mrs. Helen Ashburn Williams of Grand Rapids; Miss Martha Moll of Detroit; Mrs. Emma Sherman of Paw Paw; Mrs. Belle Brotherton, Detroit.

### Salt Lake Employers Winning

The master printers of Salt Lake seem to be rapidly gaining the upper hand in the strike called by the Typographical Union on May 1. All the shops are running and some of them have turned men away during the past few days, according to a member of the Employers' Executive committee, who discussed the situation with Editor & PUBLISHER's representative. According to him, some of the printers have handed in their union cards during the past four or five days. He estimates that the shops are now running over 75 per cent of capacity. The newspapers are running.

### Glass on Pacific Coast

John Glass, publishers representative of Chicago, is now making a tour of the Pacific coast in the interest of newspaper advertising. He was met at Seattle by Fred L. Hall, now his San Francisco representative and formerly advertising manager of the Oakland Tribune, who will continue with him on his trip through Washington, Oregon and California. Mr. Glass says that he expects great developments in that section of the country in the next year and believes it will start in a few months.

# DIVIDE ALL CLASSES OF ADVERTISING UNDER SEPARATE HEADINGS

## It Means the Use of More Pages in Your Record Book, but Will Repay You as Ready Reference on Activities in Different Lines of Business

By W. B. SWINDELL

EDITORIAL NOTE—Mr. Swindell is secretary and treasurer of the Greenville (S. C.) Piedmont and has made a careful study of newspaper accounting and cost finding. The Swindell system as outlined in detail in these articles has been tried and found to be practical. The fifth article in the series will appear in our next issue.

THERE are three records that are used in connection with the general books, and these will be described before taking up the Cost Finding records.

### RECORD OF ADVERTISING

As stated while explaining the workings of the advertising records, the advertising should be checked and charged by the Business Department, and in Form H will be found an excellent record for charging advertising. The idea is somewhat old, but for labor saving, quick reference and accuracy, it is best.

Form H is a loose leaf record and is to be used in a ring binder. It is a monthly record and should be divided under headings of Foreign, Local Display, Readers, Legal and Classified. Sufficient sheets should be used each month to carry the advertising under the different headings. These headings are necessary because it is best to know what is being done in the different classes.

The Foreign list is written in alphabetical order by name of the advertiser in the Memo column, leaving space between each letter for fill ins, and the name of the agency through whom the service is rendered is written in the Name column. The agencies will not be in alphabetical order, but the name of the advertiser should be, to be quickly found and charged. The space used is charged each day, totaled at end of month and amount calculated by the rate. Charge by inches rather than lines.

In charging the Local Display, the names of the advertisers are written in alphabetical order in the name column, leaving sufficient space between each letter to take care of the month. The Memo column is used for any special attention regarding an ad. The charge should be by inches, not by pages, half pages, etc., but by the actual inches any space occupies.

The Legal ads, will take only one or

Head the first three lines of the classified division, into Total Inches, Free Inches, Paid Inches. The classified should be measured daily by rule, and enter the total inches, deduct the Free Inches and get the Paid Inches. This manner of keeping record of classified space is necessary because many ads, are paid in advance and no other record other than the cash books is kept.

When all advertising has been charged for the day, the total space can easily be run up on adding machine.

Another feature to be used on Form H is keeping track of ads to be run several times and killed. When such ads are charged the first time, make a small check mark under the date the ad should be killed, thus preventing too many runs.

### STATISTICAL RECORD

In Form J will be found a very important record. A stock book with suffi-

circulation record is entered in this Statistical record for a permanent record and quick reference.

Form J should be accurately kept as it is a very important permanent Statistical Record.

### PAY ROLL RECORD

If time books are kept, the total of such books should be transferred to a more condensed and a more permanent office record. In Form K will be found a Pay Roll record that fits in and fills

In the newspaper business, the following will cover practically every account necessary to be opened in the General Ledger:

**Operating Receipts:** Advertising; City Subscriptions; Mail Subscriptions—only three.

**Operating Expenses:** Advertising Commission and Discount; Advertising Expense; Advertising Features; Associated Press; City Delivery Expenses; Correspondence; Depreciation; Exchanges (subscription to other papers);

Form J Statistical Record Month of 1921

Date	Page	Class Column			News Total	Paid Inches			News Total	CIRCULATION		
		Free	Paid	Total		Free	Paid	Total		City	Subs	Mail
1												
2 Sunday												
3												
4												
5												
6												
7												
8												
9												
10												
11												
12												
Total												
Daily Average												

Form K Pay Roll Month of 1921

Dept	Name	Week April 3		Week April 10		Week April 17		Week April 24		Total
		Cash	Cash	Cash	Cash	Cash	Cash	Cash	Cash	
Advs										6
Rate										3
City Cir										24
Comp										7
Ed										24

every requirement in cost finding. A six double column stock journal may be used for this and headed as shown by Form K. This pay roll record is divided into Departments in order to get the pay roll for each department. Sufficient space is left between each department to provide for new names during the month. The Departments will be: Administrative, Advertising, Art (if there is one), City Circulation, Mail Circula-

Freight, Dray, Express; Fuel (coal or wood); Gas; Inks; Insurance; Lights; Mail Delivery Expenses; Metal (Linotype); Metal (Stereotype); Paper Used; Pay Roll; Postage, general; Postage, second class; Power; Premiums, Prizes; Press Associations; Printing, Office Supplies; Rent; Renewals; Repairs; Special Features; Subscription Commission; Sundries; Taxes and Licenses (all but income tax); Telegraph and Telephone; Traveling Expenses; Working Supplies; Profit and Loss (accounts charged off).

**Non-Operating Receipts:** Interest; Job Printing; Rents, and any other income large enough to make an item. If not, put all small receipts under Miscellaneous.

**Non-Operating Expenses:** Donations (unless there is a feature of advertising in them, then put under Adv. Expense in Operating division); Interest; Income Taxes; Miscellaneous.

The above will cover every profit and loss account necessary in any newspaper, and they are so clearly worded that confusion will scarcely occur. Local conditions may be such that a few new accounts may be necessary and a few may be omitted, but the general outline covers the entire newspaper business.

### GENERAL LEDGER

This is a stock loose leaf book, and in opening this ledger there should be four sections or divisions: Operating P. and L. Items, Non-operating P. and L. Items, Assets and Liabilities, and General Accounts. For quick posting and quick reference, each Profit and Loss item and each Asset and Liability account has its individual index. Blank index tabs are used and the name written on it. The General accounts have the regular stock index A to Z. All the indexes are arranged in alphabetical order in each division. It is important that each division is kept in its proper group, so there will be little chance of mixing the Operating and Non-operating. The Operating items are the only ones that enter into the cost finding.

### Press Clubs on Outing

Over 800 members of the Baltimore Press Club, with officers of the Washington Press Club as the guests, held their annual outing June 22 on the Chesapeake. Edward H. Pfund, executive secretary of the Baltimore Club, was in charge of arrangements.

Form H Newspaper Accounting, By W. B. Swindell Record of Advertising Month of 1921

Name	1921							Total	Rate	Amt	Memo
	1	2	3	4	5	6	7				
A											
B											
C											

two pages, and it is not necessary to provide for alphabetical listing. Charge them as they appear by inches.

The Readers will be the same as Legal, only the charge will be by lines. To ascertain the inches of Readers daily, divide the total lines by the number of lines to the inch.

If Classified advertising is charged, the record for the month should be mapped out alphabetically, following the same form as in local display, but the charge will be by line or word.

space is classed as news matter except strict advertising. Cartoons and comic pages are classed as news matter.

The daily pages and daily record of advertising are the only entries made in this book daily. At end of month balance the total inches of advertising and news matter, and divide by the number of inches in a column, and enter the Total Columns. From the A. B. C. book or circulation department may be obtained the circulation for the month, which is entered in proper column. The

## "HUMAN INTEREST" BEGINNING TO PALL SAYS LONDON POST EDITOR

British Journalists of London and Provinces Declare "Crimson News" Serves No Public Good and Has No Place in Press

HERBERT C. RIDOUT,  
London Editor, EDITOR & PUBLISHER

THREE British editors of standing have kindly given me their views on the subject "crimson news" and the policy that lies behind its treatment for publication. Two of them represent London dailies known for the excellence of their news-service, the other stands for a country paper that has the reputation of being one of the best conducted journals outside the metropolis.

I asked H. A. Gwynne, editor of the London Morning Post, what was his office practice in relation to such news and what, if any, broad policy he would outline as an ideal for the press concerning its treatment. Now the Morning Post is considered one of the most sober and staid of all British newspapers, but its editorial control knows full well the value of the "sensation" in news as has been seen in its bold and oftimes disconcerting disclosures of policies during the war and its remarkable documents on the Bolshevik programme for Great Britain. Accordingly, its editor can be acquitted of any lack of appreciation of the selling value of "crimson news," if it has any.

In answer to my first question as to the office practice in connection with crime, divorce and sexual news, Mr. Gwynne said:

"At the Morning Post we keep a most rigid censorship on news of this kind, and, roughly speaking, we omit everything we possibly can so long as such omission is compatible with our duties as purveyors of news. If the importance of a crime obliges us to print it, we place it in a part of the paper which is kept for events of minor importance. A vast number of such items of news, which find not merely place but prominence in a good many of the newspapers of England are, in the case of the Morning Post, omitted altogether."

In regard to my second question as to the broad policy that he would outline as an ideal for the press in these matters, Mr. Gwynne said there was no difficulty in answering.

"As practical journalists" he went on, "We all realize that as purveyors of news we have to give publicity to many things which would come perhaps under the category of 'crimson news.' That is inevitable, as every journalist will allow—and most readers. But there is a vast difference between perfunctorily giving such items of news and in acclaiming the chief actors as heroes. It is not, in my opinion, the actual news that does damage, but it is the atmosphere of admiration and hero worship that some of the press in this country and in yours create around such cases. As a broad policy, I should advocate that such news should be given where, obviously, its importance deserves publicity, but that there should be no seeking after it, and certainly no throwing round it a halo of notoriety tinged with admiration which is so common nowadays.

"I am well aware of the controversy that has gone on for some time, and is still going on—between news and human interest. But, if I might be allowed to say so, the advocates of human interest have gone far beyond their original intentions as expressed in the early part of the century. Today it is carried to such an extent, that it is often possible to

read a paper without getting a single fact of importance.

"Recently I was in the country and was anxious to get the news of some very important happening of the day before, and I can assure you that I searched in vain throughout the paper for one single line about a matter which concerned this country in a most vital manner. The truth lies I suppose—as it always does—between the two extremes. The presentation of facts without any sort of dressing up would pall, and has palled on the readers of newspapers. But I am rather inclined to think that the 'human interest stunt' carried to the length it is today is also beginning to pall on the readers of newspapers."

R. D. Blumenfeld, editor of the London Daily Express, to whom I put the same questions, said he was afraid it was a matter which must be left entirely to the decision of individual newspapers. Some go all out, others run a medium course, and others place an embargo on this class of information.

"So far as the Daily Express is concerned," said Mr. Blumenfeld, "we devote as much space as we can, in a particular page, to police and other court news, naturally always with a view to presenting cases of human interest so far as they apply to news. There are, as you know, dozens of divorce cases, but only those which present outstanding features are given in our columns.

"My own view is that the public is intensely interested in human problems, in which sex and divorce cases figure largely. Crime for the sake of crime, ought to be kept down, but there are many incidents, in which crime is the pivot, which make good reading and which, in my opinion, should not be suppressed. Of course, when it comes to

the presentation of sexual and criminal news, merely for the sake of portraying objectionable features of life, my view is that it is detrimental to the public interest to give it any space at all."

As representing the views of a healthy-toned country paper I am also able to give an expression from T. Purvis Ritzema, Jr. of the Northern Daily Telegraph, which, published in Blackburn, has a guaranteed circulation of over 70,000 throughout Lancashire.

In connection with their own practice, Mr. Ritzema said:

"For ourselves, we keep before us the necessity of producing a paper fit for the home in accordance with the foundation policy of the Telegraph established nearly forty years ago. In other words crimson news is carefully sub-edited and pruned of its hue, we do not go out of our way to give it.

"Social divorce cases are reported as far as necessary to state the salient facts, and all disgusting details taken out. This practice is in accordance with our own views of such treatment. Our answer to your first question reflects the policy we would advocate for the press concerning crimson news. The ideal newspaper is the one that in its regard for the purity of the home refuses to blush crimson to gratify the morbid taste of modern readers."

### Britain to Abolish Press Bureaus

The Government publicity bureaus of Great Britain are to be abolished in the interests of economy. English journalists say they will welcome their going on the ground that since the war their value to newspapers has so greatly diminished that they have become a hindrance rather than a help. They claim that the men who are in charge of publicity matters know so little about the bureaus to which they are attached that they are useless as sources of information.

### Lyons Republican Nears Century

The Lyons (N. Y.) Republican, edited by Assemblyman Charles H. Betts, will be 100 years old on August 3d. The newspaper is three years older than the county in which it was organized.

## ADVICE TO 5,000 NEWSPAPER WRITERS

Reprinted from the New York Evening Post

A young man—the kind with bright eyes that one thinks of as doing first rate work somewhere—was asking for a chance in the newspaper business.

"What are you doing now?" the editor asked.

"Reading proof on a trade paper. It's pretty dull, reading other people's stuff all the time. I want to write myself, and I want to get close to life."

"What kind of a trade paper?"

"Textiles."

"Seems to me textiles are pretty close to life," remarked the editor. "About as close as your shirt. Why don't you write about textiles?"

"I don't know anything about textiles."

"Did you ever read a book or an article about weaving? Or about dyeing? Or about cotton, or wool?"

"Well, no, I can't say I ever did."

"You've missed something. Every corner of geography, every chapter of human history, every development of chemistry in war and peace, a thousand lines of commerce and manufacture, the whole subject of the relations between capital and labor interlace with the textile industry. Wherever men have passed a step beyond naked savagery they have used textiles. They have woven grass and hair, both animal and human hair; vegetable fibres like cotton and flax, metals—you have heard of chain armor and steel shirts. The loom is found from pole to pole.

"You are on the edge of one of the basic industries, in a position to understand and write about something that intimately concerns the welfare of people everywhere in the world. And you haven't bothered to look an inch beyond the end of your nose.

"Why should I suppose that a fellow who has seen nothing in the textile trade but typographical errors in proofs, who hasn't had enterprise enough to salt down for his own information any of the great things passing his own door, could see anything in the world with which the newspaper deals, even if he did 'get closer to life?' If the job you are in hasn't amakened any interest—"

"I get you," interrupted the lad. "Thank you very much. I've been asleep at the switch. I'm going back to the job, to get 'close to life' right there."

## DEMAND FOR WORLD NEWS IS INCREASING

W. W. Hawkins Says Low Level in Demand for Foreign Copy Has Passed in All Countries and We Are Now Swinging Back to 1919 Basis

By Staff Correspondent of EDITOR & PUBLISHER

PARIS—"There is no doubt that interest in European news is increasing in the United States," said W. W. Hawkins, President of the United Press, in an interview with the Paris correspondent of the EDITOR & PUBLISHER.

Mr. Hawkins' is spending two weeks in the French capital prior to going to London for the annual Congress of the International Chamber of Commerce. Mr. Hawkins is interested in the problem of improving international communication facilities by telegraph and post—a problem which the Congress will attempt to solve.

"Following the close of the Paris Conference," Mr. Hawkins continued, "there was such a reduction of interest in America in the affairs of foreign countries that many news agencies found they had developed elaborate machinery for securing material from abroad which was almost useless to them. The low level in home consumption of foreign 'copy' is passed in opinion. A greater and, I believe, more intelligent interest rapidly growing so that it will not be long before the news of other nations' activities will have the same prominence was given to it in 1919."

Another prediction made by Mr. Hawkins was that before long Europe would be dissatisfied with the present inadequate news which comes to be from the United States. There is, in his opinion, great interest in America on the part of Europeans, but "very little knowledge." He believes there must be a better and larger exchange of news material between Europe and the United States.

"I am surprised," said Mr. Hawkins, "that French statesmen and others who should have an intelligent knowledge of America and American affairs do not take the trouble to visit the United States. New York seems so far away to them. It is up to the news cable to make it seem nearer."

### Detroit News Extends Radio

The Detroit News wireless telephony station is now able to receive messages from the Lafayette station, at Bordeaux, France, and also from the German station at Nauhen, through the installation of a receiving antenna of two wires 290 feet in length, suspended at height of 140 feet. The antenna is suspended between one of the masts on the News Building and the Fort Shelby Hotel. It enables the News to receive messages from as far west as Hawaii. After some alterations are made in the present station it is expected to have a speaking range of 1,500 miles.

### Stair Buys House Next Door

E. D. Stair, publisher of the Detroit Free Press, last week bought for \$1,000,000 the building adjoining the Free Press plant. He has not announced his plan.

### Grants 44-Hour Week

Le Courrier Federale, an Ottawa (Ont.) French weekly, has granted striking printers the 44-hour week.

# IS TREND OF TODAY'S NEWSPAPERS AWAY FROM JOURNALISTIC IDEALS?

**Frank Glass Charges Business Office Organizations Have Been Perfected at Expense of Editorial Public Service in Past Quarter Century**

"PROBABLY the most conspicuous change in newspapers in recent years has been towards breadth and strength of business conduct," declared Frank P. Glass, former editor of the Birmingham News and the Montgomery Advertiser and past president of the American Newspaper Publishers' Association, speaking on the tendencies of present-day journalism during the recent Journalism Week at the University of Missouri. "To one who has attended annually the sessions of the American Newspaper Publishers' Association for twenty-five years this is very apparent. Of course, there have been dailies in the largest cities for many years which were ably managed and profitable. But in the period named the business of publishing has been systematized all over the country, and there are now hundreds of papers that are models in a business way.

"They have efficient organizations, with various departments, mechanical, circulation, advertising, auditing, which are capably manned and harmoniously functioning in team work. The net result may be told in one single statement. In 1880 the newsprint consumption of this country was 3 pounds per capita; in 1919 it was 33 pounds per capita.

"Coincidentally with this wide-spread business development of newspapers has been an undue emphasis upon the part the business organizations have played in the outcome. The circulation manager has been credited with it, the advertising manager has glorified himself on account of it, the business manager has been puffed up with big claims and bigger salaries, the publisher has too frequently become the chief owner and has arrogated to himself the airs of a genius, a Napoleon of finance.

Too often, it must be admitted, have newspapers deteriorated into mere factories for the production of advertising space, and too frequently great space merchants have imagined that they were born journalists. Sometimes these space merchants have decided that the counting house downstairs was the dynamo of their establishments, instead of the brains and the souls of the men of vision upstairs which handled the news of the world and interpreted it so effectively that circulators and advertising men were enabled to sell the papers and the space profitably.

"One incident of this too common elevation of the space merchant to power has been the charge of control of papers by interests, of their failure to print the news, all the news, the real facts of vital interest to the public. This has led frequently to cynical distrust of newspapers, and sometimes to arguments that papers have lost their influence. In the last few years the success of candidates for mayor in some of the largest cities in spite of the opposition of all the local papers has been cited as proof of this alleged degeneration of the press. And in connection with this argument there have been allegations of conditions from important sources which have been alarming.

"One of these allegations was made by a dry goods trade publication a few months ago. Substantially it was that there existed a close working arrangement between editorial and business offices. There has been frequent

charges that department stores suppressed the publications of news. And yet stronger indictments have been brought against newspapers by editors of national repute.

"It has not been many years since it was the ambition and the undertaking of the daily papers to print all the news, or as much of it as their growing incomes could afford. The older newspaper men here will recall the period when such metropolitan papers as the New York World, the New York Herald, the Chicago Tribune, the St. Louis Globe-Democrat, and others like them in Boston, Philadelphia, Baltimore and Cincinnati, were daily epitomes of all the happenings of the world and especially of our own country. They were very full and complete newspapers, with wide-awake correspondents in every state and in every city of consequence, as well as in many parts of the world.

"Rapidly all that plan of newspaper making has changed. How many papers of that type remain? Very few, of which perhaps the New York Times is the nearest approximation. The purpose of publishers and the program of

managing editors has been transformed into getting local news, into playing it up in big space with large headlines.

"Even during the Great War the process went on. Big battles had the first claim in the make-up, but local news was not squeezed off the first page. Today in the majority of daily offices the country over a sensational divorce suit in high local society, or a particularly revolting crime in the neighborhood is considered worth the best talent on the staff.

"What has been the cause of this remarkable and not altogether desirable transformation in news valuation?

"It is the imperative requirement of the business office for local circulation. The advertising manager demands it. The fierce competition between two or more dailies in every city for the larger volume of advertising space has long ago affected the publisher and the managing editor. The circulation man finds that the public eats up the local news, especially if it has a sensational quality, and so the drive is made on all hands to please the public, to beat the other fellow in local circulation, and to get the record in advertising.

"There is where the modern business system of the newspapers has yielded too much to the spirit of commercialism. Full incomes and good profits are desirable things, of course, but principle and service should not be timidly subordinated to profit. Is it not true frequently that the high function of the

## GEN. PORTER'S ELOQUENCE CHAINED PENS OF NEW YORK NEWSPAPER MEN

By FRANK LEROY BLANCHARD

THE passing of General Porter recalls an incident in my early experience as a newspaper reporter that made a profound impression upon my mind. When Gen. Ulysses S. Grant died, a memorial meeting was held at the Union League Club, at which Judge Noah Davis, president of the Club, occupied the chair. At a small table directly in front of the platform sat a group of four reporters, representing morning newspapers, of whom I happened to be one.

Although Grant's death had made a profound impression upon the business men of the city, the auditorium was not as well filled as had been expected, but every one present was impressed with the solemnity of the occasion.

After Judge Davis had paid a scholarly tribute to Grant as a citizen, and Elihu Root had spoken of his career as President, General Horace Porter was called upon. Arising from his feet he stood silent for a minute and then began to speak. He said he had probably known Gen. Grant more intimately than any one present, for he had been one of his chief aids during the most critical period of the Civil War. He had respected and loved that silent, reserved soldier who never flinched in the face of the enemy, and whose calm confidence in the final triumph of the North gave heart to President Lincoln and his cabinet in the dark hours of the struggle.

Memories of the events of the critical days of the war in camp and in field, of Lee's surrender, of Grant's election to the Presidency of the United States, and of his last great fight against cancer crowded in upon General Porter's mind as he talked that evening. He told of Grant's great skill in planning a campaign, of his indomitable will and his never tiring perseverance in overcoming

every obstacle in his path. And then he described the scene in camp on the night before the battle of the Wilderness in such a wonderfully dramatic manner that we saw it as vividly as if we had been present at the time.

General Porter told of the great encampment spread out in all directions, of the firelight throwing ever-changing shadows upon the white tents pitched amid the trees; of the groups of soldiers singing war songs and love ballads to the twang of a banjo who, on the morrow, ere the day was done, would be lying dead on the field of battle; of Grant walking late at night silent and alone among the rows of sleeping men who at early dawn would be summoned to meet the foe in one of the bloodiest engagements of the war.

Such was the eloquence of the speaker and such was the impression that he made upon the minds of the little group of reporters that not one of us could take down a single sentence of what he said. We sat there with our pencils in hand and copy paper before us unable to write a line.

And when General Porter had finished his address and resumed his seat we did not move for a full minute, and then the great outburst of applause shattered the intense silence and the spell was broken. Picking up his note book from the table Tom Gill, a short hand reporter from the Herald, glanced at its unmarked pages and exclaimed:

"I'd give a hundred dollars if I could have taken a report of that speech. It was one of the greatest I have ever heard."

No memorial address to which I have listened in a long newspaper career thrilled me through and through like the one delivered by General Porter on this occasion.

paper as a teacher and a leader is forgotten in the greed for income and profits? Furthermore, is it not undesirable education for the people to neglect the important daily developments of progress and material advancement all over the land and the world, in order to pander to a depraved taste for the sensational and salacious?

"Cannot large circulations be gained and held by all papers, as in the case of some, through the provision of the better class of news written intelligently and handled tastefully?

"Another marked tendency in present day journalism is the widespread effort to make dailies and weeklies with magazine features and diversified attachments. No longer is the printing of the news the chief concern of the enterprising publisher and of the alert managing editor. The supply of sensational local news is apparently not steady and ample enough to hold the attention of the feverish reader, whose taste has been more or less perverted and so he must be entertained every day as well as Sunday with all sorts of stories, features, comic illustrations, etc.

"Now no one is prepared to condemn features by wholesale. They are valuable in attracting women readers and getting home circulation. Yet it cannot be denied that many papers are thoughtlessly educating their readers away from an appreciation of their prime function of 'printing all the news that is fit to print,' of furnishing the public with all the important facts of daily happenings, not merely of local occurrence, but of national movements, scientific progress, industrial uplift, etc. In this connection, it is to be commended the recent endowment by Edward W. Scripps of the Scripps-McRae League, of an institution to gather scientific news and put it into available form for newspaper use. News of that sort is sure to be far more useful and profitable to farmers, laborers, manufacturers and merchants than most of the criminal news and some of the frivolous diversions termed features.

"But will it not make for higher journalism and more attractive papers, if much of the full appropriations for features were diverted to the salaries of low paid desk men and reporters?

"Would it not be a better trend in journalism to turn back to the old standards of the New York Sun, under Dana, Laffan and Chester Lord. There dozens of thoroughly educated men were trained into rewriting all news matter into clear, terse, compact English. Some of the force could take a busy reporter's stick story and expand it into a half column gem of a human interest story far more entertaining than the most attractive general feature, because it was about facts of yesterday and not fiction of last month or last year."

### Edmonton Bulletin Reorganized

The Bulletin Publishing Co. Ltd., publishers of the Edmonton (Alta.) Bulletin, has been organized as an enlargement of the Bulletin Company, Ltd. The authorized capital of the new company is \$500,000. The provisional directors are: Hon. Frank Oliver, William Short, Charles R. Morrison, John Michaels, and Allan Haynes. Mr. Oliver is chairman of the board and president of the company. The re-organization is under the direction of Allan Haynes. John Michaels is to be circulation manager of the Bulletin. Charles R. Morrison, for ten years managing editor of the Edmonton Journal, on July 1 became director of the Bulletin, and assistant to Frank Oliver in the management.

## MODERN ADVERTISING SOLICITATION CONDEMNED AS BAD BUSINESS

Based Largely, One of Experience Holds, Upon Advertisers' Credulity and Lack of Information and Bound to Fail Eventually as Education in Abstruse Subject Spreads

By MANLEY M. GILLAM

"BLANK is in the Star with a quarter page; Jones, you get it." Something like that from the advertising manager is heard many times every day in nearly every newspaper office in the land. In the ominous shadow of the owner sits the advertising manager; in the still more ominous shadow of the advertising manager stands the solicitor; in the combined, sublimated and doubly condensed shadow of the whole bunch is the advertiser, nursing the delusion that he is in all respects master of his own business. Is he? That depends. Keep your eye on the solicitor.

The one thing the business man deals with that is intangible, indeterminate and mystical—if not mythical—is advertising; that is, advertising as it takes the form of printed publicity. He is certain that to sell goods the people must know of them. Common sense, common fame and experience convince him that to tell enough people of something that will interest them is sure to bring buyers to his counters. This much he is convinced of.

How to tell them, where and when to tell them is beyond him as a certainty. He isn't equipped with even a good guess.

Right here is where the thin edge of the solicitor's knife gets in. He talks with an air of certainty. He stands for the great, silent voice. He is intimate with Publicity itself. Of course he knows. Whether advertising is an asset or a liability, whether it is investment or current expense does not signify in the advertiser's analysis—for he attempts no analysis if he is like nine out of ten of his business brothers.

### NOTHING MYTHICAL

The air of the business world is surcharged and vibrant with tales and traditions of what advertising has done and is doing for the masters of merchandising. There is nothing mythical about it. Marvels of the past are more than matched by similar marvels of the now. Every thinking man in trade knows that these will be far outstripped by like marvels of the future.

Better fish are running today through business channels than ever before. What wonder that there is temptation to drop a line, or "two hundred across four," where the prizes are so great? It's an acorn before an oak; it's a rill before a river.

The stage is always set for the solicitor. And that solicitor is driven to the utmost. The office suggests ways. The wit of the solicitor suggests ways. Between the two all that greed, self interest, emulation and fear can do is done to land the order.

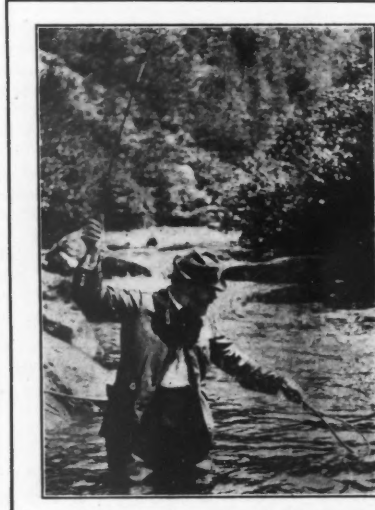
Today an advertising solicitor to win must be a man of real ability. He must be cogent in reasoning, nimble of wit and seductive in presentation. He must marshal facts impressively, gloss over weaknesses and carry his prospect to the dotted line on a wave of enthusiasm rose-colored by hope. That is, if he is the representative of one of the honest-to-goodness, simon-pure solicitor sheets.

That his medium is suited to the needs

of the subject, that the space is tempered to the proposition, that the advertiser may be tempted to spread himself too thin are items that have no place in the creed of this animated advertising accelerator. They cannot have a place if he is to hold his job.

### THE SOLICITOR SCINTILLATES

He is hired to get business. He is "in bad" if he slows up in getting busi-



Few men have had wider or longer experience in the business, profession, calling or industry, nominate it as you will, of advertising than Manley M. Gillam, of the M. M. Gillam agency. In this article he speaks not only from profound knowledge, but also from an earnest and active desire that the occupation which has filled so many of his years shall take its proper and deserved place in the economy of business.

ness. He is out if he fails to get business in fair volume. He fills the air with glittering promises and excuses for ragged past performances. He harps on "good will" and "lasting effect" and "keeping your name before the public."

I know one of these geniuses who thinks in pages. Anything less is missing an opportunity. Big business or moderate business—a page is the unit. And he sells them! I know very well that figures won't lie and that liars will figure; but this man is transparently honest. He seems to believe his own conclusions. I think he always does. That is why he is so effective. That he often fools himself saves no penny for the victim. The same pencil will go on figuring unanswerably on another proposition.

The system is wrong. It couldn't be worked with anything that the business man could really comprehend. The fact that a concern under great headway can use scores of thousands or hundreds of thousands or even millions in advertising yearly and still grow and prosper makes it all the more dangerous for the small or struggling enterprise that tries to emulate it. Right there is where the sharp solicitor gets his finest work in.

### SLICK SALESMANSHIP EVIL

I count it vital to good salesmanship in any line that is meant to be lasting that the buyer be glad he bought. "Slick" salesmanship, the kind that takes advantage of ignorance, inexperience or enthusiasm that is more or less blind, is not good salesmanship. And yet that is, precisely the sort of salesmanship that is not only encouraged but insisted on in the advertising offices of a vast

majority of the newspapers of this country.

I have noticed that when tangible goods, bought at bargain prices, have proved to be in any sense undesirable it is not the lower cost that is remembered; it is the lack of service or of satisfaction that clings to the memory. How much greater then must be the jolt when dealing with an intangible purchase, like advertising, if the buyer feels that his trust has been trifled with.

I know very well the smooth arguments that are used to quiet any complaints or to lull any suspicions of this kind, but the cold fact is that the advertiser has been buncoed as surely as if he had been sold a gold brick. Even when there is a back ground of honest, well meaning intent, such a result is many times inevitable where the effort is to get as big an advertisement as

cratic nature of the head of the paper was reflected in degree down to the boys—and the advertiser had no difficulty at all in realizing it. Yet orders for space kept crowding in and the revenue of the paper and its effectiveness grew and grew. The last week of my control marked the culmination of this growth—1,011 columns of advertising without a bait, a promise or a contract, save that certain financial advertisers had space agreements with the paper.

### STRUCK THE SLIDE

With the introduction of conspicuous active solicitation the Herald struck the toboggan slide for sure. Contracts, of course. Concessions, of course. A wider door for wildcats. The outcome of yesterday begging, hat in hand, for an advertising favor today. What an enemy could not have done in years, at all, the Herald did to itself between days almost. The position of supremacy went up in thin air and with amazing quickness. The very fact that the Herald men had joined the rush in the rush for advertisements furnished fuel for the paper's epitaph.

In an address in Chicago in the days of the Herald, referring to some statements at the Herald's peculiar rate card and methods, I said that there was no paper in the world easier to do business with than the New York Herald; that anyone could do business with the Herald for there was but one way to do business with it—and that was the Herald's way.

Some months later John Lee Mahan told me that Victor Lawson had declared to him that my characterization of the Herald was a perfect presentation of the position of the Chicago Daily News. To a considerable degree it is today applicable to practically all of the strikingly successful and profitable newspapers of America.

Would I have solicitors on a paper of my own? Yes.

But I would not encourage an advertisement that I did not believe would be helpful to the advertiser and suited to his problem at the moment.

A solicitor reward based on volume is worse even than space writing in the news columns—which is bad enough.

I believe in the service idea from the newspaper side. Not necessarily by an elaboration of co-operative salesmanship, but by intelligently weighing conditions and honestly advising and assisting the creepers and walkers as to matter and method of presentation—the what, how and where.

As a most important element in my soliciting outfit I would have a man of experience and capacity whose duty and pleasure it would be to do that very thing—to steady, suggest and guide.

And I would pay him well for his work without putting a "string" on the printed result of his efforts.

### Puts Employes' Wages in Bank

A system of paying employees that is expected to encourage thrift has been adopted by the Ottawa (Ont.) Citizen. Instead of paying in cash or by check, the Citizen is now depositing in the Royal Bank each week the salary or wages to which each employee is entitled, an account having been opened for every member of the staff. No restrictions are imposed, and those who wish to do so may withdraw the entire amount placed to their credit, but it is expected that the system will encourage Citizen employees to save. The plan has an additional important feature in that it relieves the newspaper of the work involved in handling a payroll in the customary manner.

# NO MATTER WHAT SHAKESPEARE SAYS, THERE'S A WHOLE LOT IN A NAME

Though the Rose Will "Waste Its Sweetness on the Desert Air" if It Isn't Made to Be Seen by Wide and Judicious Advertising

By HERBERT W. FORSTER

THE little mark on your undershirt, its trademark and the name by which you call it when you ask for a new one, may be worth a million dollars. If you were just about to reach for the scissors to snip it out and hurry to the nearest pawn shop, desist. You can't get a cent for it. It is worth the million only to the manufacturer who owns it and because he has probably spent more than that sum in advertising it.

It is only you and several hundred thousand others like you wearing the same kind, that give it the value. You and the other handful feel good-will toward your undershirts; you like them, and you know their names as well as the names of your best friends. The manufacturer has taught you the name by advertising; he has invested thousands introducing them to you and getting you to shake hands with them. And he is keeping your good-will alive by more advertising.

"What's in a name?" Shakespeare makes Juliet inquire. "That which we call a rose, by any other name would smell as sweet."

Perhaps it would, but "Full many a flower is born to blush unseen and waste its sweetness on the desert air." And that is the fate of many a name that is not made to be seen very conspicuously by advertising.

As to what's in a name—ask the owners of Gold Medal Flour, Ivory Soap, Kodak, Royal Baking Powder and a hundred others that have been made by advertising. They know. Why, only the other day a woman said she had bought "An Edison Victrola." The Victor people have advertised some.

"THERE'S MILLION IN IT"

In 1919 alone comes the Goodrich Rubber Company and says there are \$57,980,000 in its name. And the American Tobacco Company in this twentieth century proceeds to throw the gauntlet to William S. to the tune of \$54,099,430 in its name.

Or, in case a company's valuation of itself arouse skepticism, there are the words of Judge Lacombe, who says that the destruction of the physical properties of the National Biscuit Company, plants, machinery and buildings, would mean less than the loss of the words "In-er-seal" and the "Uneeda." "They are probably worth millions of dollars to the National Biscuit Company," he says. And, in fact, it is a common saying among manufacturers that such names as Ivory Soap, Victrola and Kodak are worth a million dollars a letter.

The trade mark pirate appreciates that there's something in a name. If he can't steal it outright he steals as close to it as he can. In the case of the name "Uneeda," one of the most glittering, he got as near to it as "Wenedea," "Twanta," "Mustapha," and "Uluka," and in the case of the Zu-Zu ginger snap he got still nearer to it with "Hoo Hoo." But each time a judge boarded his craft and sunk it.

In some countries, like South America, there is not always a judge handy and the laws are sometimes too, indifferent. Yet so bright is the glitter of trade-

marks that it reaches even such distant lands. In places in China, for example, the red gargoyle of the Vacuum Oil Company is better known than the Stars and Stripes themselves. So the pirate goes to these remote lands and does not merely come near the trademark but uses the actual name itself without making the least pretense to originality. The efforts and expenditures of the owners to win back their names is as good a proof as any that their glitter must be

worth something, even in South America.

If the National Biscuit Company should take it into its head to call the Uneeda Biscuit by some other name it might produce the old biscuit just the same, but who would believe that it tasted just as sweet?

IT WOULDN'T WORK

Again, a manufacturer has said that there is no 'secret about Coca Cola. Anyone can make it, he remarks, but no one can sell a bit of it if it isn't called Coca Cola. The same is true of Domino Sugar.

What was the underlying idea back of the pirate's "Hoo Hoo"? He knew that its mere resemblance to "Zu-Zu" would help his ginger snaps to taste as sweet as they. Other pirates, have thought to make their automobiles, no matter how slow, seem fast because they

were called by the name of a fast automobile; or their talking machine sound mellow because called by the name of a mellow talking machine; or their undershirts seem cool because called by the name of an undershirt with a cool reputation. The pirates must guess right, for the owners of the fast automobiles, mellow talking machines and cool undershirts always take the trouble and the money to tell it to the judge and make the pirates walk the plank.

HE FOOLED HIMSELF

But was Shakespeare all wrong? Is the name really the whole thing? A young writer thought so. He had heard that good trademarks and slogans were worth millions, and he had thought of a good one. He took it to the company whose products it fit and tried to sell it for \$50,000. He received \$50. It was a good slogan, all right, otherwise he would not have gotten \$50 for it. But why had he missed his guess by three ciphers? Uneeda, Kodak, Life Buoy, also, are strokes of genius. But have they the power in themselves alone to hypnotize thousands of people?

Long ago Mesmer discovered that he could hypnotize his patients by repeatedly passing his hands back and forth before their eyes. In a similar way trade names and slogans have been passed back and forth endlessly before the eyes of the public for years in a thousand different ways and places; reminding of the glories of a special collar from the inside of trolley cars; hinting of certain cooling beverages from the hill-side; suggesting brilliantly a unique automobile tire from the magazine page.

In all this, the discerning reader has doubtless already recognized a guarded description of that process which has made treasure-houses of trademarks-advertising.

Of course it can hardly be expected of Shakespeare that he should have foreseen the importance of advertising before writing Romeo and Juliet. But certainly had the disappointed \$50 young man stopped an instant to look before his mind leaped to conclusions he would have realized that his slogan could have little value until thousands of dollars had been invested in advertising it.

LIKE ARROW AND BOW

Advertising and trademarks are to each other as Longfellow's arrow and his bow, "useless one without the other." Time was when a purchaser asked for merely a perfume or a pair of shoes and trusted to the salesman to pick them out. But when modern competition arrived manufacturers awakened to the necessity of distinguishing their products by names. It was necessary to teach the buyer these names so that he wouldn't permit the salesman to pick out another manufacturer's goods for him. Now, after years of advertising, the purchaser gives the salesman no leeway, but calls for his favorite by name.

Mark Twain's Connecticut Yankee, in his dream days of the Round Table, found it necessary to advertise merely "Soap." When there is only one soap in the world, why call it anything more than "Soap"?

Today who dreams of advertising merely a garter or a cracker? But a "Paris" garter or a "Zu-Zu" cracker, with a slogan to flourish the perfections of that particular article—that means something. Today that enterprising Yankee would say as we say: a soap that floats, or a transparent soap, or a soap 99.9 per cent pure; anything to be different. With hundreds of soaps in the market, the name's the thing.

(Continued on page 28)

## A NEWSPAPER BUILDING FIRST OF ALL



WHEN the Aurora (Ill.) Beacon-News had so thoroughly outgrown the quarters which one of its former owners had erected for it nearly forty years ago, and the season came to build itself a stately mansion, the controlling idea in planning the new \$200,000 plant was that of making possible a more complete self-expression, a maximum capacity for service through the creation of an organism for the function of newspaper publication.

Though located in the heart of the business district, the idea of building a skyscraper home, which at the best could be an office building primarily, and only in the second instance a newspaper plant was left to others. This structure was to be first of all a factory for the production of a newspaper with everything to provide for the employes in every department the most wholesome, comfortable and congenial work surroundings.

Hence the three story edifice of steel, concrete, granite and brick, the height of which, 45 feet from the sidewalk to the roof balustrade, is nearly that of most four-story buildings. A basement, with head room of 15 feet, extends 4 feet above the level of the sidewalk, housing the big presses, and, with the aid of a mezzanine floor across the rear has provided splendid mailing room and circulation facilities, with ample room for paper storage underneath.

True to its central purpose, the building contributes practically its entire floor space to the needs of the Beacon-

News, a small shop in one corner of the ground floor being the only space in the whole building not actively used by the newspaper.

But utilities as a newspaper factory by no means handicaps the building's eminence as a public ornament, a notable acquisition to the city's architectural show places. The exterior, designed by Albert Moore Saxe, of Zimmerman, Saxe & Zimmerman, architects, is gracefully ornamental and extremely pleasing. The material in the foundation is New England granite. Above that is tan colored tapestry brick, with an ornamental trimming of terra cotta imitating the granite.

While every department is arranged and equipped with infinite care, especial attention has been given two features:

On the second floor also is a splendid well lighted room about 40 feet square which is used as an assembly room. It contains seating capacity for the entire office force when occasion calls for it.

In the southwest corner of the composing room is one of the best planned proofrooms ever devised. Proofreading demands insistent activeness of vision and the workers here receive some light from two sides. Specially constructed steel desks are of such a height that readers may stand or sit at their work with equal convenience. The sloping stands for copy may be raised or lowered or set at any angle as best suits the individual's eyes.

## AGENCIES WARY OF TRADE SURVEYS BY INDIVIDUAL NEWSPAPERS

**Misrepresentation and Inaccurate Information Charged Against Some Reports—One Agent Says Only 50 Papers Try to Give Reliable Service**

By FRED MILLIS

THAT the average advertising agency man does not put a lot of dependence in the market analysis and surveys prepared by the average newspaper is a fact without a doubt.

Following are statements made by a number of advertising agencies at the Atlanta convention. Most of these agencies are members of the American Association of Advertising Agencies. Of course, their identity is not revealed from the nature of their statements:

**First agency man**—"There are two kinds of services coming from newspapers. The first form a small group of less than fifty and are conscientiously endeavoring to give out accurate information, and second form a number of other newspapers who are most evidently either slipshod and careless or purposely dishonest in their survey.

"We have much more respect for a newspaper which tells us frankly that they are not established to give us market information than for a newspaper which sends us inaccurate information."

**Second agency man**—"The trouble with most market surveys is that the average newspaper calls on a few retailers, sometime by telephone, and then report to the agency information which, as far as the report is concerned, looks as if the newspaper had called on every retailer in town. This leads to many ridiculous errors."

**Third agency man**—"Newspapers forget that a manufacturer merchandising his product over the country uses zones as his units rather than cities and towns. The average newspaper survey is based on calls made in the city of publication and does not give any true information as to market conditions outside of the city. For instance, a certain garter might be selling well in a few down-town Atlanta stores, but might not have any distribution at all in the Atlanta territory."

**Fourth agency man**—"We have nothing but praise for the work that is being done by the newspapers of the country in endeavoring to assist agencies in marketing their advertising products intelligently.

"The only suggestion that I can make to the newspapers is that they do not let their interest in the success of a product drop as soon as an advertising contract has been received."

**Fifth agency man**—"You asked me for my criticism of the merchandise work done by newspapers. The only criticism I can give is that general conclusions are drawn from too little investigation."

**Sixth agency man**—"You can depend on the trade report you get from the average newspapers as follows:

"First, you either don't have any distribution and you want to advertise, or second, you have lots of distribution and you want to advertise. When will we get the copy?"

This lack of confidence in trade reports is a condition that the National Association of Newspaper Executives is endeavoring to counteract.

Through the establishment of the Standard of Merchandising Practice

Mr. Millis conducts in EDITOR & PUBLISHER each week (under the auspices of the National Association of Newspaper Executives, the newspaper department of the A.A.C.W., a round table discussion on matters of inter-relation to the newspaper advertising department and the user of newspaper advertising space. Criticism of or comment on any views expressed and contributions should be sent to Fred Millis, News Building, Indianapolis.

which has been approved by practically all of the publishers' associations as well as by the American Association of Advertising Agencies certain well defined lines have been set out for newspapers to follow and for agencies to expect.

\* \* \*

### EFFORT TO BRING CLASSIFIED AND N. A. N. E. TOGETHER

AN effort is being made to form a working affiliation between the National Association of Newspaper Executives and the National Association of Classified Advertising Managers.

A committee composed of L. A. Web-

### NEXT N. A. N. E. GATHERING MUST HAVE A MORE EXTENSIVE PROGRAM

"I think, in order to broaden the scope of the National Association of Newspaper Executives' convention, a program should be laid out which will cover every point of local display, national advertising, merchandising service, classified and even possibly collections and office system," said Frank T. Carroll, advertising manager of the Indianapolis News, to EDITOR & PUBLISHER this week.

"The convention at Atlanta was devoted almost entirely to discussions of general or national advertising," he pointed out and continued:

"The Classified Advertising Managers have shown the way for the development of a real association, but, of course, classified men should be a part of the A. A. C. W. newspaper organization.

"Mr. Shuman, I believe, will be able to put over a constructive policy and it may be possible that the idea which has been suggested, that the newspaper executives have a semi-annual meeting in Chicago in September with the A. B. C. meeting, will work out and will be the means of cementing the different elements in the newspaper advertising organization together."

ster, George Preston and A. L. Shuman for the newspaper executives is working with a committee composed of C. L. Perkins, Henry Barringer and J. L. Irvin to determine upon a plan which will be acceptable to both organizations.

At a meeting at Atlanta a tentative agreement was reached by a joint committee on the following basis:

1. The classified men are to assist the newspaper executives in the handling of the sustaining membership in the A.A.C.W.

2. Classified men not members of local advertising clubs are to subscribe for Associated Advertising through the National Association of Newspaper Executives.

3. The classified association is to follow the rules laid down by the national commission of the A.A.C.W.

4. The classified men are to elect one member to the board of directors of the N.A.N.E.

5. The classified men are to maintain their individuality, run their own affairs, collect and disburse their own money, and have separate meetings.

6. There is to be the fullest co-operation between the two organizations as to the holding of meetings, increasing the membership of each division and

the holding of the maximum fee for membership in the classified association to the same level or less than the maximum fee in the executor's association.

\* \* \*

### OR QUESTIONERS

LET'S send a man out to call on retailers for the next two weeks. That's the only way to find out why our stuff isn't moving."

That's the way many a sales conference breaks up these days.

A man goes out, but, oh boy, he goes out along a rocky road calling on the retailers. Nearly everybody is doing it these days. The answer for practically everything is sought by sending out a man to call on the retailers for a few days. This is especially true in the food product line.

A representative of the advertising department of one of the larger Chicago packers broke into a hornet's nest the other day in a small outlying grocery store in Louisville, while on an investigation tour.

"I want to—" he started in with the grocer.

"Wait a minute, you haven't registered," came right back from the grocer.

Out came the book and the advertising man had to write his name, his firm and what he wanted.

The only thing he got from that grocer was the privilege of glancing back over the register. The grocer had kept it for only five days. That was Friday afternoon, when he was in the store. There were actual registrations of one

The grocer was asked how many of the salesmen represented advertised lines.

"To believe them," he said, "every one of them is going to be backed by advertising in practically every publication of the United States. It is getting to be a joke around this store to listen to salesmen tell us about advertising. There's more 'flim-flam' in selling goods on the strength of statements about advertising than anything else these days."

### ONTARIO DAILIES TALK LABOR

#### Establishment of Printers' School Urged at Guelph Meeting

Western Ontario daily newspaper publishers met at Guelph, Ont., last week with an attendance of more than thirty newspapermen. A general discussion relative to the practicability of restoring the open shop was led by A. R. Kennedy, editor of Printer & Publisher, Toronto. Subsequently a resolution was adopted recommending that the Labor Committee of the Canadian Daily Newspaper Association should consider means of protecting publishers during times like the present, and evolve some scheme looking to the cooperative training of compositors, pressmen, and linotype operators.

Among other important questions discussed were the condition of rural mail routes, the handling of merchandising questionnaires, and the advisability of a joint campaign for the western Ontario dailies. Those present were:

F. J. Taggart, R. J. Sallons, Windsor, Border Cities Star; W. B. Preston, W. E. Dempster, Brantford Expositor; B. E. Gummer, Guelph Herald; A. R. Kennedy, Printer & Publisher; A. Partridge, C. D. N. A. Promotion Department; H. B. Muir, London Free Press; A. C. Woodward, Chatham Daily News; W. B. Burgoyne, H. B. Burgoyne, H. M. Gadsby, St. Catharines Standard; R. M. Glover, Peterborough Examiner; W. J. Motz, Kitchener Daily Record; Frank Adams, London Advertiser; K. M. O'Beirne, Stratford Beacon; H. Gummer, Guelph Herald; S. Stephenson, Chatham Planet; A. D. McKenzie, Sarnia Canadian Observer; Chas. Dingman, Stratford Herald; George Davis, Hamilton Herald; C. S. Bean, Kitchener Telegraph; William Wallace, C. D. N. A., Toronto; L. H. Dingman, St. Thomas Times-Journal; Stuart H. Cant, H. J. Foster, Galt Reporter; J. J. McIntosh, R. M. Hamilton, William Templeman, Guelph Mercury; T. H. Kay, Kitchener Record; W. J. Taylor, Woodstock Sentinel-Review.

#### Wife Seeks F. J. Snively, Lost

Mrs. Frank J. Snively, of 1919 Lunt avenue, Chicago, has appealed to the Chicago newspapers for aid in finding her husband, a wealthy former newspaper man of Des Moines and Toledo, who disappeared recently under strange circumstances, the wife reports. The Snivelys were returning to Chicago from Waukegan. At Howard avenue, North side limits of Chicago, Mr. Snively sent his family home while he stopped for a shave. No one can be found who has seen him since he left his wife and 12 year old daughter. Mr. Snively had come to Chicago to rest following a nervous break down and is said to have been subject to fits of despondency. Mrs. Snively believes her husband is suffering from amnesia.

#### Racing Dope Law Defeated

NEW ORLEANS, La., June 21.—The Breazeale measure, by which the publication of all race-horse dope in Louisiana would have been prohibited by the constitution was defeated. It had been previously adopted by the constitutional convention, but was opened for reconsideration. This measure precipitated one of the hottest newspaper fights in New Orleans in years, the Item being for the measure and the States and Times-Picayune against it. The latter two papers have endorsed national prohibition of sending race-horse dope through the mails or over the telephone and telegraph wires.



# TIME

## The Demon In the Press Room

	Time Left	Signature
Composing Room	3.10	JAC
Molding—Received	3.11	R
Received in Foundry	3.21	JF
Sent to Press Room	3.23	RAL
Starters Received	3.24	F
Press Started	3.25	F
First Papers Received	3.27	CR
Press Shut Down	Wash up	
Last Papers Received	10 minutes after schedule time	
Remarks	cuts filling & rollers full of grit	

Every publisher realizes what a time sheet means.  
It's daily warning should be heeded.

# GRITLESS NEWS INK

Prevents ALL Ink Troubles  
Saves VITAL MINUTES in the Press Room

# THE AULT & WIBORG COMPANY

- |            |              |           |               |
|------------|--------------|-----------|---------------|
| Cincinnati | Philadelphia | Buffalo   | Minneapolis   |
| New York   | Chicago      | Atlanta   | San Francisco |
| Boston     | Cleveland    | St. Louis | Los Angeles   |
| Baltimore  | Detroit      | Milwaukee | Fort Worth    |

FOR FULL PARTICULARS GET IN TOUCH WITH OUR NEAREST HOUSE

## PRESS WILL TEACH U. S. A. B. C. OF TRADE

Newspapers Only Channel for Informing Public on Foreign Commerce, Spillane Tells National Trade Convention

The newspapers of the United States have a big and important job ahead of them if this country is to realize its opportunities in the foreign trade field, both in the matter of exports and imports, in the opinion of Richard Spillane, editor of the business news section of the Philadelphia Public Ledger, who spoke at the recent meeting of the National Foreign Trade Council in Cleveland.

"The Use and Value of Foreign News" was the subject of Mr. Spillane's talk. He was the only newspaper man on the program.

"If the financial background to support foreign undertakings is to be developed, a public interest in an appreciation of the true relation of America to the world at large is to be aroused, it must be done through the newspapers of the land, the vehicles which go into every home every day and reach the millions as does no other agency," declared Mr. Spillane. After quoting Secretary of Commerce Hoover to the effect that if the people had been informed of the production and consumptive requirements and the temporary character of distribution delays there would have been no such disorders and wild flight of prices as characterized the coal industry last year, and that if the manufacturers had had exact data bearing on their trade there would have been no collapse in the tire industry in 1920, Mr. Spillane continued:

"The field of international trade is comparatively new to America. We have not the experience, the organization nor have we given the study to its problems as have the nations of Europe. In a broad sense we have not come to a realization of the imperative necessity of international trade to us. We have only a hazy idea of why, for our well-being, we should invest money in development enterprises in other lands. We have not come to know the interdependence of nations, to realize that the world is but a mighty interlocking machine of many parts and that no single part can be impaired without some injury to the other parts.

"We do not appreciate our interest in the hennequin crop of Yucatan, the jute yield of India, the ramie production of the Philippines, the straw production of Shantung, what a drought in Australia means in food or wool supply to the world, how the condition of the cotton crop of the Nile Valley or of India affects the price of the lint grown in our cotton fields, what dependence we place on Bolivia and the Straits Settlements for our tin, of what tremendous importance would be the opening up of great oil fields in South America or Africa or the Far East.

"We must get away from the fool notion that there is profit in selling in foreign markets and not so much in buying. We must appreciate that it is as necessary for us to buy as it is to sell and that we cannot profit enduringly unless those with whom we trade profit also. We must realize that while the people along our ocean fronts know in a measure the importance of foreign commerce, its significance has not been brought home to the bulk of the people in the interior.

"A great work of education must be

undertaken to inform the people in this respect. It must be initiated through the newspapers.

"For the first time in many years it appears that we are to have a definite national policy regarding foreign trade and that in every legitimate enterprise the Government is to support American interests abroad as well as at home from unjust discrimination.

"We cannot trust to our genius in mass production, our predominant position financially or the weakness of some of our chief competitors to aid us in winning our natural position in foreign trade. We cannot trust to dumb luck and awkwardness. We must fit ourselves fully to play our part in a field of merchandising more complex and varied than we have known.

"Above all things we must make plain to the people the interdependency of nations and how necessary it is to keep free and open all the channels of communication and distribution.

### LITTLE KNOWLEDGE

"How little the average man knows in this line may be illustrated by a story. I was talking of rubber with one of the foremost men in America and asked him if he knew where rubber came from.

"Blessed if I can remember," he said. And then searching his mind, he added, "I believe it comes from South America—Brazil or some such country, doesn't it?"

"He was surprised when I told him how cultivated rubber from the plantations of the Indian Ocean country made the vast bulk of the world's supply today being so much cheaper and better than the wild rubber of Brazil as to make the gathering of wild rubber generally unprofitable.

"Here is evidence of our dependence on just one of the many products of Asia. Without rubber, what of our 10,000,000 automobiles to say nothing of a thousand other things into which rubber enters?"

"If the financial background to support foreign undertakings is to be developed a public interest in and appreciation of the true relation of America to the world at large is to be aroused it must be done through the newspapers of the land, the vehicles which go into every home every day and reach the millions as does no other agency.

"With appreciation of this fact it is the purpose to prepare and submit to as many papers as possible the greatest amount of information that can be put in attractive and concise form about the products of the earth, their variety of uses and their distribution.

"It is proposed to take up singly each

of the minerals of importance, show the lands in which they are found and in what volume they are produced, how they are employed for the benefit of mankind, their distribution industrially and commercially and the world's dependence upon them.

"It is proposed also to show the relative standing of the nations in the uses of the minerals.

"It is the intention to do the same in relation to agricultural growths—wheat, corn, oats, barley, cotton, tea, coffee, rice, spices, flax, hemp, and every other product of importance.

"So, too, as to the woods of the earth, their uses and distribution.

### COLORFUL TREATMENT NEEDED

"It is appreciated that to awaken interest and hold attention these articles must be written in the simplest yet most attractive form and garnished with a bit of romance for the subjects are colorful if presented in their true light.

"It is a branch of study and information not yet embraced in the school courses, but which may be as this country advances in its international relations. It will lay the base for a broader interest in and a wider knowledge of commercial and industrial matters.

"It is suggested that a series of articles be devoted to the trade customs of the various countries and another series to the monetary systems in vogue in each particular territorial division.

"To make these articles easy to read and easy to digest no one will exceed half a column in length.

"While primarily they are intended for the general public it is not unlikely they will be put in permanent form later for the business man to have for ready reference.

"In the compiling of this information there is no thought of monetary profit, the purpose being to submit the articles for publication broadcast at no more than the cost of preparation and postage.

"As a supplement to what is done in America it is hoped that an international Bureau of Statistics fashioned somewhat on the lines of that established at Rome by David Lubin to cover the grain growths in various countries, may be created so that the most accurate information on all these subjects of world concern may be spread at regular intervals for the help, the guidance and the good of the people of all the nations.

"I know of no higher contribution the newspapers of America can make to the promotion of foreign trade than to spread the facts in relation to all the products of the earth before their readers. If this is done well it will be of great educational value. It will broaden the view of millions of persons, give a wider knowledge to men about their own affairs and make plain to all the interdependency of the nations."



## Shoe Leaders in Baltimore Use The Sunday Evening NEWS Profitably

THE fact that Baltimore shoe merchants, whose names are synonymous with top notch quality, are using the Sunday issue of the NEWS to convey their messages to customers and prospects, speaks volumes for the popularity and prestige of this Sunday afternoon newspaper.

It further emphasizes the high-class reader following enjoyed by the NEWS, and right here we might add that the strength of NEWS patronage has been unquestionably tested and proven by the Sunday edition selling for more per copy than the daily edition irrespective of it being the same size paper as during the week with no inducements in the way of special Sunday features.

"Profit by the experience of others" may be a time-worn maxim, but the experience of others in using the Sunday NEWS has been that the NEWS, published on Sunday afternoon and bought by nearly 100,000 people, but read by four or five times that many, is a uniquely valuable result getter and a very excellent advertising buy.

In combination the Sunday afternoon NEWS and the Sunday morning AMERICAN offer an intensified circulation of nearly 200,000 at 35c per line for 1,000 lines or more.

## THE BALTIMORE NEWS

Evening, Daily And Sunday.



# The Baltimore American

Morning, Daily And Sunday.



DAN A. GARROLL  
Eastern Representative  
150 Nassau Street  
New York

Advertising Manager

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

## DRY MATS

We have hut two reasons to be worthy of your patronage.

1. Quality
2. Price

We carry a large stock at Bush Terminal and receive shipments every fourteen days. Don't let delivery worry you. Write or phone for our prices.

## W. B. WHEELER CORP.

Formerly Albert de Bary, Jr.

Phone Rector 9930

6 Church Street  
New York

# NEW ENGLAND

The fishing industry of New England cannot be overlooked when considering this territory as a market to promote meritorious merchandise.

Last year New England's fishing fleets made a total of 7,606 trips and returned 178,280,701 pounds of fish, valued at \$8,277,013.

This was an increase of \$678,630 over the 1919 value.

New England has successfully weathered the trying period and is in a very stable condition.

New England people depend on the home newspapers to learn about new brands of goods.

Advertise where results will be quickest, through the columns of these newspapers.

### These papers will introduce you to the right people

MASSACHUSETTS—Population, 3,852,356			
	Circulation	2,500 lines	10,000 lines
*Attleboro Sun.....(E)	5,053	.025	.0175
Boston Sunday Advertiser..(S)	380,668	.55	.55
‡Boston American.....(E)	301,595	.50	.50
‡Boston Globe.....(M&E)	285,189	.40	.40
‡Boston Post.....(S)	349,003	.45	.45
‡Boston Post.....(M)	422,631	.60	.60
‡Boston Post.....(S)	380,481	.55	.55
Boston Transcript.....(E)	37,012	.20	.20
Fall River Herald.....(E)	11,035	.035	.035
*Fitchburg Sentinel.....(E)	9,685	.05	.035
*Haverhill Gazette.....(E)	14,983	.055†	.04
§Lynn Item.....(E)	16,165	.06	.04
‡Lynn Telegram News.....(E&S)	18,063	.05	.05
*Lowell Courier-Citizen.....(M&E)	17,044	.045	.045
*New Bedford Standard.....(M&E)	27,827	.07	.07
*New Bedford Sunday Standard.....(E)	23,953	.07	.07
*Salem News.....(E)	19,818	.09	.07
Worcester Telegram-Gazette.....(M&E)	72,922	.24	.21
*Worcester Telegram.....(S)	42,900	.18	.15

MAINE—Population, 768,014			
	Circulation	2,500 lines	10,000 lines
Bangor Daily Commercial... (E)	14,858	.0475†	.04
*Portland Daily Press.....(M&S)	14,358	.04	.04
Portland Express.....(E)	24,740	.10	.07
Portland Telegram.....(S)	22,855	.10	.07

NEW HAMPSHIRE—Population, 443,083			
	Circulation	2,500 lines	10,000 lines
Keene Sentinel.....(E)	3,222	.03	.02
‡Manchester Union-Leader.....(M&E)	25,564	.08†	.06
‡Portsmouth Times.....(E)	4,065	.02	.015

Government Statements, April 1, 1921.  
 \*A. B. C. Publishers' Statements, April 1, 1921.  
 ‡Government Statements, October 1, 1920.

RHODE ISLAND—Population, 604,397			
	Circulation	2,500 lines	10,000 lines
‡Newport Daily News.....(E)	6,155	.03357	.02928
*Pawtucket Times.....(E)	23,404	.06	.06
‡Pawtucket Valley Daily Times (Arctic).....(E)	2,130	.021429	.021429
*Providence Bulletin.....(E)	59,108	.135	.135
*Providence Journal.....(M)	31,374	.08	.08
*Providence Journal.....(S)	51,737	.12	.12
Providence Tribune.....(E)	23,798	.10	.09
‡Westerly Sun.....(E)	4,529	.025	.025
‡Woonsocket Call.....(E)	13,201	.04	.04

VERMONT—Population, 352,428			
	Circulation	2,500 lines	10,000 lines
*Barre Times.....(E)	7,035	.025	.02
Brattleboro Daily Reformer.....(E)	2,825	.03	.015
‡Burlington Daily News.....(E)	7,010	.04	.04
*Burlington Free Press.....(M)	10,874	.05	.05
St. Johnsbury Caledonian-Record.....(E)	2,920	.0214	.015

CONNECTICUT—Population, 1,380,631			
	Circulation	2,500 lines	10,000 lines
**Bridgeport Post-Telegram.....(E&M)	51,638	.145	.14
**Bridgeport Post.....(S)	19,858	.085	.08
*Hartford Courant.....(M&S)	29,856	.08-.07	.10-.09
*Hartford Times.....(E)	42,537	.14	.14
*New Haven Register.....(E&S)	30,803	.09	.08
*New London Day.....(E)	10,853	.06	.045
Norwich Bulletin.....(M)	10,755	.07	.05
*Norwalk Hour.....(E)	4,101	.025	.025
*Stamford Advocate.....(E)	7,839	.0375	.03
*Waterbury Republican.....(M)	11,155	.05	.04
*Waterbury Republican.....(S)	12,272	.05	.04

\*\*A. B. C. Publishers' Statement, October 1, 1920.  
 §Publishers' Statement.  
 †Rate on 3,000 lines.

### EMPLOYING ENGRAVERS WANT 48-HOUR WEEK

**President Schuetz Scores Arrogant Labor and Likens Open Shop Advocates to "Mendicants with Self-inflicted Wounds"**

BUFFALO, June 25.—By unanimous vote 350 delegates to the annual convention of the American-Photo Engravers' Association convention, in session here June 23 to 25, went on record as favoring the 48-hour working week for the industry, now working on a 44-hour week basis.

This action was taken by the association after there had been considerable time devoted to discussion of industrial relations. The relations between employer and employe was the principal discussion topic of the gathering.

President Adolph Schuetz criticized the attitude of both groups. Labor, he said, had been "arrogant, unreasonable and threatening." He also scored open shop employers who "seek to engender class hatred, and who impugn the honesty and good faith of all who oppose them." The president said some of the open shop advocates are engaged in the practice of "taking alms, not unlike the mendicant on the street with self-inflicted wounds."

At the closing session these officers were named:

President, Adolph Schuetz, New York (re-elected); first vice-president, Charles Stinson, Philadelphia; second vice-president, Henry Petrant, Milwaukee; secretary-treasurer, J. C. Bragdon, Pittsburgh; commissioner, Louis Flader, Chicago; executive committee, T. P. Thornton, Dallas; F. W. Gage, Battle Creek; J. J. McGrath, Chicago; Victor C. Hurst, Rochester; V. C. Everton, Detroit.

### LEE AGAIN ANSWERS SINCLAIR

**Says A. P. Was Right in Controversy Over Colorado Mine Fight**

Prof. James Melvin Lee, director of the department of journalism of New York University, who has taken pains to investigate some of the more serious charges made by Upton Sinclair in his "Brass Check," contributed to a recent issue of the New York Globe an interesting article on the subject.

One of the charges was that the Associated Press doctored and colored news sent out regarding the great Colorado miners' strike and in proof cites the refusal of that organization to file on its wires a dispatch addressed to President Wilson by Sinclair accusing the governor of Colorado of wilfully

and deliberately endeavoring to deceive the President and the public. Prof. Lee shows that Sinclair's statement about the Governor was libelous, even if true, and that the A. P. was justified in refusing to send it out.

### AGENTS READY TO QUIT IF FEE SYSTEM GOES

(Continued from page 9)

**T. F. McPHERSON, Business Manager, Tulsa (Okla.) Tribune:**

"Advertising agencies have performed a service in the interests of the newspapers that the publishers of newspapers in this country were never sufficiently wide awake to perform for themselves.

"Newspaper publishers have done less constructive work to create advertising volume than any other one interest directly benefitted by the results of advertising expenditures in general.

"If the future advertising volume were dependent upon the intelligent and constructive effort of newspaper publishers in general the volume would decrease and the profession of advertising would enter upon a period of disintegration.

"The reason is because the newspaper publishers have less faith in the power of advertising than any other class of business men in the United States with the exception of the retail druggists. This is a sweeping assertion but not without foundation in fact.

"It is hardly fair to the agencies to insinuate that they justify the acceptance of commission by virtue of the fact that they place their clients' schedules with the newspapers. It is hardly likely that the brains that have established the many successful advertising agencies in the United States would be guilty of employing such logic.

### ACTS FOR THE CLIENT

"It is true that the agency in placing a client's account acts in the service of the client. On the other hand the agency while primarily serving its clients does develop business for the newspapers, and in the majority of cases perpetuates that business which its enterprise has created. The agency earns its commission not only upon the business created by the placing of the initial schedule but upon the forthcoming schedules.

"It would be to the lasting credit of

newspaper publishers if they as a class would take a heartier and more cordial interest in the welfare and progress of the agencies, the initiative and enterprise of which has been reflected in the tremendous increases in the volume of national advertising placed in the newspapers during the past few years.

"It was recently my pleasure to observe for a brief period the organization of an advertising agency which during 1920 placed advertising expenditures totaling \$9,000,000, \$6,000,000 of which was spent in the daily newspapers. It would be interesting to know just what method the newspapers would have employed to create that vast volume of advertising and if, upon creating it, the work of selecting the mediums could have been accomplished with as little dissatisfaction among publishers as a whole.

### HAD A LARGE FORCE

"Employed by the agency referred to in the foregoing and at work in its New York office, alone, were 300 men and women. It was apparent to the practiced eye that each individual had not only been trained to a high standard of efficiency in the performance of his duties, but that each seemed fitted by inclination to the task assigned. That was apparent by the evidence of absorbed interest on the part of individuals in their work.

"The entire structure as represented by this agency was built upon a scientific basis. Its research department alone, it seemed to me, must operate to save clients huge sums annually merely by placing them in a position to avoid costly mistakes, thereby making larger sums available for actual space buying. The atmosphere of this great organization was manifestly such as to impress

one with the fact that here was a sincere realization of the responsibility involved in the expenditure of large sums entrusted by clients to the care of the agency for the purpose of creating an ever growing demand for their products.

"The first step in creating new advertising accounts is to build up a confidence in advertising as a science and business developer on the part of the manufacturer. After that has been accomplished it is necessary to impress the manufacturer with the integrity of the mediums.

### WOULD DAMPEN ARDOR

"With due respect for the solicitation methods of newspapers in general it is not likely that any manufacturer who listened to a host of solicitors would be very enthusiastic about making a costly "experiment" in an advertising venture. The agency, on the other hand, is able to inspire confidence in the power and integrity of mediums in general, protecting the prospective advertiser from the doubts and confusion resultant from the well meaning but conflicting efforts of the multitude.

"Of course the agencies are not perfect. They are just as likely to make mistakes in the conduct of their business as publishers are likely to err at intervals in the course of time. Years of experience have convinced me that the agencies in general aim to render a high class service and are conscientious in the performance of their duties. Both the advertisers and the newspapers benefit by the functions of the agency and both should pay a just charge for that service, which is indispensable if newspapers and manufacturers are to increase in usefulness and fullness of service to mankind."

**After All  
It's the Local Display  
That Counts**

**And when it comes in marked "Saturday evening" or "Monday morning," how it helps!**

**G**IVE the balance sheet the once over and see where the money for the pay roll comes from.

Then see when it comes. Ask your advertising manager why he can't sell more space for Saturday evenings or Monday mornings. He will say "No news in it." Ask the editor why no news and you'll hear "not enough ads to give me a decent schedule."

We can solve this problem for you. Have done it and are doing it for a number of good papers—by means of our "Weekly Business Review Page." This page (a real review) carries the advertisements of wholesale and manufacturing firms of your own city.

We sell the space on 26 to 52-week contracts. We renew the contracts before they expire. We teach previous non-advertisers how to use your paper to get results.

Our clients are our references. We've used some of them for references for 19 years? Shall we send their names to you?

**Thomas W. Briggs Co.**  
Operating in United States and Canada  
Home Office, Memphis, Tenn.

**The Atlanta Journal**  
ATLANTA, GA.

5c Daily      10c Sunday

**Associated Press  
United Press**

**Leased Wire Cable and  
Financial News**

**An outstanding  
newspaper**

**Advertising in The  
Journal Sells the Goods**

*Tear this out; Send it to*  
**Associated Editors**  
35 N. Dearborn St., Chicago

Send samples; quote price of features checked below.

**THE BOYS AND GIRLS NEWSPAPER**  
"The Biggest Little Paper in the World."

**PARAGRAPHS BY ROBERT QUILLEN**  
"America's Greatest Paragrapher."

**J. P. McEVoy**  
"A Comic Strip in Type."

**"MAKING GOOD IN BUSINESS"**  
By Roger W. Babson

A special 12-week series starting June 25

Signed .....

Position .....

Paper .....

**FORUM OF FEMINE FRATERNITY OF  
FOURTH ESTATERS**

Conducted by MILDRED E. PHILLIPS

**EDITORIAL NOTE:** The director of this column in Editor & Publisher is Sunday editor of the Syracuse (N. Y.) Post-Standard. Miss Phillips announces her program as follows: "Everyone knows there are newspaper women, but unless one knows and reads all the newspapers in the world there's no way of knowing who's who in feminine newspaperdom. Where is there a better place to learn than in the biggest and best newspaper magazine published? I hope to make this column the most popular and unusual of its kind. It will be purely a newspaper woman's feature—all masculine members of the fourth estate being excluded. Of course, unless some one happens to write something unusually clever, then in payment we shall allow them to have their little say."

WE take pleasure in introducing the "Cat Editor" of the Rochester Democrat and Chronicle. No, there's absolutely nothing subtle in this affectionate nickname bestowed upon one of Rochester's best known and best liked newspaper women.



AUGUSTA S. ANDERSON

Augusta S. Anderson has been with the Democrat and Chronicle so long that she hesitates to tell the exact number of years when she left the cloistered walls of a young ladies' seminary for the hurly-burly of newspaper life.

Her title the "Cat Editor" was bestowed upon her by her brothers and sisters of the fourth estate because of her penchant for writing unique animal stories which never fail to win praise. In fact these animal stories are so popular that they are highly regarded by the educational authorities of Rochester, who have reprinted them for use among the younger children of the public schools.

But Miss Anderson doesn't devote her entire time to animal stories. She is a real live reporter, and has always been on the "firing line."

Masculine editors told her she was too young to realize what she was doing, for in the days when she was a novice the reporters hadn't accustomed themselves to having women in the office and Prohibition was a long way off. But when those with whom she worked saw that she asked no quarter and only demanded that she be permitted to learn the game in a woman's way, they admired her courage, helped her and soon came to admit her talent. Today there is no other newspaper worker in Rochester more widely known than she is.

"I even liked the smell of the tobacco smoke with which the editorial room reeked in those days," Miss Anderson says of those early days. "There are two things I have really enjoyed since leaving school, one is newspaper work and the other is cooking."

Among the first victims of Miss Anderson's reportorial ambition was Miss Susan B. Anthony, at that time old and wise. She took a liking to the youthful and unsophisticated reporter, and they didn't always talk about suffrage when the young woman went to the famous suffragist for an interview on some topic or other. Miss Anderson says she always found the celebrated women interested in the intimate details of domestic life.

"No, not even the influence of Miss Anthony made me a fighting suffragist," says Miss Anderson. "I saw suffrage coming before it arrived, and then I was ready to accept it and make the most and best of it. My experience as

a newspaper worker taught me that so much can be accomplished by indirection that I failed to feel the need of voting."

It is not strange that in her years of reportorial work she has met many distinguished people and has had her share of unusual experiences, but her motto has been to make the assignment of today of more consequence than the assignment of yesterday.

One achievement that stands out in her career was an interview with Mrs. Robert E. Peary, wife of Commander Peary, shortly after he had discovered the North Pole. At that time, Miss Anderson was on a visit to friends in Portland, Me. She learned that the wife of the explorer was in hiding in Portland, although the fact had escaped the Portland newspapers. She wanted a story, so she took a Portland newspaper man into her confidence and they hunted all night for Mrs. Peary. Next morning found her camped outside the door of a fashionable apartment, where she was joined two hours later by a group of New York newspaper men and photographers who had seemed to drop out of the sky into the apartment.

All doubts were set at rest an hour later when the youngest daughter of Mrs. Peary stepped into the hall to tell the world that she had a birthday that day. She found a sympathetic audience right there, and was not at all shy in telling how her daddy had found the North Pole. A little later Mrs. Peary came out, and Miss Anderson made known the mission of herself and companions. Although Mrs. Peary had nothing to say, she finally consented to talk, but not till after she had taken young Bobby to the barber's to get his hair-cut. It was outside the barber's shop that the family grouped themselves for a photograph and Mrs. Peary submitted to an interview.

Miss Anderson is collaborating with Edward G. Richmond, a Washington business man, in the writing of a novel which deals with the injustices of the world from a new point of view.

\* \* \*

**SINCE** our brain-tornado on the necessity of feminine political reporters, the Thompson Feature Service have appointed Miss Marjorie Shuler to write politics for them.

Miss Shuler is one of the four women registered in the National Press Gallery.

She was one of the six women present by invitation at the signing of the federal suffrage amendment. She served as chairman of field publicity of the suffrage ratification campaigns in twenty-six states, and had charge of American publicity at the last congress of the International Woman Suffrage Alliance.

\* \* \*

Elizabeth King Stokes, of the New York Evening Post, is another recently acknowledged "comer" in the field of political reporting.

**Publishers—**Reproduce this in your own columns. Give your local wholesalers and retailers reasons why they should insist upon newspaper advertising when manufacturers' salesmen display an impressive looking magazine campaign.

**Does Magazine Advertising  
Sell the Goods  
OR  
Does the Dealer Sell Them?**

Is consumer advertising in national magazines intended to sell the consumer or is it intended to sell the dealer?

In other words, do salesmen flash a folder of an imposing magazine advertising campaign on a jobber or retailer in order to load him up under the impression that customers will flock to his store crying for the goods?

The manufacturer disposes of his output.

Then let the jobber worry.

And finally the dealer gets the merchandise.

Now, does the magazine advertising move the goods or does the dealer?

Only a relatively few people in a locality can see the magazine advertising. Fewer will know where to buy the product.

What an economic waste!

Why not publish the advertising in newspapers reaching the greatest number of people and tell them where the product is for sale?

When you buy merchandise on the strength of an advertising campaign, consider carefully how many people in your territory are likely to see the advertising.

Look out for these consumer campaigns designed to sell the trade, lest you find that you must sell the consumer.

Newspaper campaigns in your territory will sell more goods to more of your customers than any other form of advertising.

**Insist Upon Newspaper Advertising**

*If you use this Series, will you please send us clippings?*

**E. Katz Special Advertising Agency**

Established 1888

**Publishers' Representatives**

Chicago  
Kansas City

New York

Atlanta  
San Francisco

# EDITORIAL

## ADMIRAL SIMS

ISN'T it about time something were done at least to check the freedom with which the newspapers are maligned and defamed by eminent men who have been indiscreet in their public utterances?

Admiral Sims is the latest example. Newspaper reports of his "jackass" speech in London stirred the antagonism of thousands of Americans and incited his recall by the Secretary of the Navy. Admiral Sims took no notice of the former, but when he found he was in danger of discipline he laid his burden at the door of the newspapers by saying that they had misquoted him.

To do this he had to attack the credibility of the entire British press, for it was a unit in its record of the specific utterance which caused the trouble and which he says was misquoted. Newspaper reports differed in words but not in fact. Had they all printed a report of his speech in the same words an accusation might lie that all had got it from one source and that that source had misquoted the Admiral. That they differed verbally is evidence that they acted independently.

To say that all misquoted him, in this circumstance, argues that all the reporters present at the dinner got together afterward and deliberately agreed to quote him as saying something he did not say. Impossible!

Admiral Sims is not the first by a few thousands to seek the same shameless refuge in similar cases. Indeed, to call newspapers liars—for that is what it amounts to—has been the favorite indoor sport of some men trapped by their own words. One very distinguished American did it so often that for years his denials went absolutely unnoticed in newspaper offices and the word of the veriest cub reporter whose report he denied was accepted against his without question.

Unimportant errors are bound to occur in news reports of happenings, despite the rigid care that is exercised, but errors of importance are so rare as to be remarkable. And it is perfectly safe to say that not one man out of a thousand who has accused the newspapers of malicious lying is speaking the truth himself—and the dictionary definition of a lie is "An intention to deceive." A "denier" may not deceive everybody, but he does in a degree discredit the probity and the honesty of the newspaper.

It might not pay directly in dollars and cents, but it certainly would pay in newspaper prestige if the news associations or an individual newspaper should bring legal action for defamation of character against the next eminent citizen who charges the press with lying.

## THE PASSING OF GEORGE L. DYER

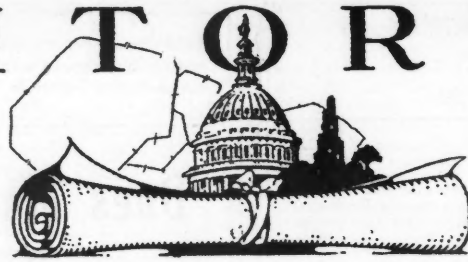
SOME men, without any effort on their part, give you the impression of their scrupulous honesty. This impression is not received as the result of any experience you have had with them in business, but comes from their appearance and their manner of speaking.

George L. Dyer, the prominent New York advertising agent, whose death is recorded elsewhere in this issue, was that kind of man. His probity, his indefatigable efforts to make his clients' campaigns successful, his watchfulness over details, his constant study to improve the service of his agency, won and held the admiration of the many national advertisers whose campaigns he handled.

Mr. Dyer's attitude toward his clients was that of counsellor and partner in the business. He invested their money with as great care as he would if it were his own. It was not unusual for him to advise those who sought his counsel not to invest a dollar in advertising when he felt that, for one reason or another, the money would be wasted.

He was often frankly brutal in expressing his views and while in some cases he may have given offense, in most instances the advertiser knew that his manner of speaking was prompted by a sincere desire to protect their interests as well as his own.

Few men in the advertising world were more highly esteemed than George L. Dyer.



*There is no man that imparteth his joys to his friend but he enjoyeth the more; and no man that imparteth his griefs to his friend but he grieveth the less.—LORD BACON.*

## CANCELED CONTRACTS

WHEN a national distributor of merchandise cancels a newspaper advertising campaign he sometimes forgets that he is violating a promise made to retailers to help them move their goods. When his salesmen stocked the merchants they stated that an extensive advertising campaign was to be carried on in the newspapers for their benefit, and upon that representation the retailers placed their orders.

If the manufacturer for any reason cancels his newspaper advertising contracts he deprives the merchant of the support to which he is entitled under the agreement made with him at the time he purchased his products. The manufacturer complains when the retailer cancels his orders, but overlooks the fact that he himself is not doing the square thing by his customers when he cancels his advertising contracts.

It would be advisable for newspaper advertising managers to keep this idea in mind when interviewing or writing to national advertisers who want to stop their advertising.

AMERICANS who go to Great Britain to do business for the first time have only the vaguest idea of their liabilities in regard to income tax, registration, etc. For their benefit it might be well to state that every individual, firm, or corporation having a place of business in the United Kingdom, and carrying on the business wholly or mainly as nominee or trustee for another person or persons, or other corporations, or acting as general agent for any foreign firm, individual or corporation, must be registered under the Business Names Act of 1916. The American Chamber of Commerce in London will be glad to furnish detailed information as to the requirements upon application.

CITIES are realizing more and more the necessity of advertising to attract a desirable class of people as citizens and to induce new industries to locate within their environs. St. Louis has just decided to raise \$50,000 to make known its advantages to the rest of the country, and a campaign to raise that amount has already been launched.

July 2, 1921

Volume 54, No. 5

### EDITOR & PUBLISHER

Published Weekly by  
THE EDITOR & PUBLISHER CO.

1117 World Building, 63 Park Row, New York.

James Wright Brown, Editor.

John F. Redmond, Managing Editor.

Arthur T. Robb, Jr., News Editor.

Fosdick Armistead Higgins.

Associate Editors:

Ben Mellon Walter Sammis

Frank LeRoy Blanchard

J. W. Ferguson, General Manager.

J. B. Keeney, advertising; Fenton Dowling, circulation.

R. L. Stanton George Strate

C. B. Groomes J. G. Tanner

F. W. Payne

London Editor: Herbert C. Ridout, 10 Rodcliffe Road,

Winchmore Hill.

London Distributor: The Rolls House Publishing Co.,

Ltd., Rolls House, Breems Buildings, London,

E. C. 4.

Paris: William A. Bird, IV., 8, Place du Palais-

Bourbon.

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

Building.

St. Louis: Roy M. Edmonds, 1777 Arcade Building.

Washington: Robert T. Borry, Pennsylvania Avenue

and 14th Street.

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

## AGENCY COMMISSIONS

ALLEGATION is made, with little argument to support it, that if agencies were forced to abandon the collection of commissions from publishers they would at the very same moment be forced from the field of advertising.

EDITOR & PUBLISHER has tried to make it very clear that the elimination of the agencies from the advertising field has no place in its agitation of the question of the method of their compensation. They have served a good purpose for both advertiser and publisher. That they still can serve both under the direct fee system which EDITOR & PUBLISHER advocates ought to go without saying. Indeed, quite a few of them are serving both today under the fee system, since they are billing their clients net in all cases except where contracts with publishers specifically prevent them from doing so; and in many such instances, probably all, the advertiser is made fully cognizant of the inhibition.

That a number of agencies not largely financed would be wiped out if all advertisers and all publishers, or a very considerable proportion of them, should suddenly determine to adopt a service fee system immediately and without allowing time for readjustment of methods, is too apparent to permit of argument. But it is also quite as apparent that none of them contemplates that step. It would be suicidal to their own best interests.

The present system of agency compensation is a growth of years. It is not like Jonah's gourd, which sprang up over night and withered in a day. It is a sturdy tree that has been permitted by careless or unthinking culture, or without special attention to its greatest vigor, to grow wild. To continue the simile:

Without pruning the best apple tree will grow upon its trunk and its branches shoots the only function of which is to sap the bearing-strength of the tree. Horticulturists call these by the invidious name of "suckers" and prune them off mercilessly to the living good of the tree and the enhancement in quality and quantity of its production. But in his pruning he never touches a vital part of the tree nor disturbs its roots. And he does his work at a time which gives the tree full period to adjust itself to the new condition.

In respect of advertising agencies this is just what EDITOR & PUBLISHER has suggested and continues to suggest. That tree needs pruning, but with trained and careful hand that will aid it to sturdier growth and fuller fruition. That ill-conditioned growth that has occurred is not denied. That they ought to be clipped off is recognized; and that they will be clipped off is indicated by the general interest that is evident among advertisers, publishers and agencies, each of whom has a vivid concern in its good health and preservation.

The way to go about it in this instance is what EDITOR & PUBLISHER urges, for the various publishing interests to take up the subject by individual groups and decide upon a tentative policy and course of procedure; for national advertisers to do the same and for agencies to follow suit. Then it will be possible for representatives of all interests to meet in one general committee and hold sessions until a change shall have been agreed upon that will operate for the benefit of all.

That procedure argues in itself entire absence of arbitrary or sudden decision, full consideration of agency and other interests and welfare, and ample time for readjustment of all to whatever new conditions shall be decided upon. It would mean vigorous and healthful life for the agency and better and greater results for all.

THROUGH a typographical error in an editorial appearing in our issue of June 4, the circulation of the largest daily newspaper in Montana was given as under 2,500 copies, whereas, the figure should have been 25,000. The Sunday issue of the Butte Miner has a circulation of nearly 30,000. Nine daily newspapers in the state print more than 3,000 copies each, and therefore, as prosperous in circulation and advertising, relatively, as those published in any other state.

PERSONAL

WILLIAM RANDOLPH HEARST, Mrs. Hearst and Mr. and Mrs. Arthur Brisbane were guests of Mr. and Mrs. George J. Gould at Georgian Court, Lakewood, N. J., at a week-end house party June 25 and 26.

James T. Williams, Jr., editor of the Boston Transcript, received the honorary degree of Doctor of Civil Law at the recent commencement of the University of the South, Sewanee, Tenn.

M. F. Hanson, publisher of the Duluth (Min.) Herald, has returned to Duluth after an absence of a month in the East where he was in consultation with his associate, Paul Block.

A. E. Scherar of the Artcraft studio of this city was recently added to the editorial staff as staff artist.

Charles W. Penrose, former editor-in-chief of the Salt Lake City Deseret News, has received the honorary degree of Doctor of Laws from the B. Y. University, Provo, Utah. Mr. Penrose is in his 90th year.

Don C. Seitz, business manager of the New York World, was awarded the honorary degree of Doctor of Letters at the commencement of Bowdoin University, Brunswick, Me., last week.

Cyrenus Cole, editor of the Cedar Rapids (Ia.) Republican, is campaigning for the nomination as Republican candidate for Congress in the fifth district to succeed James W. Good.

Miss Mildred Reed, of the Topeka (Kan.) State Journal, has been made publicity director of the Topeka Chamber of Commerce. She has been on the city hall run for the Journal. Miss Reed is the daughter of Clyde M. Reed, of the Parsons Sun.

Gov. Henry J. Allen, editor of the Wichita (Kan.) Beacon, will not be a candidate for a third term nomination as governor of Kansas, but will return to Wichita to assume the active management of the Beacon.

E. Mont Riley, governor of Porto Rico, has named John R. Hull, editor of the Clovis (N. M.) Journal, as his private secretary.

James M. Thomson, publisher of the New Orleans Item, was chosen by the carpenters' union of that city to act as arbitrator in wage scale proceedings.

Edward Beck, secretary of the Canadian Pulp and Paper Association, who recently left on a trip to Sweden and Finland, is contributing a series of articles on Swedish forest development to the Toronto Globe.

Col. Milton A. McRae, of the Scripps-McRae newspapers, was a visitor to New York this week. He will sail on the Adriatic next week for a two-months visit to Europe.

Wil V. Tufford, secretary of the Inland Daily Press Association, was a guest at the Southern Newspaper Publishers' Association convention in Asheville last week.

IN THE EDITORIAL ROOMS

A. HOWARD CARROLL, formerly Sunday editor, is now news editor of the Pittsburgh Dispatch.

Miss Mary J. McGuinness, society editor for a number of years on the Bridgeport (Conn.) Post, has a leave of absence from daily work for the summer. She will take a course of study at Columbia University, New York.

Miss Mabel R. Sherwood, society editor of Bridgeport (Conn.) papers for a number of years and lately telegraph editor of the Bridgeport Times, is acting city editor at present.

John H. O'Connor, city editor of the Winfield (Kan.) Courier, lieutenant colonel in the army during the World War, has been awarded the Distinguished Service Cross.

Jay R. Vessels, Associated Press correspondent in Duluth, and Miss Geraldine Schirmer, society editor of the Sioux Falls (S. D.) Press, were recently married. Mr. Vessels formerly was sporting editor of the Sioux Falls Argus-Leader.

Francis G. Matson, well known Salt Lake City newspaper man, has been recommended for the position of deputy internal revenue commissioner. If appointed, Mr. Matson will have charge of all publicity for the bureau. He was city editor of the Salt Lake Herald until just before that paper ceased publication last year.

A. F. Bussey, editor of the Phelps (N. Y.) Citizen, had a narrow escape from serious injury when he was struck by an automobile last week. Clinging to the fender of the machine Mr. Bussey was carried nearly 100 feet before the machine stopped.

W. E. Blackburn, of the Herington (Kan.) Sun, was chosen president of the newly organized Rotary Club in Herington.

Stanley L. Mack, former assistant city editor of the Duluth (Minn.) Evening Herald, has become clerk of the municipal court of Duluth.

Edgar R. Bean of the New York Sun rewrite desk visited relatives and former associates in St. Paul on vacation. He also spent some time in Iowa, where he got his start in the newspaper profession.

H. D. Paulson, managing editor of the Fargo (N. D.) Forum, spent a week "looking over" Kansas and Nebraska to ascertain what headway the Non-partisan League had made in those states. His paper is anti-league.

C. R. Hubbard, night editor of the Northwest News Bureau in St. Paul, motored through the Minnesota iron ranges on his vacation. His family accompanied him.

R. Goldwin Smith, former financial editor of the now-defunct Toronto Times, has joined the staff of the Toronto Mail and Empire, as assistant to Burnside Robinson, financial editor of that paper.

Joseph H. Riseley, III, who has been connected with a number of New York State newspapers, and Miss Cornelia D. Holtslander were married in New York, June 18.

Edward R. Mahoney, for seventeen years a Chicago reporter, rewrite man, assistant city editor and city editor, will assume the city editorship of the Chicago Evening American until October, when he will engage in the practice of law. He succeeds Hector E. Elwell, who left the American to become managing editor of the Milwaukee Wisconsin News. Mahoney for several years was Elwell's assistant. Previously he was with the Chicago Examiner, of which he was once city editor, and the Inter-Ocean. He was admitted to the bar three years ago.

J. L. Meeks, formerly advertising manager, has become editor of the Gadsden (Ala.) Daily Times. He is succeeded in the advertising office by A. O. Groff.

FOLKS WORTH KNOWING

J. W. NAYLOR, who was elected president of the New Jersey Press Association at its annual outing last week at Williamstown, Mass., owns the Allentown (N. J.) Messenger in Monmouth County and will continue to publish it despite the duties which his new office brings to him. Mr. Naylor became a publisher via the printers' case, learning the trade in the office of the Newtown (Pa.) Enterprise. He is a Pennsylvanian having been born at Holicong, Bucks County, in 1870. His travels carried him to Philadelphia and Trenton and the Government Printing Office in Washington, which he left in 1903 to establish the Allentown Messenger. He is married and has three children, all girls.



J. W. NAYLOR

Harry Godwin, formerly artist for the Pittsburgh Dispatch, is now associated with the Pittsburgh Leader.

T. McConnell, son of Bishop McConnell, has joined the editorial force of the Pittsburgh Leader.

Floyd Gibbons of the Chicago Tribune's foreign service, recently left his Paris headquarters for a short visit to London.

John Clayton has been appointed managing editor of the Chicago Tribune's Paris edition.

William Hillman, formerly with the Universal Service in New York, has joined the copy desk of the New York Herald's Paris edition.

Miss Rosalie Armistead Higgins, of the staff of EDITOR & PUBLISHER, is at the Post-Graduate Hospital, New York, recovering from a recent operation for appendicitis.

George O'Brien, Philadelphia newspaper man, and former secretary to Mrs. Warhurton as chairman of the Women's State Republican Committee of Penn-

sylvania, has been nominated by President Harding to be an assistant appraiser in the office of the Collector of Customs in Philadelphia.

F. A. Acland, Deputy Minister of Labor for the Dominion, has been appointed King's Printer. A former newspaper man, Mr. Acland gained his first experience in England, but later came to Canada and joined the staff of the Toronto Globe. He also worked on various publications in the United States.

Basil O'Meara, sporting editor of the Ottawa (Ont.) Journal, and Miss Helen M. Gleeson were recently married. Groom and bride met overseas, where the former was with the Canadian gunners and the Miss Gleeson with the nursing sisters.

T. P. Gorman was presented with a beautiful loving cup by the Messrs. Southam when he resigned as sporting editor of the Ottawa (Ont.) Citizen to become secretary of the Connaught Park Jockey Club. Appropriate presentations were also made by the various departments of the paper.

Ray Pomeroy, reporter, and Ray Morris, cartoonist of the Bridgeport (Conn.) Times, have resigned. Morris plans to go to Honolulu soon. H. W. Root is in charge of the staff during the absence in Europe of Editor Lynn W. Wilson.

William D. Bishop, reporter on the New Haven Register, must pay \$22,000 alimony to Bianca West, who won her suit for divorce and right to take her maiden name. They were married in 1911. Bishop's estate is estimated to be \$65,000. It is explained, however, that the money was inherited from his father and that his newspaper work has not added materially to his finances.

Grenville Vernon, formerly assistant dramatic critic of the New York Tribune, and now on the staff of the Paris bureau of the New York World, will leave this month for the United States.

Cyril Brown, formerly of the Berlin bureau of the New York World, is now representing the New York Times in the German capital.

Hiram K. Moderwell, staff correspondent of the Chicago Daily News, who has been in Italy and the Near East since November, returned to Paris

The Maskin Letter

recently. He is temporarily in charge of the Paris bureau of the Chicago Daily News and will go to London before the end of June.

Dr. Frank Crane, feature writer for the New York Globe, arrived in Paris recently and will remain until August in Europe. He recently made an automobile tour of the battlefields of northern France and Belgium in company with Paul Scott Mowrer, chief of the Paris bureau of the Chicago Daily News.

William Wheeler, at the age of 71, has just completed the thirty-first volume of the Brownsville (Ore.) Times to be printed under his management. Many years ago he was editor of the Vermont Farmer and was later connected with the San Francisco Chronicle and Call.

Pierce Cumings has resigned as a reporter for the Portland Oregonian to join the government patrol in Yellowstone Park.

W. D. Edenburn, automotive editor of the Detroit News, has resigned to become manager of the new Michigan Automobile Trade Association.

T. H. Barton has been appointed art superintendent with Grip, Ltd., commercial artists and engravers, Toronto. He succeeds James McHardy, who has resigned to open a studio of his own in Toronto.

William Duthie, for some time account executive with the H. K. McCann Company, advertising agency, Toronto, has resigned.

Leland C. Swarts, telegraph editor of the Springfield (Ill.) State Register, has returned from his vacation which he spent in Chicago and other points.

Milton Fishman of the Chicago office of the United Press has gone back to work after spending a vacation with friends in Springfield, Ill., where Fishman was formerly with the United Press bureau.

Miss Ildra Jessup has taken the post of society editor on the Galesburg Evening Mail. Miss Jessup was graduated from Knox College this year.

#### THE BUSINESS OFFICE

**SIDNEY D. LONG**, business and circulation manager of the Wichita (Kan.) Eagle, has written several signed stories for the Eagle about his trip to Columbus, Ga., for the recent International Circulation Managers Association convention. In snappy conversational style, he is giving his Kansas readers a picture of the Old South, which, he declares, has caught the spirit of progress.

Clare R. Marshall, son of Henry L. Marshall, owner of the Cedar Rapids (Ia.) Gazette, and assistant advertising manager of the Des Moines Capital, and Miss Mryna Carolina Hayette of Luther, Ia., have become engaged.

Frank C. Drane, Jr., has resigned as manager of classified advertising of the Philadelphia Record to become Philadelphia representative of a number of well known manufacturing concerns. He has been succeeded on the Record staff by Patrick J. Carlin, until recently a solicitor in the classified advertising division.

L. N. Wagner has been appointed local display advertising manager of the Easton (Pa.) Express. Associated with him will be Ammon O. Umholtz, formerly with the Harrisburg Evening News.

#### ILLINOIS VETERANS CELEBRATE

##### H. W. Clendenin and Thomas Rees 40 Years With State Register

Forty years as editor of the Springfield (Ill.) State Register and more than sixty years as a newspaper man were rounded out July 19 by Henry W. Clendenin, who is 84 years old. His career as editor and Democratic leader in Illinois has been shared by Thomas Rees, publisher of the State Register. The anniversary edition contained tributes to the veterans from scores of prominent men and letters of congratulation from President Harding, Woodrow Wilson, William Jennings Bryan, James Hamilton Lewis, Frank O. Lowden and others.

Mr. Clendenin, despite his age, continues in active charge of the paper's editorial policy and writes daily editorials. Before becoming editor of the State Register, Mr. Clendenin at one time was secretary of the Northwestern Press Association and helped in its consolidation with the Associated Press.

Mr. Clendenin has held no political offices save that of postmaster of Springfield for one term.

Mr. Rees is a former State senator. Before the State Register changed from a morning to an afternoon paper, Mr. Clendenin held the editorial columns open until late into the night and often the paper appeared with editorial comment on events that occurred as late as midnight.

#### JOURNALISM PRIZES AWARDED

##### One Woman Among Winners at University of Missouri

The School of Journalism of the University of Missouri has made its annual

award of scholarships and prizes. Six scholarships and both prizes given were won by men, while one scholarship was taken by a woman. The appointments recommended by the committee on scholarships follow:

Eugene Field Scholarship, a memorial to the poet and amounting to an income on \$1,500, to Victor Keene, Pueblo, Colo.

Jay L. Torrey Scholarship, awarded to the woman student in the School of Journalism best equipped to do the work, and amounting to an income on \$2,000, to Miss Jamie Marian Babb, Columbia, Mo.

John W. Jewell Scholarships, awarded to five students and amounting to \$50 each, in the news department, to Harry Mann, Brunswick, Mo.; in the editorial department, Frederick Tilberg, Dwight, Kan.; in the course history and principles of journalism, George M. Le Crone, Jr., Effingham, Ill.; in the advertising department, Irl W. Brown, Dallas, Tex., and in the graduate school, Thomas B. Hammond, Shelbyville, Mo.

The awards of prizes for editorial essays are:

Millard's Review Prizes, offered by that publication of Shanghai, China, through its editor, J. B. Powell, an alumnus of the school, to the students of the school writing the best essays on a subject dealing with the problems of the Pacific as they affect America, first, to George E. Simmons, Gates, Tenn.; second, Stephen A. Barker, Odessa, Mo.

#### American Can Ad Force Dropped

The American Can Company after July 1 will discontinue its department of advertising, the functions of which will be taken over by the purchasing department. O. L. Deming, who has been in charge of advertising, publicity and trade relations for the past eleven

years, following a long career as a trade journal editor, has not announced his plans for the future. Retirement policies are said to be responsible.

#### FIX ATHOLSTAN-TARTE SUIT

##### Terms Not Made Public—Suit Was Bitterly Fought

The suit brought by Lord Atholstan, proprietor of the Montreal Daily Star, against Louis J. Tarte and Eugene Tarte, publishers of La Patrie, a Montreal French daily, was settled out of court on June 20. The action was for approximately \$60,000, which, it was alleged, was loaned to the defendants to tide them over a period of depression.

One of the features of the litigation was a series of violently written editorials against the character of the plaintiff which were published in the defendants' newspaper. To these Lord Atholstan replied with a brochure setting forth his views of the facts of the case, and this was very widely distributed through the mails.

In a statement read before the court the Tarte brothers admitted that they had "published in connection with the matter certain derogatory articles," and that they believed it to be their duty to declare that these aspersions were unjustifiable. Indeed, they said, "we pleaded that the plaintiff had recovered from third parties the payment of his claim; but we find that this cannot be supported by the evidence."

Sir Robert Borden, former prime minister of Canada, was called as a witness, but did not testify. The terms of settlement were not made public.

Lord Atholstan is to leave for England shortly with the Duke of Devonshire, the retiring Governor-General.

## The South's Farm Purchasing Power — Crop of 1920 —

The purchasing power of a community or an individual is equal to its or his surplus production,—such surplus representing the volume of exchange value.

The purchasing power of Southern agriculture is found in the value of the surplus which Southern farms produce above their home needs.

The value of this surplus, or the South's farm purchasing power for 1920, was \$2,610,127,000.00.

This purchasing power was produced by varied crops. No longer does the South depend upon cotton for its money crop—but corn, sugar-cane, peanuts, sweet-potatoes, rice, wheat, vegetables and fruits play important parts. Cotton represents only 16 per cent of the South's agricultural wealth.

The purse of the South is open for business. Billions of dollars of harvest money has gone into circulation. In planning your next appropriation, figure on using generous space in Southern newspapers. With no other mediums can you so surely, so economically influence the Southern market.



**Sell It South  
Through Newspapers**

Southern Newspaper  
Publishers Association  
Chattanooga, Tenn.

## Newsprint-MF & SC Rotogravure Paper Printings-MF & SC

Highly Endorsed by Eminent American Users

And All Other Papers Made by the 31 Paper Mills of Finland

Finnish Paper Mill Association  
HELSINGFORS

Sole Agents for the U. S., Canada, Cuba and Mexico

**H. REEVE ANGEL & CO.**

7-11 SPRUCE STREET

INCORPORATED

NEW YORK



**TOPICS OF TIMELY INTEREST**

J. Ronald Key, the New York advertising agent, recently told the Advertising World of London that Englishmen are overlooking the most attractive market of the world. He said:

"British business men," he declared, "will not study the American market. Today it is the biggest market in the world, with a population of over 100,000,000, and with a larger buying power than is possessed by any other. But what does the British merchant do? He goes to New York, Boston, Philadelphia and Washington, and then he thinks he knows the States. But he has only seen the eastern seaboard. He has not realized the buying power of the country beyond, he knows nothing of the great central west, of Denver, of Dallas, of Colorado, and of Texas.

"British goods, too, are not advertised as they should be in the States. With the exception of a few firms like Lever Bros. and Lux, which do their advertising very well, you hardly see any advertising by the great British houses.

"But some of the advertising is bad. A firm of British tire makers spent something like \$600,000 in eleven weeks at a time when the bottom had dropped out of the market. The campaign should never have been entered upon at such a time.

"Nor was it well planned. The advertisers had four pages in one issue of The Saturday Evening Post at an approximate cost of \$28,000. It would have been wiser to be a little more conservative at that time. Even the American companies then were finding it difficult to sell their goods, though they had been advertising for years.

"The American market is one which

needs study, and there are three sides of it, the city population, the country towns, and the agricultural population. The farmer is the biggest buyer in America today, and anyone who proposes to conduct a campaign in the States must take him into consideration."

\* \* \*

Walter Nelles, in a recent issue of the Nation, presented what he termed "the sinister process" employed by the sporting and sensational newspapers in the arrest and exploitation of Ligi, an Italian workman, as a suspect in the Wall Street bomb explosion tragedy. He showed how the case against him was built up by imaginative reporters and over-zealous detectives on the frailest kind of evidence until it became the sensation of the hour. Mr. Nelles' keen analysis of the facts shows that the evidence against the prisoner was of the flimsiest character.

The Wall Street explosion was one of the greatest tragedies in the city's history and it is no wonder that every newspaper in the country was anxious to get every bit of the news that could be obtained about the Italian who was suspected of touching off the bomb. It was the supreme news story of the day. Under such circumstances the reporters can hardly be blamed if they, too, regarded as highly important clues that ordinarily would be dismissed as unworthy of consideration. At the present moment it looks as though Ligi was not the man who committed the crime.

\* \* \*

The Weekly Review declares that Melville E. Stone's first great contribution to the Associated Press was that of establishing the purely mutual and cooperative character of the enterprise out

of which developed its most vital feature—self censorship. The principles of honesty, accuracy and non-partisanship were fundamentals, as was also the principle that no private interest was to be served, but had not this mutual self-censorship been incorporated in its practice at the start the A. P. would never have achieved the success that it has.

\* \* \*

American exporters and manufacturers in China who make allowances to their local agents for advertising purposes do not receive the consideration they should, declares Julian Arnold in the Commerce Reports.

In many cases the American manufacturer is not well informed of marketing conditions in China and consequently authorizes the foreign distributor to take charge of the advertising on a half-and-half basis. The foreign agent, contend-

ing that the methods of procedure should rest solely with him, frequently exacts commissions of considerable percentage, while in other cases periodicals to which advertising matter is given are requested by the agent to furnish double rate bills, one of which is sent to the American manufacturer and the other, and much smaller bill, retained by the local agent, thus securing for him a rebate of about half the amount appearing on the manufacturer's bill.

**Election Contests in Pittsburgh**

The Pittsburgh Sun is conducting a first page suggestion box for the next mayor and councilmen of Pittsburgh. A number of newspapermen have been named and Elizabeth Volz, club editor of the Leader, is among the women suggested for mayor. The Pittsburgh Dispatch is voting on candidates to fill these offices.

**Half Tone News**

MOST ECONOMICAL PAPER FOR ROTOGRAVURE

33½, 66½ and 70 inch rolls  
basis 24x36 500/38 lbs.

**On Spot New York**

**THE AGROS CORPORATION**

Importers of Finnish Paper

27 WILLIAM STREET

NEW YORK

**INTERTYPE**  
"THE BETTER MACHINE"

**Superiority—Dependability**

All the various elements of exceptionally high value in the Intertype go directly back to the way Intertypes are built. Practically every production operation and process is performed by workmen of the greatest skill and of long training, thus assuring perfection in the manufacture, development and improvement of the Intertype.

The simplifications and improvements which make for maximum production and economy of upkeep, are found only in the INTERTYPE. This being so, it is easy to see in the Intertype

**Performance and Economy**

and why the INTERTYPE is acknowledged by users as "THE BETTER MACHINE."

Write for descriptive literature or arrange for a demonstration of any Intertype Model at your convenience.

**INTERTYPE CORPORATION**

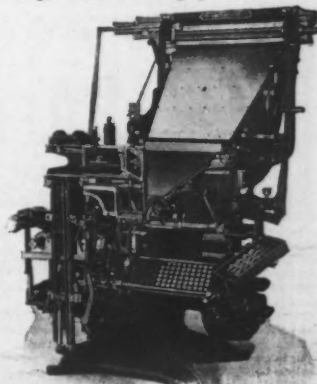
BUILDERS OF "THE BETTER MACHINE"

General Offices: 50 COURT STREET, BROOKLYN, N. Y.

Middle Western Branch  
Rand-McNally Building, Chicago, Ill.

Southern Branch  
160 Madison Avenue, Memphis, Tenn.  
MILLER & RICHARD, Canadian Representatives

Pacific Coast Branch  
86 Third Street, San Francisco, Cal.



## WHAT OUR READERS SAY

### Ad Rates Can't Be Uniform

Alpena, Mich., June 27, 1921.

To EDITOR & PUBLISHER: We have read considerable in the past few weeks on the matter of the position of the Association of Advertising Agencies on local rates being the same as foreign. At first we did not pay much attention to this as we hardly presumed they were serious in their contention that the two rates should be uniform—the same. But it appears they are in good faith.

Now we have a very high regard for the agency and appreciate the very great work they have done for us, but in this matter we think they are clearly wrong. The condition in the Alpena News office is probably the same as would apply to the largest paper. Let us take, for instance, Wrigley copy. The copy is general propaganda for the sale of the product. If the ad is read by a subscriber to the News living in South Carolina, it is just as valuable to Wrigley as if read by a resident of Alpena. But take the copy of John Smith, clothier, who in the same issue advertises a special sale for Saturday of, say, an odd-lot bunch of clothes. Of what value is the South Carolina subscriber? Absolutely none. Being of no value, therefore, how can we charge John Smith for that subscriber? It can't be done, in fairness to all.

The News A. B. C. report gives us in round numbers 2,860 total paid subscribers. Of these 2,600 are of direct benefit to John Smith and he pays for them, our average local rate being 25 cents per inch. Wrigley is directly benefited by the total 2,860 subscribers, and he pays for them, his rate being 28 cents.

We may be all wrong on this, but we have our local contracts on the number of subscribers who are prospects for the local dealer, and the foreign advertiser by the same standard.

Of course, there is something back of this whole agitation, and that is, the apparent effort of certain recognized foreign or national advertisers to get in under the agency by placing his advertising through the local dealer and at the local rate.

And right here is where a newspaper in the class of the News, at least, must have some backbone and protect the agency, for they are entitled to every reasonable protection at our hands.

We have several accounts which probably come directly under this head, and we have only one way of doing it. If the account is a regularly recognized national account, such as Kuppenheimer Clothes, the local dealer is compelled to pay us the regular foreign rate for this particular copy, regardless of what his local rate is. Every dealer in Alpena understands this and when they close any advertising deal with a manufacturer direct, they always quote the 28 cent rate. This is no more than fair, and is the only way we can see to adjust the matter.

In any event, while we appreciate very much the service rendered by the agencies to us, still we must insist that unless we are shown something different, we could never consent to raising the rate of our local advertisers to that of the foreign, for the reasons above stated. The resolution adopted by the agencies refers to advertising service "rendered under like conditions," and we insist that local advertising is under entirely different conditions.

Yours truly,

THE ALPENA NEWS,  
THOS. J. FERGUSON, Manager.

### The Post Office and Book Prices

LOUISVILLE, Ky., June 8, 1921.

To EDITOR & PUBLISHER: Postmaster General Hays having delivered himself of some sensible findings in his recent rulings in the Liberator case, don't you think an effort should be made to induce him to change the absurd course pursued by his predecessor in office in denying a daily or weekly paper second class mail privileges if it printed the price of a book in reviewing it in its literary columns? What is the good of being told how good a book is and who publishes it if you are not informed what it will cost to buy it?

Of course if ruling 2 of Postmaster General Hays' present decision covers this point that makes matters all right. If it doesn't, Mr. Hays, I think, ought to be called upon to issue another ruling on the subject.

JAMES C. MOFFET.

### Future Expositions and Advertising

WEST MILTON, Ohio, June 8, 1921.

To EDITOR & PUBLISHER: A bill has recently been introduced in Congress authorizing the President to extend an invitation to foreign nations to participate in a proposed World's International Exposition at Portland, Ore., in 1925, to celebrate the completion of the transcontinental highway and the development of hydro-electric power.

The city of Philadelphia is also considering the wisdom of celebrating the 150th anniversary of the signing of the Declaration of Independence, in 1925, with an exposition marking the progress of American events since the grand Centennial of 1876.

Both are highly worthwhile aspirations. But will they gather wisdom from the past? Will either assure prospective exhibitors, now, that adequate publicity will be given to insure an attendance commensurate with the big outlay

required to successfully put on an exposition display?

I believe the time has passed when any exposition may rush ahead, trusting to obtain its publicity through the press without compensation. President Moore of the late Panama-Pacific Exposition very frankly stated that he expected the newspapers to advertise the exposition as a matter of news. The next exposition is sure to encounter difficult sledding unless it provides at the very start a comprehensive plan for national advertising. Otherwise it will be little more than a local affair.

J. K. KATHRENS.

### Files Hunches

June 15, 1921

To EDITOR & PUBLISHER: Your communication of May 12, asking the opinion of the writer with regard to the attitude of your publication regarding "we hope" type, etc., has been received and read with interest.

Careful reading of EDITOR & PUBLISHER has convinced me that you are right, as usual. There is every reason why the newspaper profession should protect itself from the parasites that infest the newspaper business and cast discredit on a most honorable and exalted profession. The movement begun in Washington and New York and should become nation wide. It would be for the good of every honorable newspaper man.

The "hunches" appearing in your paper are very interesting and I have filed some of them for future reference. I hope to use some of the splendid ideas brought to attention through that department of EDITOR & PUBLISHER.

Wishing you continued success in your great work, I remain,

JENS K. GRONDAHL,  
Editor Red Wing (Minn.) Republican.

### Wants Code of Ethics

ABERDEEN, S. D., June 24, 1921.

To EDITOR & PUBLISHER: As to the cause of the newspaper fraternity existing in the gang of hangers-on who make free with an assumed familiarity with the press, I hardly know what you can do in the situation. There seem to be plenty of gullible men all around who are anxious to reach the limelight, and they continually seem anxious to spend their money in ways to encourage a personal popularity and publicity.

In this connection and in others, it seems to me that the newspaper profession might very favorably and appropriately discuss for adoption a code of ethics. At our South Dakota Press Association meeting last winter a committee was appointed to formulate something along this line and I certainly would be interested to have you discuss this subject editorially. Law, medicine and the teaching profession all maintain with much integrity certain rules of conduct and it seems no more than reasonable that similar ideals might properly apply to the Profession of Journalism.

J. H. MCKEEVER,

President, Aberdeen (S.D.) American & News

### A Kindly Man

New York, June 22, 1921.

To EDITOR & PUBLISHER: General Taylor was a kindly man. That is a short sentence. It means much, however. It is my tribute.

"Whether at Naishapur or Babylon,  
Whether the Cup with sweet or bitter run,  
The Wine of Life keeps oozing drop by drop  
The Leaves of Life keep falling one by one.

"Think, in this battered Caravanserai  
Whose Portals are alternate Night and Day,  
How Sultan after Sultan with his Pomp  
Abode his destin'd Hour and went his way.

"For some we loved, the loveliest and the Best  
That from his Vintage rolling Time has prest  
Have drunk their Cup a Round or two before  
And one by one crept silently to rest.

"The Moving Finger writes and having writ,  
Moves on nor all your Piety nor Wit  
Shall lure it back to cancel half a Line,  
Nor all your Tears wash out a Word of it."

ARTHUR ELLIOT SPROUL.

### Who Sent First News from Pueblo?

Denver, Colo., June 24, 1921.

To EDITOR & PUBLISHER: In your June 11 issue I note that credit is given Albert W. Stone of the Denver Post for sending the first dispatch from inundated Pueblo, for getting by picket lines of guards with an army service badge, and for arriving in town via aeroplane from Denver Saturday, the day after the flood.

While Stone is a good friend of mine I'm not going to see him unjustly accused. Stone did not come by plane, nor did he send out the first dispatch. I was the first to send out a dispatch and I sent it by the pilot of the plane that carried Ford Pettit and myself down to Pueblo. I got by the picket lines with my army service badge (Stone did not serve in the army during the war) and I used a rifle to pass military outposts. Stone came in by auto ten hours after I arrived.

RAY HUMPHREYS,

Denver Times.

### Circulations

Orlando, Fla., June 21, 1921.

To EDITOR & PUBLISHER: We notice in your space-buyers chart which appeared in your last issue of EDITOR & PUBLISHER, the Reporter-Star is credited with a circulation of 1,901. This is an error. It should have been 2,642, which is the statement submitted to the Government for April.

REPORTER-STAR PUBLISHING CO.,  
R. Brazile Crossier.

Alton, Ill., June 22, 1921.

To EDITOR & PUBLISHER: In your issue of June 18 giving newspaper circulations and rates, you made a mistake giving the Times the worst of it by a few hundred, which I wish you would correct. I might tell you that by some reason connected, perhaps, with the fact that it was our first audit, the auditor found our figures 188 less than we know they are, but since it would have been necessary to stand the expense of another trip to Alton of the auditor, we let it go. However, we feel quite put out that you should make a mistake giving us another hundred or more the worst of it and our competitor nearly 200 the best of it.

If your publication intends to give the total net paid, including bulk sales, the 3,887 for the Times is right. I have the audit report before me and call your attention to the fact that the corresponding line for the Telegraph reads 4,972 and you give it as 5,150. That is 49 more even than the Telegraph has two lines down their total being only 5,101.

You credit them with 5,150 when it should be nearly 200 less or exactly 4,972. If you will correct this, I will be obliged. I feel quite sure that in handling so many papers there was no intention on your part to "pad" the Telegraph's showing, but you can understand that it might prove of importance to the two papers of Alton.

THE ALTON DAILY TIMES,

E. A. Campbell, President.

### Warning On Mexico

EL PASO, Tex., June 21, 1921.

To EDITOR & PUBLISHER: While I was in Orizaba, Ver., Mexico, a few weeks ago I noticed that there were hundreds of American newspapers coming into that town and into other Mexican cities in the vicinity of Orizaba. They were being sent from the United States to the different towns in different names but they were all called for and delivered to one man, who has his headquarters in Orizaba. It is estimated that he is receiving almost one ton of paper daily. The papers are all disposed of in bulk to small stores who use the papers for wrapping purposes.

I thought I would drop you this letter so

that you could give this matter some publicity as it appears that a great many American newspapers are taking chances on supplying these Vera Cruz dealers.

I received a letter this morning from Juan C. Gutierrez, president of the Banquero Orizaba, in which he asked me to notify the circulation managers of America regarding the fraud that is being practiced in his state in ordering newspapers from the United States with no intention of paying for them.

EL PASO HERALD,  
H. H. FRIS,  
Circulation Manager.

### Sullivan Protests

June 29, 1921.

To EDITOR & PUBLISHER: After all the people attending the meeting in Atlanta of the National Association of Newspaper Executives on June 14th had given their pledges of secrecy, and the doors were closed, an advertiser present said to me, "This afternoon everything said or discussed will be known to everyone interested."

Having signed the Pledge of Secrecy, which, at the same time, I think was quite unnecessary, I am not going to tell you what I actually said to the newspaper men but only to inform you and the readers of EDITOR & PUBLISHER that Mr. Millie's report of the proceedings on page eight of the June 14th issue is incorrect, and, further, that I did not admit that newspaper rates could not be reduced at this time. Not only is the report correct on this score, but also regarding agency remuneration.

It does seem strange that after those present had given Pledges of Secrecy, Mr. Millie, the Secretary-Treasurer of the National Association of Newspaper Executives, should have felt himself absolved to the extent of sending a report "By Telegraph to EDITOR & PUBLISHER."

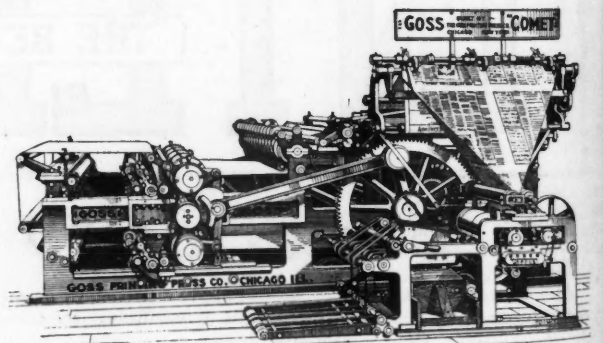
J. SULLIVAN,  
Secretary-Treasurer, Association of National Advertisers, Inc.

### Pettit with Augusta Chronicle

To EDITOR & PUBLISHER: In your published report of the new officers of the N. A. N. E. through an error on the part of your correspondent, you have the name of Dan Pettit, State vice-president for Georgia, as being connected with the Augusta Herald. My attention has been called to this error by Mr. Pettit, who is Advertising Manager of the Augusta Chronicle. Will you kindly make note of this error in your next issue for which you have my thanks in advance.

A. L. SHUMAN, President,  
National Association of Newspaper Executives

## GOSS COMET FLAT BED PRESS



Prints 4-6 and 8 Page Papers

From Type Forms and Roll Paper.  
A 5 Horse Power Motor will drive it.

Now Being Built for Early Delivery

Write for Literature and Prices

THE GOSS PRINTING PRESS CO.

Main Office and Works:  
1535 So. Paulina St., Chicago

New York Office:  
220 W. Forty-second St.

### NATION PAID TRIBUTE TO GENERAL TAYLOR

#### Floral Tributes Filled Three Motor Trucks in Funeral Procession After Simple Episcopal Ceremony Last Week

(Special to Editor & Publisher)

BOSTON, June 28.—Simple, dignified and impressive, the funeral of General Charles H. Taylor, editor and publisher of the Boston Globe for close to half a century, from Trinity Church last Friday afternoon, was in thorough keeping and harmony with the whole spirit and character of the man.

The most impressive feature of the funeral was the display of floral tributes from men and women all over the nation. The floral pieces filled the sanctuary from the chancel rail to the altar, and overflowed out and around the chancel rail and pulpit. It took three large auto trucks to carry these floral tributes to the grave at Forest Hills.

The service was the simple Episcopal ritual, without eulogy, and was conducted by Rev. Dr. Alexander Mann, rector of Trinity. The favorite hymns of General Taylor were sung—"Jerusalem, My Happy Home" and "Beautiful Isle of Somewhere," which was arranged especially for a bass solo and chorus for this occasion. Another favorite, "Ten Thousand Times Ten Thousand," was used as the recessional hymn.

During the service, the Globe office and all the other newspaper offices in the city were closed, and all work stopped. Not even a newsboy was heard on the streets.

One of the pathetic incidents at the church was when an old man, bent almost double, was assisted down the center aisle to a seat by J. Harry Hartley and an usher. The man was George Emerson of George W. Perry Post 31, G. A. R., of Scituate. He fought side by side with Gen. Taylor in the Civil War. Both were then "buck privates" in Co. F., 38th Massachusetts, and both had been close friends to the day of Gen. Taylor's death.

A few of the honorary pall bearers from among the General's personal friends were:

Melville E. Stone and Frederick Roy Martin, Associated Press; John D. Bogart and E. A. Westfall, Boston American and Advertiser; Robert L. O'Brien and James H. Higgins, Herald-Traveler; Edwin A. Grozier and Richard Grozier, Boston Post; George S. Mandell and Louis M. Hammond, Boston Transcript; Frederick W. Enwright, Boston Telegram; Frederick Dixon and John R. Watts, Christian Science Monitor.

An idea can be gained of the numerosity of the floral tributes when it is known that the list took one column set in solid agate in the Globe issue following the funeral.

#### CHICAGO PRESS PATRIARCH DEAD

Prof. Elias Colbert, Aged 92, Served News and Tribune Many Years

(By Telegraph to Editor & Publisher)

CHICAGO, June 28.—Prof. Elias Colbert, 92-year old Chicago patriarch of journalism and scientist, is dead following a stroke of paralysis. Prof. Colbert was born in 1829 in Birmingham, England, on coming to the United States, he took a position with the Chicago Daily News in 1857 and later joined the Tribune staff. He became the Tribune's city editor, then commercial editor in which post he served 22

years. He wrote editorials from 1890 to 1897, his service with the Tribune aggregating about forty years.

Prof. Colbert was the first president of the Bohemian Club for newspaper men, started before the Civil War, and one of the presidents of the Press Club, organized in 1869. He was a founder of the Chicago Astronomical Society, its president for many years and an author and lecturer on astronomical subjects. Half a century ago he was professor of astronomy at Chicago University. His best known work is "The Earth Measured."

#### GEORGE L. DYER DEAD

New York Advertising Agent Kills Self at Banff, Alta.

George L. Dyer, head of the New York advertising agency of that name, shot and killed himself at Banff, Alta., June 25, where he had been spending several weeks in an effort to regain his health. No motive for Mr. Dyer's act has been found by his business associates or his family.

Temporary insanity, induced by overwork, is believed by Mr. Dyer's friends to have been responsible.

His body was brought back to New York this week and interred here. The funeral train was met at Chicago by a delegation of fourteen advertising men, who escorted the body across the city and accompanied it to New York. Christian Science services at the Campbell Funeral Church June 29 were attended by many newspaper and advertising men of the late advertising agent's acquaintance.

#### James G. Scripps Left \$676,427

Assessment of a tax of \$23,776 on the estate left by the late James G. Scripps, of the Scripps-McRae League, who died in Miramar, Cal., last January, was reported to the State Controller, John S. Chambers recently. The Scripps estate is estimated to be worth \$676,427, all of which is left to the widow. The four minor children of the deceased do not participate in the provisions of the will.

#### Perrine Left \$111,356

An inventory of the estate of William Perrine, late editor-in-chief of the Philadelphia Evening Bulletin, filed with the register of wills, values personal effects at \$111,356.83.

## POTASH AND PERLMUTTER by Montague Glass

### A NEW SERIES (the funniest ever)

of weekly, full-page illustrated dialogues on subjects of the minute

Beginning First Sunday in July  
July 3—Prohibition  
July 10—Divorce

A Record-Breaking List of Papers have already ordered this series featuring the two most famous characters in American humorous fiction

Wire to Ask if Your Territory is Open

McClure Newspaper Syndicate  
373 Fourth Ave. New York

## Obituary

COL. JAMES H. LAMBERT, a widely-known newspaper man of Philadelphia and Pennsylvania, died June 24 in Philadelphia. He was 74 years old. For many years Colonel Lambert was a special political correspondent and editorial writer on the Philadelphia Press. Born at Syracuse, N. Y., he learned the printing trade in Repon, Wis., later he worked at La Crosse and finally became a reporter on a Milwaukee daily. Even as a young man Colonel Lambert took a keen interest in politics and was elected to the Wisconsin Legislature. Later he worked on papers in St. Louis and New York. At one time he was editor and part owner of the Gazette and Bulletin of Williamsport, Pa. For a number of years he was on the staff of the old Philadelphia Times, and at another period was editor-in-chief of the Philadelphia Inquirer.

CHARLES E. HAMLIN, at one time in the New York Tribune staff and in recent years editor of School, an educational magazine, died in New York June 25, aged 60.

CAPT. GEORGE W. JOHNSON, for a number of years connected with the New York Herald and the Evening Telegram, first as a compositor and later as an expert on rowing, died this week in St. Augustine, Fla., where he went to engage in newspaper work twenty years ago. He was 70 years old, but only a

few years ago rowed from St. Augustine to New York in a shell made entirely of newspapers which he collected from all parts of the country.

DR. JOSHUA D. JANNEY, prominent member of the Philadelphia Society of Hicksite Friends, and founder and for many years editor of the weekly paper called the New Era, died last week in Riverton, N. J. He was 92 years old.

HOWARD OWEN, for several years one of the publishers of the Daily Kennebec Journal of Augusta, Me., died June 28. He was 86 years old.

JOSEPH AULD, founder of the Burlington (Vt.) Daily News, died in Burlington June 24, aged 73 years. He retired from the management of the paper in 1916.

COL. E. C. STAHL, until a few years ago owner of the Trenton (N. J.) Staats-Journal and at one time a correspondent for the New York Times, Chicago Journal and Chicago Inter-Ocean, died in Trenton June 24, aged 77 years. Hardening of the arteries caused death.

MRS. JOSEPH J. EARLY, wife of the political editor of the Brooklyn Standard Union, died in Brooklyn June 26 from injuries received a week ago in a street car collision.

WALTER R. HAUN, for 28 years composing room foreman for the Norwich (Conn.) Evening Record, died suddenly last week, aged 63 years. He was formerly with the Lowell (Mass.) Daily News.



Measured by circulation—18,000,000 as against 10,000,000—the evening newspapers of the country command nearly twice the reader interest that the morning newspapers do. Even more conspicuous is the favor shown the evening newspapers in Minneapolis, where they lead by three readers to one. And The Journal has almost twice the circulation of any other evening newspaper in Minneapolis.

# THE MINNEAPOLIS JOURNAL

Represented in New York, Chicago, and San Francisco by O'Mara & Ormsbee

# INDIANA

There are 654,891 homes---plus those erected since 1910 in Indiana.

These are homes of the American kind---each one a market for American goods---each one reached by newspaper advertising.

National Advertisers and Manufacturers are you telling your message in these Indiana homes?

This list of daily newspapers can help you. Use them regularly.

	Circulation	Rate for 5,000 lines
*Crawfordsville Review .....(M)	4,005	.025
Decatur Democrat .....(E)	3,114	.025
Evansville Courier .....(M)	23,513	.05
Evansville Courier .....(S)	21,318	.05
*Fort Wayne Journal-Gazette and Evening Press .....(M&E)	45,829	.07
*Fort Wayne Journal-Gazette .....(S)	26,888	.07
*Fort Wayne News and Sentinel.....(E)	34,715	.08
*Gary Evening Post .....(E)	6,789	.04
*Indianapolis News .....(E)	118,205	.20
LaPorte Herald .....(E)	3,638	.025
Richmond Palladium .....(E)	11,937	.05
South Bend News-Times .....(M)	10,617	.05
South Bend News-Times .....(E)	6,551	
South Bend Tribune .....(E)	17,028	.055
Terre Haute Tribune .....(E&S)	21,670	.06
*Vincennes Commercial .....(M&S)	4,532	.025

Government Statements, April 1, 1921.  
 \*A. B. C. Publishers' Statements, April 1, 1921.

## JERSEY PRESS ELECTS J. W. NAYLOR

Oppose 44-Hour Week and Zone Law Changes at Annual Outing at Williamstown, Mass., Last Week

The sixty-fifth annual session of the New Jersey Press Association concluded its deliberations at Williamstown, Mass., last Sunday night with religious services conducted by the Chaplain of the association, Rev. John Handley, D.D., of Ocean City, N. J. The association went on record as opposing the 44-hour week in mechanical departments and decided upon an intensive membership campaign.

The business session opened Friday night with a group meeting of the daily publishers, under the direction of A. S. Crane, publisher of the Elizabeth Journal, and a group of the weekly publishers, under the direction of Fred W. Clift of the Summit Herald. This was followed Saturday morning by the annual meeting of the Press Association, presided over by President Walter L. Tushingham, of the Camden Courier. The report of Secretary John W. Clift showed growing interest in the association work, as did also the financial report by Treasurer W. B. R. Mason of Bound Brook.

The following new members were elected: James E. Williams, Hackensack Record; Russell R. Voorhees, West Hoboken Sun; F. S. Berggren, Atlantic Highlands Journal; P. H. Baldwin, Newark Sunday Call; C. A. Vandergrift, High Bridge Gazette; Alfred C. Walling, Hackettstown Gazette; Dixie Anzer, Hoboken Hudson News; Franklin Fisher, Ridgewood News; Lorenzo H. Abbey, East Orange Print Shop.

Newly elected officers were as follows: President, J. W. Naylor, Allentown Messenger; vice-president, E. A. Bristol, Passaic Herald; secretary, John W. Clift, Summit Herald; treasurer, W. B. R. Mason, Bound Brook Chronicle; executive committee: William B. Bryant, Paterson Press-Guardian; W. L. Tushingham, Camden Courier; Edmund H. Carpenter, Woodbury Democrat; John E. Clarey, Madison Eagle; Eugene Farrell, Newark News; Charles H. Frost, Plainfield Courier-News; E. V. Savidge, Hopewell Herald.

A telegram of well wishes was sent to former President W. B. Bryant, of Paterson, detained through illness. A S. Crane of Elizabeth and W. L. Tushingham of Camden were elected delegates to the World Press Congress to be held in Honolulu in October.

Resolutions were adopted protesting against any change in the zone postal system for mailing publications.

### THERE'S A WHOLE LOT IN A NAME

(Continued from page 15)

The theory of trademarks is to indicate the origin of goods and protect them from similar goods of different maker. But they have come to mean much more than that. They have come to be advertisements in themselves. A poor trademark will resist advertising. A good one will assist advertising and succeed with a comparatively small advertising budget. A poor one may never quite succeed despite thousands of dollars lavished on it.

With twelve trademarks covering or adorning the body of the average citizen and a hundred others coming to his

notice during the course of each day, is it any wonder that manufacturers want trademarks that are easily remembered, that will help to sell themselves?

Trademarks begin in a thousand different ways, and each one has its own history. Some are discovered by a flash of inspiration, by a chance suggestion; others grow from circumstances and some are the result of patient labor. In some cases, the manufacturer of a new article submits the problem of his trademark to advertising specialists, who puzzle it out for him.

What the talents of advertising men can do with a trademark is shown by the following story. It is one of those fairy tales, where the change in three letters of a poor trademark makes a fortune.

#### A SIMPLE CHANGE

Two advertising men, Edward J. Noble and J. Roy Allen sunk their "enormous" capital of \$900 in a failing project, Crane's Life Saver Peppermint. When they started not a retailer would buy it. They saw the weakness in the name. Besides other improvements, they changed it to Pep-O-Mint, adapted the shape of the candy to that of a real life saver and gave the "O" in the name a similar appearance. In a short while they built up a demand. Seven years later, they refused 3 million for their industry and now do approximately \$5,000,000 worth of business a year.

Like great men, great trademarks may be born in the most unpromising surroundings and still rise to fame. In the Sixth Avenue "L," a manufacturer started counting the number of products he manufactured. When he found they numbered 59, such expressions as 59 kinds and 59 sorts passed through his mind. But it was the clatter of wheels on steel rails that set the rhythmic "Varieties" thundering through his brain. He felt instantly that he had an irresistible slogan. Why! He couldn't get it out of his own mind! He jumped off the train before reaching his destination and rushed to a lithographers to arrange for a design.

What better evidence that he was right can there be than that the expression has virtually become part of the American language, found anywhere from the home kitchen to the old stand-by for the weary monologist on the vaudeville stage?

#### NOT AN UNMIXED BLESSING

Sometimes strange difficulties are met with in apparently perfect trademarks. Bon Ami, although invented by a clergyman, is not an unmixed blessing, according to Eversley Childs, president of the Bon Ami Company. It is an excellent name in all except one thing.

"There are about seven different ways of pronouncing it!" says Mr. Childs. "A customer, using one of the ways which the salesman does not know, will get the question, 'What is it? A vegetable or a shoe-polish?' 'A soap,' answers the customer. 'A soap?' asks the salesman, not believing his ears. 'Soap!' repeats the purchaser. 'Now, I've heard of it,' finishes the salesman, and Bon Ami loses a sale. How many thousands of dollars we have lost in just this way, we can never tell."

Even the innocent chick which every housekeeper knows, "hatched scratched yet," gets Bon Ami into trouble sometimes, according to Mr. Childs. Up-state salesmen describe back-breaking scenes where the farmer's wife looks on at the chick on the sample-package handed to her and says, "Sure, I'll try it!" Whereupon, she throws the contents to the nearest hens. And that

if the hens fail to thrive on soap, will she ever use it again?  
 "The clergyman who invented the name didn't know anything about advertising," says Mr. Childs. "Bon Ami is a good name, the thought is good, but it is a very unscientific advertising scheme."

**MAY LACK ADAPTABILITY**

In other words, even the best of trademarks may lack that divine quality of perfect adaptability. What is this mysterious property? Even scientific advertisers cannot always tell. For example, after having told the world for a long time that Bon Ami "Hasn't scratched yet!" the company received the following statement from an anonymous contributor:

"Like a chick that's newly hatched, Bon Ami has never scratched."

Here the scientific advertisers saw an improvement. It was a variety on the old tune and had a catchy rhyme. So all the fiddles in the Bon Ami advertising orchestra were set to playing this new tune. They played it for three years, and people were still heard saying, "Give me the soap that 'hasn't scratched yet!'" All the advertising had not overcome the natural advertising qualities in the old slogan, the judgment of the scientists was wrong. The old tune was hatched again.

Yet the power of advertising has been able to straighten out many difficulties. The head of the San Francisco firm of Ghirardelli found his progress at a standstill and his large expenditures for advertising not bringing in their proper returns. He decided that the "H" in his name was costing his firm millions of dollars, because it made it unpronounceable. It is a serious thing to attempt to teach the public, for the public resents being taught, and the scheme can only succeed if done so subtly that the public never hears the tune of the hickory stick behind it all.

**'T WAS GOOD PSYCHOLOGY**

Mr. Ghirardelli thought that it would arouse no school-room suspicions to have landscape and trolley-car dotted with parrots repeating always, "Say year-ar-delly!" Judging from the glibness with which "Ghirardelli" soon began to be flung over the counter, his psychology was good.

There is no worse embarrassment than stumbling stupidly with a foreign name while staring into the steely eyes of a salesman. Many prefer to ask for another brand whose name will not subject them to the risk of being judged ignorant; for the fear of appearing ignorant seems to be deep-set in the inhabitants of this wrinkled globe. Mr. Ghirardelli, for one, found the proper steam-roller to smooth out the stumbles in his name.

With us there is also the love of aristocracy which according to a director of the Celluloid Company, will lead any woman to buy a comb under the name of "Ivoire de Paris," when she would spurn exactly the same comb under some plain Anglo-Saxon name. To point out to a friend that this article made of "Parisina Ivory" would be a genuine delight; but to admit the truth, that it is celluloid, would be—Bah! it would be plebeian!

**THERE ARE PITFALLS**

These are a few of the curves of that old friend human nature whose figure must be fitted by the scientific trademark artists. The man who would sit down and figure out a trademark must know human psychology, he must be a veritable Freud or a Victor Hugo; and if he thinks his trademark good for all

time, he must believe himself a prophet, because there are sudden pitfalls impossible to foresee.

**FALL OF MARIE LOUISE**

The figure of Marie Louise, whom Napoleon took unto himself from Austria long ago, did very well as a trademark for shoes. But along came the war, and the Austrian lady became declassé. The shoemakers wriggled out, however, and changed the cast so that the program read Miss Columbia instead, and they continued to sell shoes to crowded houses.

The pretty girl on Hinds' Honey Almond Cream got along swimmingly for a while and then suddenly found her clothes going out of fashion. An old fashioned trademark would never do. To change the whole picture at once would have been to destroy her familiarity and, being a sociable soul, she did not want any of her old friends to pass her by. So she agreed to a series of amputations, each one of which removed a little more, not enough at any one time to make her look strange, the final operation leaving only her face. This, fortunately, cannot be forced out of fashion by any Parisian tailor.

The once famous Phoebe Snow, on whose snowy gown not one speck of Lackawanna dust could ever be found, was likewise menaced by changing fashions. But with every fluctuation in the shop windows on Fifth Avenue she did a quick change behind the scenes at her advertising office and was out in front again, dressed right up to the minute.

**A CENTURY OR TWO IS ALL RIGHT**

Strangely enough if a lady is out of date by several hundred years she is immune to the ripples of changing wearing apparel. The Colonial dame on Baker's Cocoa worries not a whit about the length of her skirts, but trusts to the enchantment of her historic distance to make her as attractive as the most modern flapper.

There are no rules in trademarks. Every generality will be found to leak. Historic changes may have ousted Marie Louise from shoe-posters, amputated the Hinds girl, and kept Phoebe Snow busy in her dressing room. But here is the other side. Paris Garters had been notifying the world for some time of the fact that "No metal can touch you," without eliciting much interest. What did it matter in the days when the average business man in underwear looked much like an old-time French hussar in tights, with his legs covered to his very shoe-tops?

Then came the change in style, a sort of underlying change this time. The average business man found his underwear shrivelling up till it barely reached his knees. The B. V. D. cut was coming into its own, and many an unprotected calf, finding the marks of metal upon its hitherto spotless surface, cried out in grief. Paris Garter, still singing "No metal can touch you!" suddenly found it had made a song hit!

**New Daily for Port Huron**

The Port Huron (Mich.) Press, which will be launched as a daily in a few days, has been incorporated with a capital of \$100,000 with the following incorporators: Dr. C. R. Osius, Charles R. Osius, Jr., and Dr. A. H. Cote, Port Huron.

**Improvements in Duluth**

The Duluth News-Tribune, like its contemporary, the Herald, has installed new presses and remodeling its four-story home building. Among other things, new quarters for the Associated Press are being provided therein.

# IOWA

## Packing Industry

### Illustrates the

#### Relativity of its Production

Iowa has 35 packing houses, with an annual output of \$150,000,000.

A large part of the cattle, swine, sheep, and chickens represented by this tremendous industry are raised on the farms of the state.

In order to raise these animals it is necessary that large investments be made by individuals, in stock raising. A large percentage of these individuals own their property, and as a result they are ready purchasers of any article that represents an improvement.

The grain products that are used as food for these animals are raised in the state, and often on the same farms; the surplus is shipped to the cities, where it is converted into breakfast foods, starch, glucose, and syrup. The value of these products is \$75,000,000 per year.

It naturally follows that where there is this relativity of industry between the rural and urban population that each should be interdependent upon the other. Consequently, Iowa towns and cities have a large rural trade, and one whose buying habits are formed very largely through their daily papers.

	Circulation	Rate for 5,000 lines
Burlington Hawk-Eye . . . . . (M)	10,401	.035
Burlington Hawk-Eye . . . . . (S)	12,960	.035
*Cedar Rapids Gazette . . . . . (E)	19,005	.055
Council Bluffs Nonpareil . . . . . (E&S)	15,147	.05
*Davenport Democrat & Leader . . . . . (E)	15,153	.06
*Davenport Democrat & Leader . . . . . (S)	17,332	.06
Davenport Times . . . . . (E)	24,322	.08
Des Moines Capital . . . . . (E)	49,805	.14
Des Moines Sunday Capital . . . . . (S)	32,931	.14
Des Moines Register and Tribune . . . . . (M&E)	111,560	.20
Des Moines Sunday Register . . . . . (S)	92,761	.20
†Iowa City Press-Citizen . . . . . (E)	6,847	.035
**Mason City Globe Gazette . . . . . (E)	9,516	.035
*Muscatine Journal & News Tribune . . . . . (E)	7,991	.035
Ottumwa Courier . . . . . (E)	12,373	.05
Sioux City Journal . . . . . (M&E)	51,723	.11
Sioux City Journal . . . . . (S)	33,795	.11
**Waterloo Evening Courier . . . . . (E)	15,554	.05

Government Statements, April 1, 1921.  
 \*A. B. C. Publisher's Statement, April 1, 1921.  
 \*\*A. B. C. Audit, October 1, 1920.  
 †Publisher's Statement.

## A Big Factor in the Chicago Market

The Herald and Examiner is a well recognized factor in the successful distribution and sale of any commodity in the Chicago market. Its daily circulation exceeds 370,000. Its Sunday circulation is more than 750,000. And it goes to people who gladly pay a higher price in order to have it.

Write for an exposition of our Merchandising Plan, which assures adequate distribution before a line of advertising appears.

HERALD & EXAMINER

## 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

## Perth Amboy, N. J.

Purchased Nearly 100% More Automobiles

during the first five months of 1921 than during the same period of 1920. National advertisers please note.

## Evening News

F. R. NORTHRUP  
350 Madison Avenue, New York City  
Foreign Representative

## Advantage

Publication of news is not restricted, but the element of reliability is given when it is read in

## The Pittsburgh Post

This atmosphere of dependability is communicated to the advertising columns of the paper which has served and promoted the interests of Pittsburgh for more than three-quarters of a century.

DAILY AND SUNDAY

## SHOWALTER

Advertising Promotion Service

Founded by W. D. Showalter

Carried on by E. J. Craine

51 Irving Place

For Newspapers and Magazines

Monthly promotion copy for use in building up classified and store advertising. A Service that educates readers to read the advertisements and stimulates merchants to advertise adequately.

Write for particulars and rates on four month's trial service.

## NEWS OF ASSOCIATIONS AND CLUBS

The Northeast Missouri Publishers and Printers Association was formed at Macon, Mo., recently with the following officers: President, T. G. Thompson, Shelby County Herald; vice-president, E. E. Swain, Kirksville Express; secretary-treasurer, Anna E. Nolen, Monroe City Semi-weekly News; director of publicity, Edgar White, Macon Chronicle-Herald.

Mrs. Georgina Townsend was re-elected president of the Southern California Woman's Press Club at the annual meeting held here last Tuesday in the Ebell Club House. Other offices will be filled by Mrs. Caroline Clough McQuinn, first vice-president; Mrs. Emilie M. Timerhoff, second vice-president; Mrs. Iva Whitman Robinson, corresponding secretary; Hazel K. Gough, recording secretary; Mrs. Clara V. Eastman, treasurer; Mrs. Alice Forsyth, auditor; Mrs. Emma Seckle Marshall, historian; Dr. Lottie Park, parliamentarian; directors, Mrs. Clara S. Ellis, Miss Rose L. Ellerbe and Miss Neeta Marquis.

The Honolulu Press Club has been organized by Mrs. John Trenholm Warren with a membership of 25 and is making plans to entertain delegates to the World Press Congress there in October. Mrs. Warren was formerly Miss Grace Tower, a well known writer of Los Angeles, who went to Hawaii about 12 years ago.

Members of the Detroit Adcraft Club, many of them employing printers, enjoyed their tenth annual summer holiday June 25 at the country home of David A. Brown, on Mountain View Lake.

Arthur Benington of the New York World was re-elected president of the Catholic Writers Guild of New York at its meeting last week. Other officers chosen were: Dr. Conde B. Pallen, Miss Elizabeth Jordan and Martin Green, vice-presidents; Rev. John Talbot Smith, treasurer, and Thomas C. Quinn, secretary.

Almost 100 members of the Pittsburgh

Press Club with their wives and friends spent Saturday and Sunday at the Summit Hotel, near Uniontown. The trip was undertaken at the invitation of Leo L. Heyn, proprietor of the hotel, who plans to make the visit of the Press Club an annual event. Harry Laufman, city editor of the Leader, was chairman.

The Advertising Club of Salt Lake City has unanimously adopted a report of its vigilance committee favoring an ordinance which would make it unlawful for any person, firm or corporation engaged in business of whatever character to place before the public false or fraudulent advertising. If an ordinance is passed it will be unlawful to place before the public any printed form, or in any other way, an advertisement of merchandise, service or anything which contains any false representation or statement. It will be unlawful to advertise by the use of "liner ads," or otherwise, without disclosing the true character. This section would prevent dealers from giving an impression that property is being sold by a private person or a householder. Another section would make it unlawful for a merchant to advertise for sale merchandise which consists of articles known as "seconds," without indicating the true character of the merchandise.

Miss Jessamine G. Hoagland was elected president of the Women's Advertising Club of Chicago at its last meeting of the year a few days ago. Other officers are: First vice-president, Miss A. Marie Hansen; second vice-president, Miss T. C. Westrich; recording secretary, Miss Cora C. Smith; corresponding secretary, Miss Letha McGee; treasurer, Mrs. Anna V. Ahsens; historian, Miss Dorothy Dignam; chairman Membership Committee, Miss Isabel F. Arkenberg; chairman Program Committee, Mrs. Bernice Blackwood; chairman Publicity Committee, Miss Jane Erickson; chairman Vocational Committee, Miss Elizabeth Dent Corse; chairman Social Committee, Miss Estelle Callopy; chairman Finance Committee, Miss Willa Kennedy.

## PROMOTION IDEAS

Having successfully conducted district "dollar days" and "Suburban Day" for shoppers in the surrounding towns, the Bridgeport (Conn.) newspapers are now sponsoring "Bridgeport Day." Special bargains for city shoppers will be offered by merchants in co-operation.

The Jersey City Journal has issued in connection with the Dempsey-Carpentier fight a special edition, tabloid size, containing many interesting facts about the bout, a map showing various motor routes, and tube and trolley lines to the arena, as well as news matter and pictures of public buildings, residences, etc., of Jersey City. Through the co-operation of the Jersey City Chamber of Commerce, arrangements were made for advance distribution of the edition on all trains coming into Jersey City from June 25 to July 2. Information booths of New York and Atlantic City hotels, as well as some Western hostleries, were also supplied with copies.

The Fort Worth Star-Telegram on June 19 issued a Mexican edition, which was put on the special train run out of Fort Worth by the West Texas Chamber of Commerce carrying members to the Convention of Trade Delegates in Mexico City last week. Trade excursions

have not been operating into the capital of Mexico until recently, but are being resumed under the sponsorship of border states business men and with the approval of the Mexican Government.

The Springfield Illinois State Register is sending out reprints of its front page of June 21 containing a story of a meeting of the Illinois Retail Merchants Association, at which the association's executives stated that "the advertising of an article in a local newspaper brings better results to the dealer than the advertising of the same article in a nationally circulated medium."

The first National Drug and Sundries Exposition will be held in Atlanta July 4 to 9 inclusive. James A. Metcalf, formerly publisher of the Meridian Dispatch, is secretary and manager. The civic bodies of Atlanta have endorsed the movement and the Atlanta papers are behind it. The support of other southern dailies has been solicited. The exposition is simply one of the many movements for selling the South to the world. A recent issue of the Atlanta Constitution contained a section devoted to the exposition, which set forth the plans of the exposition and what it will mean to the South.

TO REACH THE RICH TRADE OF KANSAS

## Topeka Daily Capital

Sworn Government Report for 6 Months ending March 31, 1921

35,472

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

Arthur Capper

Member A. B. C. Publisher.

## Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.  
New York

## In LOS ANGELES the EVENING HERALD

gained 33,698 lines of local display advertising in May, 1921, over May, 1920 while its afternoon competitors lost 147,042 lines. The Evening Herald circulation averages 143,067 daily.

Representatives

New York Chicago  
H. W. Moloney G. Logan Payne  
604 Times Bldg. 432 Marquette Bldg.

A business depression has no terrors for the North Jersey Shore—the field patented 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.

Are You Reaping the

Benefits Found in

EDITOR & PUBLISHER

Classified Advertisements

**Newark Morning Ledger**  
NEWARK, NEW JERSEY

Alone in morning field in community of a million population  
This prosperous community earned \$433,608,000.00.  
Average daily circulation first two weeks of June, 31,539  
Only 400 in Country  
A. B. C. MEMBER  
Foreign Representatives:  
**HUNTON & WOODMAN, Inc.**



**DURING 1920**, The Detroit News with 28,117,238 agate lines led all other six and seven times a week newspapers in advertising volume. This was due to the wonderful responsiveness of the Detroit field and its thorough coverage by the News alone.

THE **NEW YORK EVENING JOURNAL**

has the largest circulation of any daily newspaper in America.

The **Standard of Influence**

Differentiating readers and advertisers know that generations have found much power behind their favorite paper.

The **Pittsburg Dispatch**

the same year in and year out!

Branch Offices:  
Wallace G. Brooke,  
Brunswick Building, New York  
The Ford-Parsons Co.,  
Marquette Building, Chicago, Ill.

**WIRE NEWS**

For Evening and Sunday Newspapers  
International News Service  
World Building, New York.

**TIPS FOR AD MANAGERS**

**Miller Agency Company, The Nasby, Toledo, Ohio.** Will make up lists during July and August for Imperial Steel Range Company, 2900 Detroit avenue, Cleveland.

**Stalker Advertising Company, The Nasby, Toledo, Ohio.** Will make up lists during next 30 days for Rowe Sanitary Company, Detroit.

**Vanderhoof & Co., 167 East Ontario street, Chicago.** Will make up lists during July and August for University of Chicago Press, 5750 Ellis avenue, Chicago.

**Stavrum & Shafer, 14 East Jackson Boulevard, Chicago.** Will make up lists during July and August for S. Karpen & Bro., 811 South Wabash avenue, Chicago.

**Critchfield & Co., Brooks Bldg., Chicago.** Will make up lists during July for Pete Moberly, Owensboro, "Old Green River" smoking tobacco.

**Butler Advertising Company, Columbus, Ohio.** Will make up lists during July for Buckeye Incubator Company, Springfield, Ohio.

**Erwin, Wasey & Co., 58 East Washington street, Chicago.** Will make up lists during July and August for Olive Tablet Company, Columbus, Ohio.

**Charles H. Fuller Company, 623 South Wabash avenue, Chicago.** Will make up lists during July for Booth's Hyomei Company, Ithaca, N. Y.

**Brooks, Smith & French, Inc., Detroit.** Handling account of Beaver Board Companies, Buffalo.

**Hoyt's Service, 116 West 32d street, New York.** Handling account of Thomas Roulston, Inc., chain grocery stores in Greater New York.

**Critchfield & Co., Brooks Bldg., Chicago.** Handling accounts of Airway Electric Appliance Corporation, Toledo, Ohio; Hollow Building Tile Association, Chicago; Robb-Ross Company, Sioux City, Ia.; jelly powder; David J. Molloy Company, 633 Plymouth Court, Chicago; Johnson Biscuit Company, Sioux City, Ia.; Buttermilk Equipment Company, Sioux City, Ia.; Wavenlock Perfume & Supply Company, Detroit; Biochemical Food Products Corporation, Chicago.

**Allied Crafts Service, Charleston-Kanawha, W. Va.** Will shortly start copy in technical publications for Kenova Mine Car Company and are preparing advertising campaign for Merchants National Bank of Montgomery, W. Va.

**NO TIME TO CUT ADVERTISING**

**Burroughs Adding Machine Man Says Newspaper Copy Will Turn Tide**

Elbert L. Ashcroft, of St. Paul, Northwestern representative of the Burroughs Adding Machine Company, expresses the opinion that business conditions today do not warrant the curtailment of newspaper advertising. He believes that the recent stagnation was largely the result of a mental attitude and that as soon as business men generally begin to place orders for things needed in their business they will begin to get more orders for the merchandise they have to sell.

"The concern with which I am associated," said Mr. Ashcroft, "is spending its money in newspapers today to advertise its belief in this, and the more who follow this example the better it will be for everybody's business. There are two things we all need to do to dispel this business gloom. We must advertise and talk better business and do all in our power to start the normal flow of money through business channels."

**TO ADVERTISE APPLES**

**Skookum Packers of Seattle Want Funds for National Campaign**

A national advertising campaign in newspapers and magazines is being planned by the Skookum Packers' Association, Seattle. Letters have been sent to every apple shipper in the northwestern apple-growing district asking co-operation in the promotion of "a general industrial campaign of advertising on boxed apples on which no brand or locality would be named."

The northwestern apple industry is greatly handicapped for lack of advertising. It is pointed out that the consuming public is being educated through national advertising to eat almost every product worth mentioning. Advertising

on raisins, walnuts, almonds, prunes, cranberries and oranges and canned, dried and dehydrated fruit is very much on the increase. This advertising, the apple growers are being told, is increasing consumption tremendously; stimulating prices and making the industries wondrously prosperous.

**WANT ADS VITAL NEWS**

**Boughner Says They Serve More People Than Any Other Part of Paper**

L. J. Boughner, president of the Association of Newspaper Classified Advertising Managers, addressed a recent meeting of the Advertising Clubs of Indianapolis. In part, he said:

"A want-ad does not seem an important part of a daily paper. It is only when we think of them as a whole that we realize the enormous importance of want-ads to economic life in general.

"As a matter of fact the want-ad columns render more service to more people than any other department of the paper. It may be interesting—even important—to a woman to know what is going on in Greece or what our government is doing in Washington; she learns all that from the front pages of her paper. But when she turns back to the 'ads' and learns where she can get a \$10 hat for \$6—in other words, how she can put \$4 into her pocket—she considers that news of even greater importance. If she has no money to buy the hat, it is the little help wanted ad that brings her the money.

"Perhaps it would scarcely be realized that \$1,000,000 of real estate is represented daily in each real estate want-ad column of a large daily paper. The automobile industry might almost be said to be controlled by the want-ad columns, in that every auto eventually becomes a want-ad. If the newspapers eliminated such advertising, they would wreck the auto industry."

In closing, Mr. Boughner referred to the great care that all responsible newspapers now exercise when accepting advertising.

**Scripps Loses Admiralty Suit**

Ending a series of hearings that lasted 40 days, United States Commissioner Long, sitting at Los Angeles, as a judge in admiralty, has announced a decision against E. W. Scripps, San Diego millionaire and newspaper publisher, for \$32,527 in favor of Robert Moran, Seattle boat builder. The suit in admiralty involved the leasing of the yacht San Juan by Mr. Scripps in 1919 from Moran, who sued for damages of \$39,000. After taking the yacht from Seattle to San Diego, Scripps turned it back to the owner and contended it was unseaworthy.

**Case Merges Long Island Papers**

Consolidation of two newspapers in North Hempstead, N. Y., will be effected by the sale of the North Hempstead Record by L. H. Starkey of Great Neck, and the Long Island Globe, published by a corporation at Manhasset, to L. S. Case of Flushing, who will issue them as the North Hempstead Record. Manhasset will be the place of publication. Mr. Case is also the publisher of the North Side Tribune at Great Neck.

**Los Angeles Herald Adds to Plant**

The Los Angeles Evening Herald has added \$150,000 worth of new equipment to its plant. It has begun operating its new "five desk" Goss press and has also installed 10 new linotype machines, giving it a total of 27 linotypes.

—first of all a great newspaper, it is naturally one of the outstanding advertising mediums of the U. S.

The **Indianapolis News**

FRANK T. CARROLL, Advertising Manager  
New York Office: DAN A. CARROLL, 150 Nassau Street  
Chicago Office: J. E. LUTZ, First National Bank Bldg.

**Indication of Lineage Increase**

1920 vs. 1918

in the

**BOSTON AMERICAN**

on

Financial Advertising

Total Lines, 1918... 21,769  
" " 1920... 233,609

Buy Space in Boston's Greatest Evening Newspaper

**OF THE SHAFFER GROUP**

The Louisville Herald led the other Louisville morning newspaper in local display advertising for the year of 1920 by 182,991 agate lines. Local advertisers know local values.

THE **LOUISVILLE HERALD**

Kentucky's Greatest Newspaper

**OF NEWSPAPERS**

"The African World" & "Cape-to-Cairo Express"

Published every Saturday in London.

SOLE AGENTS FOR UNITED STATES

The World Wide Advertising Corporation  
No. 1 West Thirty-fourth St., NEW YORK CITY

**Famous Wits of History**

A short magazine page feature twice a week.

**NEWSPAPER FEATURE SERVICE**

241 W. 58th ST., NEW YORK

### GROUP CAMPAIGNS HIT BY TRADE BOARD SUIT

**Southern Lumbermen Deny Advertising Was Used to Jack Up Prices by Forcing Demand—First Trial in October**

NEW ORLEANS, June 30.—“Group advertising is one of the issues involved in the suit of the Federal Trade Commission against the Hardwood Manufacturers Association and the Southern Pine Associations,” said Joseph E. Rhodes, secretary of the Southern Pine Association, whose headquarters are at New Orleans, in discussing this case:

“The Federal Trade Commission does not allege that co-operative advertising is illegal. But its report on the American Hardwood Manufacturers Association and the Southern Pine Association states in effect that co-operative advertising may be detrimental to the interests of the public, by stimulating a demand for a product and thereby increasing prices, when stocks are not adequate to supply a normal demand.

“In 1919 the Southern Pine Association joined other organizations and groups of men and industries in the Build-a-Home campaign fostered by the Department of Labor. The object of this was to provide work for the returning soldiers and sailors—as well as provide homes needed after the practical suspension of domestic construction for several years.

“The Southern Pine Association, which has 200 members, prepared an elaborate series of publicity, which it had published in various newspapers and magazines.

“The Hardwood Manufacturers Association followed the copy of the Southern Pine Association.

“It is true that stocks were short at the time. They could not help being short, because, from the members of the Southern Pine Association, the government had taken 3,250,000,000 feet of lumber during the war.

“Building was resumed on a greater scale than the mills could supply the demand, and prices climbed and kept climbing.

“But bear in mind, this was during the period when buying in every line took the bit in its teeth and ran away. There were more automobiles, more silk shirts, more pieces of furniture, more shoes, more suits of clothes, more everything sold then than ever before, and their prices went out of sight. There was no group advertising in their case. How much of the demand for lumber was stimulated by the group advertising, and how much of it was a part of the general buying mania, I can't say, and I don't think anybody else can.

“But I can say that the campaign was not undertaken to force up the prices of lumber, any more than it was undertaken to force up the labor scale. Both made great advances at the same time.

“The Federal Trade Commission filed suits against the Hardwood Manufacturers Association and against the Southern Pine Association. The Southern Pine Association has made repeated efforts to have the case brought to trial, but the answer was that the prosecution was not ready. All we know now is that our case will not come up until after the case of the Hardwood Association is disposed of. That is slated for trial in October.”

### Hotaling with Walker Weekly

The Walker (Minn.) Pilot has been purchased by C. H. Samuelson and J. W. Wadell of Mapleton and associated with them as contributing editor is H. C. Hotaling of Mapleton. Mr. Hotaling is editor of the Blue Earth County Enterprise and executive and field secretary of the National Editorial Association.

### WOULD MAKE LABOR AGREEMENTS LEGALLY SACRED

(Continued from page 5)

employed must be thrashed out by the Division of Conciliation which in the past four years has satisfactorily adjusted 3,000 of the 4,000 industrial disputes brought before the Department. While 70 per cent of these were at first strike cases, the ratio has gradually swung around until now 70 per cent of the cases brought before our conciliators have not yet reached the strike stage.

Thus, I am happy to say, the number of strikes has in recent years been gradually decreasing, and we are hopeful that the downward tendency may continue. While I do not believe it feasible to pass laws against the right of workmen to strike, or of the employer to resort to the lockout, I do believe there should be laws to make all parties to labor disputes try to get together before disruptions take place.

Under the present law, the Department of Labor has nothing to hang over the head of either side in the settlement of labor disputes, and only pub-

lic opinion makes either side live up to agreements they enter into.

I believe there should be a law to compel both sides to live up to the terms of any agreement they may reach. If they agree to accept the decision of an arbitrator, I believe both sides should be compelled by law to live up to their decisions. With such a law, a big step would be taken to the further reduction of industrial disputes.

### Strip Comics

**SCOOP, by Hop**  
**OLD PALS, by O'Neill**

Two comics which will help carry you through the summer. May we send sample mats?

**The International Syndicate**  
Baltimore, Md.

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 faith



The National Jewish Daily

# SUPPLIES and EQUIPMENT

## FOR NEWSPAPER MAKING

### FOR SALE

**6c** A WORD for advertisements under this classification. Cash with order.

#### For Sale

2 page Goss steam table with steam generator equipped for gas heating. Globe Gazette, Mason City, Iowa.

#### Hoe Press for Sale

Hoe Press—32 plate 16 page Printing Press with Color Decks in first class condition, will be sold at a great reduction. Apply for full particulars to G. T. Clarkson, Liquidator, Toronto Times, Toronto, Canada.

#### Printers' Outfitters

Printing Plants and Business bought and sold, American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

### FOR SALE

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22 3/4".

**This Press May Suit You.**

**WALTER SCOTT & COMPANY**  
PLAINFIELD, NEW JERSEY

### EQUIPMENT WANTED

**6c** A WORD for advertisements under this classification. Cash with order.

#### Press Wanted

To print 32 pages, 8 columns, 12 1/2 ems. State make, model, age, where used, condition, lowest price, terms and date of delivery. Wm. B. Boyd, 115 Broadway, New York City.

#### Wanted

Press, capacity 24 pages, with stereotyping outfit, eight columns preferred. Box A-686, Care of EDITOR & PUBLISHER.

#### Wanted to Buy

Weekly paper in town of 5,000 or better with good prospects of increase; prefer factory town; must have good railroad facilities; no objection to rundown proposition if price is right; prefer eastern states. Will pay all cash; deal with principals only, no brokers; reply immediately. A. N. C., Box A-685, Care of Editor & PUBLISHER.

Established in 1912 to sell and equip Newspaper Plants

**PECKHAM MACHINERY CO.**  
MARBRIDGE BLDG.  
34TH & B'WAY  
NEW YORK CITY

#### QUICK ACTION BARGAINS

Guaranteed Linotype Parts

Head Letters Molds, new..... \$70.00  
Space Bands, medium, each..... .90  
Liners, 6 in 12 pt., new, 5 for..... 4.00  
Keyboard Rubber Rolls, 4 for..... 3.00  
Ejector Blades, 6, 8, 10 pt. (if in stock) each..... .60

Model 3, 5, 8 Linotypes, prices upon request.

### 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

### 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

## NEWSPRINT

Reasons for buying from us

Quality of paper always uniform. Regular deliveries. Shipments made in from five to six weeks at prices below present contracts.

### J. & J. SCOTT, Ltd.

33 W. 42nd St., Phone  
New York City Vanderbilt 2665

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



# Introduction to Employer and Employee

## SITUATIONS WANTED

**3C A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.**

**Advertising Man**  
26, college graduate, seven years' experience newspaper advertising, now employed, wants to locate where he can continue study of advanced advertising evenings, preferably New York. Splendid record and references. A-684, Editor & Publisher.

**A Timely Tip if you Need an Advertising Man**  
With wide experience, clean cut record. Quick to utilize the essentials of advertising and selling for the promotion of business.

Served as Advertising Manager with retail, wholesale and manufacturing establishments. Handled ad copy service departments with daily newspaper and printing plant, also as plan and copy man with agency.

Desire permanent position in larger field of activity with a live going concern. Salary \$5,000 for first year. Address B. W. Orr, General Delivery, Canton, Ohio.

**Advertising-Circulation**  
Young man, experienced in newspaper advertising and circulation wants position on advertising department of daily paper in the middle west where hard work and determination to succeed will be appreciated. Can write copy and make layouts. Box A-663, Care of Editor & Publisher.

**Advertising Manager, Advertising Salesman, Business Manager**—A combination man of wide experience, open for new connection, a high-class, well-balanced executive of ability, whose fifteen years' experience covers both local and foreign field, a go-getter, with a pleasing personality, who makes friends easily and holds them. A man who has proved conclusively that the reason most firms don't know how to write sales compelling copy—if you have need for such a man, answer this advertisement. The advertiser wants to make a connection, where hard work, initiative and results will be awarded their full worth. The location does not matter. This man's references will measure up to any standard if you offer the kind of connection he is looking for. Address "Advertising Salesman," Box 680, Care of Editor & Publisher.

**Automobile Editor**  
One of the best known automotive editors in the country is open for a new position. Recognized authority on automotive subjects and well and popularly known by factory and agency representatives. Formerly associated with automotive factories as publicity and advertising manager. Quality references. Married. Address Box A-677, Care of Editor & Publisher.

**Frank H. Brooks,**  
for many years a special writer on the Chicago Tribune, later Exchange Editor of the New York Sun, has had a taste of small town newspaper work and it is so much to his liking that he seeks a regular editorial position on some daily or weekly, preferably within 50 miles of New York. \$40 a week will do until readers begin talking generally about the paper's improvement—then whatever seems right. Melville E. Stone, Counsellor of the Associated Press, Herbert S. Houston of The World's Work, and fifty more men at the top as references. Address A-668, Care of Editor & Publisher.

**Business and Advertising Manager**  
With 15 years' experience, desires a change. Splendid record for securing and holding advertising through exceptional service. Ten years with one paper. Address A-678, Care of Editor & Publisher.

**Business Manager**  
Seeks position as manager of daily. Experienced in cities up to 300,000. Capable of promoting advertising, building circulation, operating plant economically and handling business details systematically. Can develop business to limit at minimum cost. Publishers needing man to build business will find one here qualified by years of experience to make this year the best in history of paper. Hard worker, producer and secures results from those under his direction. Diplomatic, of good appearance, well educated, and will make and hold friends for the paper. Liberty now or later. Personal interview desired. Address Box A-670, Care of Editor & Publisher.

**Circulation Manager**  
Age 32—married—twelve years experienced. Clean record with daily of 13,000—desire larger field—believe in systematic economical building. Write or wire "H." Care Chas. Thompson, 818 West 33rd St., Des Moines, Iowa.

**Copy-Reader, Reporter**  
Capable, ambitious desk-man (29) now editing weekly desires place on afternoon daily or weekly in Penna. or any Eastern or New England State with opportunity to earn permanent place in organization. Has handled local desk in city of 200,000; married; military service in U. S.; college graduate; A.B.; careful and accurate in writing and in business details. Strong references from past and present employers. Address H. G. Rhawn, Parkersburg, Pa.

## SITUATIONS WANTED

**Classified Advertising Promotion**  
Classified Advertising. Do you want a "live wire" with plenty of practical experience to build up your classified advertising department and are you game to give the job to a woman who possesses a fund of ideas? Address Box A-681, Care of Editor & Publisher.

**Editor's Assistant**  
For two years on Chicago weekly magazine, anxious to get into newspaper work. Experience in feature writing, news, fashions, "filler," etc., handling woman's department, mss. criticism, preparing copy for printer, proof reading. Also secretary-stenographer. University training. Twenty-two years old. Open for position in July. Box A-650, Editor & Publisher.

**Editorial Man**  
Young college man desires work on Editorial staff of Eastern paper. Has had experience on several middle west large papers as feature story writer. Interested in maritime affairs. Well informed on naval and military, political, national affairs. Age 24 years; 8 years' commercial experience. St. Martini, 20 Bank St., New York, N. Y.

**Managing Editor**  
For daily, west or middle west, in city not less than 35,000 where home conditions are good. Prefer stock as part of salary. Fifteen years' city experience, chiefly executive last eight years. Qualifications, references on application. Address Box A-649, Care of Editor & Publisher.

**Managing Editor**  
For town of 15,000 or better. After six years in country game with cubbing and telegraph experience in the city. Familiar with every side of the field and able to handle the staff. Competent make-up man, good at heads, able writer and an organizer. Well read on affairs political and current. College education. Seeking permanent post to help build strong popular paper. Good references. Box A-656, Care of Editor & Publisher.

**Managing Editor—News Editor**  
Editor in chief of morning daily in eastern community of 100,000 has gone as far as he can in present position. Choice now between getting in rut or seeking wider field. Is determined on latter course. Has directed editorial policy, written leaders and gone through news and mechanical mill. Signal Corps photographer during war, knows news photography backward. Has worked under same publisher six years, two in present position. College education, married. For more detailed information, write Box A-666, Care of Editor & Publisher.

**Mr. Publisher**  
Do you need a Mechanical Superintendent that can give you Production, Real Printing, A Mechanical Organization that will function smoothly, efficiently, and economically—one who knows a Newspaper Plant from Foundation to Roof? A record of proven ability to handle men and machinery. Nothing under 100,000 circulation considered. Box A-661, Care Editor & Publisher.

**Woman Writer**  
With newspaper and magazine experience, capable of handling a desk, wants position at once in either news or feature department of paper. Write Box A-682, Care of Editor & Publisher.

**Telegraph or Sporting Editor**  
28, married, ten years' experience cities of 35,000 to million. Now managing editor city of 15,000. Would consider change. Address A-596, Editor & Publisher.

## HELP WANTED

**6c A WORD for advertisements under this classification. Cash with order.**

**Advertising Solicitors**  
Exceptional opportunity open to experienced advertising solicitors as Branch Managers for San Francisco, Vancouver, Butte, Salt Lake, Denver and other Western cities. Sell advertising local, trades, weekly, monthly publications. Yearly commission paid in advance. No collecting. Seattle manager earned \$485 in five weeks. Must finance self and furnish bond. Nineteen years in business. Ralph C. Clyde Co., Stock Exchange Bldg., Portland, Oregon.

**Circulation Getter Wanted**  
Southwestern Newspaper of less than 10,000 circulation in city of 37,000 and trading territory of 85,000 wants a circulation getter. Present department organized but wants preferably a circulation getter who controls a canvassing crew. No objection to premiums. Territory and R. F. D. routes will stand good strong aggressive canvass. Liberal terms will be given. Address Box A-679, Care of Editor & Publisher.

**Copy Reader**  
Capable man to read copy on local desk. State salary. Address Managing Editor, Wilmington, Del., Morning News, Wilmington, Del.

**Experienced Salesman**  
Special editions, biographies, etc. Channon-Souder Company, Vineland, N. J.

## HELP WANTED

**Managing Editor**  
An evening newspaper in the east seeks a managing editor. Must be a man of experience and proven executive ability. Must also be competent to develop local news interest and be a forceful writer himself. This position requires a man of personality who has a pleasing address, whose knowledge of managerial duties is complete and who can and will be able to mould local opinion for the best interest of his city and the newspaper. Only experienced men need apply. All communications will be held in confidence, but the selection will depend upon the evidence that the applicant can give of his ability and the qualifications for this position. Box A-652, Care of Editor & Publisher.

**Wanted**  
Advertising representatives, in towns 10,000 or over, can double income by representing three merchandising trade papers in their spare time. Straight commission of 20 per cent. Send photograph, references and qualifications to Box A-671, Care of Editor & Publisher.

## BUSINESS OPPORTUNITIES

**6c A WORD for advertisements under this classification. Cash with order.**

**Newspaper Wanted**  
Editor of successful daily, largest in city of 200,000, who has helped make paper success and is in no danger of losing his job, seeks half interest or better in afternoon daily where ability will produce commensurate return. Has only \$15,000 to \$30,000 for cash investment, but can prove ability to manage any newspaper property. Box A-673, Care of Editor & Publisher.

**Publisher Cut Overhead**  
Publication owning plant in downtown New York is willing to share its plant with a moderate sized weekly. Can give office space if desired. This is an opportunity to cut overhead to the bone. For particulars address Box A-675, Care of Editor & Publisher.

## LEGAL NOTICE

### INTERNATIONAL PAPER COMPANY

New York, June 29, 1921.  
The Board of Directors have declared a regular quarterly dividend of one and one-half per cent (1½%) on the preferred capital stock of this Company, payable July 15, 1921, to preferred stockholders of record at the close of business July 8th, 1921.  
OWEN SHEPHERD, Treasurer.

## ZUVER IN MICHIGAN CITY

**South Bend Editor and R. W. Hewson Will Publish the Star**

The plant and fixtures of the New London (Conn.) Telegraph have been purchased by John Henry Zuver, editor of the South Bend (Ind.) News - Times, and Ralph W. Hewson, a well-known and substantial business man of South Bend. The outfit will be shipped to Michigan City, Ind., and a new evening paper launched, to be known as the Michigan City Star.



JOHN HENRY ZUVER

Mr. Zuver has been editor of the News-Times since 1914. He was formerly connected with the old Battle Creek (Mich.) Journal, preceding consolidation with the Moon as the Moon-Journal. He was also connected for a time with the Grand Rapids (Mich.) Herald. The organization has retained Pierre C. Starr of New York as counselor and advisor.

## Plan New Windsor Daily

A group of Essex County (Ont.) men, it is understood are behind a movement to establish a Liberal daily evening newspaper in Windsor.

## \$10,000

cash for first payment on a newspaper property in a city of 10,000 or more. Locations in or near Kansas preferred.

Proposition W. F.

**Charles M. Palmer**

NEWSPAPER PROPERTIES

225 Fifth Ave. New York

## Unusual Opportunities

Daily & Weekly  
NEWSPAPERS  
TRADE PAPERS

**HARWELL & CANNON**

Newspaper and Magazine Properties

Times Building, New York  
Established 1910

## For Sale 24-PAGE GOSS

High Speed, Straightline Goss, with complete stereotype equipment, including Dry Mat process. Simplex control. This machine was built new in 1916. Accommodates 7 or 8 cols. Cut-off is 21¾ in. Tapeless folder delivers product in half-page size counted in lots of 50. Immediate delivery. For price and terms,

Wire or write

**Southern Publishers Exchange, Inc.**

Newspaper Properties and Equipment  
12 North Ninth Street P. O. Box 1597  
Richmond, Va.

## TRAVELING SALESMEN

who call on newspapers selling features or news services, can make a good deal of extra money by handling a side line. No samples to carry. Genuine proposition. Commission. Strictly confidential. Call or write.

**PICTURE PRESS, Inc.**

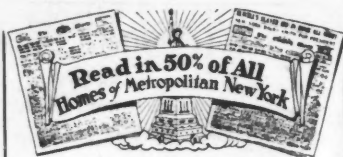
209 West 38th Street, New York

## Readers Aid Sacramento Union

The Sacramento (Cal.) Union, one of the oldest papers in California, for the past two years under the ownership of Ben S. Allen, appealed to its readers a few days ago to save the paper from "wearing the red badge of journalistic slavery on its shoulder." Editor Allen wrote that the "interests" were bankrupting the paper so that it could be bought at a forced sale. The day following the appeal, the Union carried a statement signed by Allen and Sam M. Miles, business manager, thanking the well-wishers of the paper for the comforting response in the way of checks and cash subscriptions.

## Finlay Buys Keokuk Gate City

P. R. Finlay, vice-president of the Stack Advertising Agency, Chicago, has disposed of his interest in that company and early in July will go to Keokuk, Ia., where he has acquired an interest in the Gate City, and will become general manager. Prior to his connection in Chicago, Mr. Finlay was with the Grandin Advertising Agency.



**THE WORLD AND THE EVENING WORLD ARE NEW YORK'S NEWSPAPERS**

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

Few Papers—(if any)—surpass the  
**TRENTON TIMES**  
 NEW JERSEY AS  
**A Food Medium**  
 A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times.  
 Circulation 30,237 Member A. B. C.  
**KELLY-SMITH CO.**  
 Marbridge Bldg. Lytton Bldg.  
 New York Chicago

The  
**Pittsburg Press**  
 Daily and Sunday  
**Has the Largest CIRCULATION IN PITTSBURG**  
 MEMBER A. B. C.  
 Foreign Advertising Representatives  
 Metropolitan Tower, Wrigley Bldg.  
 I. A. KLEIN, GLASS & IRVIN  
 New York Chicago

Nearly every person in Richmond reads  
 The  
**NEWS-LEADER**  
 The NEWS-LEADER's circulation in Richmond is greater than that of all the other Richmond papers combined.  
 The NEWS-LEADER's circulation in Virginia is greater than any other Virginia newspaper.  
 The sworn statements of the Richmond papers show the NEWS-LEADER has a daily circulation in Richmond which is more than three times greater than its nearest competitor.  
 Foreign representatives  
 The Kelly-Smith Co., Chicago, Ill.  
 57way at 34th St. Kelly-Smith Co.  
 New York City Lytton Building  
 Marbridge Building  
 J. B. Keough, Candler Bldg., Atlanta, Ga.

IN NEW ORLEANS  
 IT'S—  
**THE NEW ORLEANS ITEM**

# 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 Cleveland Plain Dealer for the last several months has been running a small box, "What's News," in the lower first column of page one. A sample, clipped from the issue of June 17, follows:

**WHAT'S NEWS?**

What was the most interesting thing in The Plain Dealer?  
 Here is what some thought.  
 R. R. FETTERHOFF, 2060 E. 82d street, air pilot and aerial photographer—Tramp flyer faces arrest.  
 MISS ISABEL POLLOCK, Youngstown—Stillman divorce suit.  
 E. SCOTT CANNELL, 4133 E. 93d street, Pla-yer-piece Machine Co.—Arms seized on Ireland hound vessel.  
 MILTON D. LLOYD, 2827 Avondale road, Cleveland Heights, air pilot—Tramp flyer faces arrest.  
 HAROLD A. REIBSTEIN, 2229 E. 71st street—Hughes' negotiations with Japan.  
 WILLIAM JOHNSTONE, clerk in publicity department, Cleveland Trust Co.—Baseball news.  
 What do you think?—J. S. P.

It does seem that a landlord would take pride in seeing his name on such a list with this entry after it, "reduced rent from \$75 to \$65."

There are 4,000 high school students in Akron, O. When the Beacon-Journal offered \$200 in a series of prizes for the best 350-word essays, "Why I Want to Own a Home in Akron", 3,500 of these boys and girls, 7 out of every 8, entered the contest. It was so successful and so much discussed that John S. Knight, managing editor of the Beacon-Journal, was recently invited to give an address before the Akron Realty Board to tell the local real estate men all about it.—J. H. M.

The Davenport Democrat recently carried a supplement to its regular edition in which it co-operated with the merchants in advertising a "Five Dollar Day" of bargains in the stores of the city.—J. H. S.

School gardens are all the rage among the youngsters these days, and the parents of the children, as well as fond aunts, uncles and other relatives, are taking an active interest in them. The Evening Gazette at Cedar Rapids, Iowa, has put a woman feature writer on the job to help arouse enthusiasm for them. Every day or so she visits a school garden on some vacant lot, talks to the children, sees what is being done, finds out how much money has been realized from the sale of garden truck, and then tells the story to the readers of the paper. This should make a big hit in any city where the public schools or play ground commissions are carrying out garden projects.—J. H. S.

The Indianapolis News is running in its out-of-city editions each night an advertisement addressed to the out-of-town buyers and placing before them the advantages of buying different lines of merchandise in Indianapolis. Shoes, men's clothes, straw hats, piece goods, skirts, sweaters, ties, are but a few of the specific articles that are talked about in individual advertising. At the first of each week Tracy W. Ellis, assistant advertising manager of the Indianapolis News, sends a broadside on which are printed the pieces of copy which will appear during the coming week, to the retail merchants of Indianapolis. Mr. Ellis is supporting his publicity by a drive through his sales force urging the Indianapolis retailers to constantly keep in mind the out-of-city buyers. This is but one of the many things being done to maintain his 1921 lineage above the level of 1920.—H. M.

The Philadelphia Evening Public Ledger has a new feature on its daily pictorial page which will be of interest to other editors. Each day the Ledger runs a picture of one of Uncle Sam's Philadelphia letter carriers accompanied by three or four lines of copy giving the carrier's name, his years of service and his route. No set of men is better known and better liked than letter carriers.—E. A. M.

The Washington Times is conducting a contest whereby children may earn bicycles within a short time. Instead of making the child collect a full year's subscription money at the time, all they need to do is secure the first month's pay, with a contract to pay the other by the month. Thirty-five subscriptions come easy in this manner, and the children are taking advantage of it.—A. P. McP.

Under the caption "Whada Ya See" the Cleveland Plain Dealer is running short paragraphs contributed by citizens on humorous, interesting and unusual incidents which come to their attention. Incidentally the column is a very productive source of tips for feature stories. It runs on page one.—A. L. H.

The Washington Herald has a class of free swimming lessons which are given free to any child who clips a coupon from the paper and presents it to the Class Manager at The Tidal Basin. This is a feature which not only helps the children to learn to swim correctly but has a tendency to endear the paper to the hearts of the coming citizens.—A. P. McP.

The Asheville (N. C.) Times, devotes an entire page to the little tots, carrying jingles for the youngest, pictures for the entire community, and stories which are interesting to children to the ages of twelve and sixteen. Simple recipes appear each day for the little girl who likes to cook.—A. P. McP.

A Chicago syndicate man, who hasn't seen it worked and doesn't know that it will, comes forward to suggest an "Honor Roll of Landlords." "Why", he asks, "devote all the space to inveighing against the profiteering rent-gougers? Why not print instead the names, addresses, and facts concerning landlords that actually reduce their rents?"

The Best Paper  
 in  
 New Orleans—  
 New Orleans States

Watch for next A B C  
 Statement from New Orleans Papers.

The Morning Press Leads  
 in Santa Barbara, Cal.  
 The Morning Press printed in the month of May 52,710 more lines of paid advertising than its nearest competitor. The Morning Press printed more paid advertising than any other newspaper between Los Angeles and San Jose.  
 Local Advertising Records of Santa Barbara Newspapers—May, 1921  
 Morning Press Other Paper Press Lead  
 406,630 lines 353,920 lines 52,710 lines  
 Represented by  
**Frost, Landis & Kohn**  
 CHICAGO NEW YORK ATLANTA

Buffalo Evening News  
 again leads in national field first four months, 1921, six-day evening papers. List of leading six-day publication figures compiled by Indianapolis Evening News:  
 Lineage 1921:  
 Buffalo Evening News ..... 785,118  
 Indianapolis News ..... 723,571  
 Minneapolis Journal ..... 640,746  
 Detroit News ..... 633,580  
 Brooklyn Daily Eagle ..... 631,678  
 Chicago Daily News ..... 629,181  
 Pittsburgh Press ..... 605,108  
 Toledo Blade ..... 568,628  
 Hartford Times ..... 510,039  
 Cleveland Press ..... 499,072  
 Newark Evening News did not furnish separate foreign display lineage figures.

Financial Advertising  
 The New York Times publishes more financial advertising than any other newspaper in the world, notwithstanding the rigid censorship exercised which results in the rejection of many columns not acceptable for publication.  
**The New York Times**

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. Campbell  
 Tribune Bldg., New York, N. Y.

# "OHIO FIRST"

Ohio people have money to spend for your goods. The purchasing power is much higher in Ohio as indicated by a few fundamental facts.

**Population - 5,759,368**  
(1920)

**Motor Cars - 621,390**  
(1920)

Percentage of motor cars in Ohio is 6.73.

Population per motor car is 9, or 2 below the average for the United States.

Motor cars to the square mile 15.3.

From the standpoint of spending money per capita for motor cars Ohio ranks first.

Cultivate these spenders with Ohio daily newspapers, co-

operate with Ohio merchants and increase your sales in one of the best trading territories in the country.

	Circulation	2,500 Lines	10,000 Lines
‡Akron Beacon-Journal ..... (E)	34,678	.085	.085
Akron Times ..... (E)	21,128	.06	.06
Akron Sunday Times ..... (S)	24,082	.07	.07
*Athens Messenger ..... (E)	8,930	.03	.03
Bellaire Daily Leader ..... (E)	3,987	.03	.02
Bellefontaine Examiner ..... (E)	4,071	.0143	.0143
*Cambridge Daily Jeffersonian ..... (E)	7,455	.03	.03
Cincinnati Enquirer, Sc ..... (M-S)	71,459	.17-.35	.17-.35
Cleveland Plain Dealer ..... (M)	160,666	.32	.32
Cleveland Plain Dealer ..... (S)	217,513	.37	.37
Columbus Dispatch ..... (E)	74,535	.15	.14
Columbus Dispatch ..... (S)	76,147	.15	.14
Columbus (O.) State Journal ..... (M)	57,195	.12	.11
Columbus (O.) State Journal ..... (S)	30,284	.12	.11
Dayton News ..... (E)	39,032	.10	.10
Dayton News ..... (S)	34,137	.085	.085
Dover Daily Reporter ..... (E)	3,959	.02	.02
Ironton Irontonian ..... (M)	3,150	.0179	.0179
*Lima News and Times-Democrat (E&S)	14,494	.06	.05
Lima Republican-Gazette ..... (M&S)	9,124	.035	.035
Middletown Journal ..... (E)	4,484	.0214	.0214
Newark American-Tribune ..... (E)	6,475	.025	.025
New Philadelphia Daily Times ..... (E)	5,453	.02	.02
Piqua Call and Press-Dispatch ..... (E)	6,043	.025	.025
Portsmouth Sun and Times .... (M&E)	17,000	.06	.06
Portsmouth Sun-Times ..... (S)	9,309	.04	.04
*Springfield News ..... (E)	15,763	.05	.05
**Springfield News ..... (S)	13,381	.05	.05
Toledo Blade ..... (E)	83,227	.25	.23
Warren Daily Chronicle ..... (E)	5,572	.025	.025
*Youngstown Telegram ..... (E)	23,843	.07	.07
Youngstown Vindicator ..... (S)	24,990	.07	.07
Youngstown Vindicator ..... (E)	25,373	.07	.07

Government Statement, April 1, 1921.

‡Government Statement, October 1, 1920.

\*A. B. C. Publishers' Statement, April 1, 1921.

\*\*A. B. C. Publishers' Statement, October 1, 1920.

es  
BC  
Or.  
eads  
mond  
adver-  
paid ad  
per be  
nta Bos  
s Land  
10 line  
ohn  
TLANTA  
ews  
first four  
pers. Lin  
ures con-  
ws:  
age 1921  
785,118  
727,571  
640,740  
631,500  
631,674  
629,187  
605,104  
568,628  
550,051  
495,072  
ot furnish  
figures.  
ising  
publishes  
than any  
world, no  
ensorship  
n the re-  
ot accept-  
Times  
OO  
RS  
with 30  
ly stated  
that for  
e result  
ashington  
RST IN  
thousand  
E. Latz  
hicago, Ill.  
A. Carroll  
c, N. Y.

# The PRINT PAPER SITUATION

---

If newspaper publishers generally will but play the game intelligently and sincerely, we will have 3c paper by October and probably 2½ to 2¾c paper for 1922. Orders can be placed today at 3½ to 3¾c.

Domestic and Canadian mills are reported to be seeking outlets for tonnage at lower than contract prices set by those who seek to control prices.

The big fellows are protesting to the little ones who are daring to sell at lower prices, but the little fellows must live and will sell their goods.

Instead of buying through a variety of channels, publishers would do well to let the Publishers Buying Corporation do the work. and secure supply at lowest prices.

Now is the time to hold down consumption and to buy European paper in preference to Canadian or domestic paper, in order to quickly restore normal prices and encourage advertisers to go forward.

Jason Rogers,

PUBLISHER, THE NEW YORK GLOBE

New York, June 28, 1921.

