



# EDITOR & PUBLISHER



1884

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

1920

V. 52. No. 46

NEW YORK, SATURDAY, APRIL 17, 1920

10c Per Copy



## The W. G. N.

In 1865 Joseph Medill called a meeting of editors at Louisville, Ky., to organize the co-operative news distributing agency known as the Western Associated Press. From this the Associated Press of today has grown. Sixteen years prior to this, The Chicago Tribune established a journalistic precedent by securing news by telegraph from New York and Washington.

The Chicago Tribune has always been preeminently a NEWSpaper. Today it supplements the service of news associations with its own staff of correspondents at strategic points throughout the world. Not only do eighteen American newspapers maintain leased wires into the Chicago Tribune office to buy this exclusive news, but even European newspapers buy European news from The Chicago Tribune's Foreign News Service.

The  
**LARGEST PAPER**  
*In the State of Connecticut*

The  
**HARTFORD  
SUNDAY  
COURANT**

*Circulation:*  
**Over 42,000 Net Paid**

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



REV. STRATON WRITES  
DETAILS OF HIS NIGHT  
IN WHITE-LIGHT DENS

Pastor Turns Searchlight On  
Wild Orgies Where  
Booze Flows

BY REV. JOHN B. STRATON  
Pastor of the  
Methodist Episcopal  
Church, No. 10th St.  
and Broadway, New  
York City

NEW YORK, April 16.—(Special to The Herald.)—The Rev. John B. Straton, pastor of the Methodist Episcopal Church, No. 10th St. and Broadway, New York City, writes today in the New York Herald Tribune a scathing exposé of the white-light dens which he says are the headquarters of the most vicious and lawless element of the city.

The Daily N. E. A.  
"BRAZIL OR BUST!"  
Honeymooners Off On Five  
Year Houseboat Trip

GOVERNOR STARTS  
WAR ON LYNCHING

The Sun  
AND THE NEW YORK HERALD  
NEW YORK, MONDAY, APRIL 5, 1920  
FRANCE CHARGES TREATY VIOLATION; MOVE TO SEIZE RUHR;  
CONGRESS TO REORGANIZE AND ENLARGE STATE DEPARTMENT

STRATON VISITS  
TENDERLOIN AND  
SEES MUCH VICE

White Light  
District Hive  
Of Vice, Says  
Dr. Stratton

White Light  
District Hive  
Of Vice, Says  
Dr. Stratton

New York  
French Troops Ordered to March Into Germany;  
Four Cities to Be Seized to Enforce Peace Treaty

New York  
GREAT MASS MEETING TO PROTEST FARM  
HYLAN RUSHES BACK TO CITY TO LEAD THE  
MANY GOVERNMENT BUILDINGS BURNED IN  
VICE FLAUNTED AT STRATON IN  
CABARET TRIP

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CABARET TRIP

NEA  
Scores  
again!  
BEATS  
NEW YORK  
DAILIES  
BY  
FIVE DAYS  
ON  
GREATEST  
VICE  
EXPOSE

WRITE OR WIRE

Newspaper Enterprise Association  
A SERVICE - NOT A SYNDICATE  
CLEVELAND, O.



To get your product into the half a million homes in the

# PHILADELPHIA

market, you should use the dominant newspaper

# THE BULLETIN

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

## Dominate Philadelphia

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

# THE BULLETIN

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

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

**466,732** *Copies a Day*

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

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# EDITOR & PUBLISHER



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Vol. 52

NEW YORK, SATURDAY, APRIL 17, 1920

No. 46

## GREETINGS OF GOOD LUCK FROM OVERSEAS

### Master Journalists of England Join in Sending Message to American Publishers Through Editor & Publisher on Eve of Annual Gathering

By HERBERT C. RIDOUT

London Editor, EDITOR & PUBLISHER  
(Exclusive Cable Dispatch to EDITOR & PUBLISHER)

LONDON, April 16.—Newspaper proprietors, editors and workers of Great Britain are showing a keen interest in the activities of fellow-workers in the world of journalism in America, and many of them are already preparing to visit the United States next summer during the Imperial Press Conference to renew friendships built during the Great War and build new ones.

Even during the trying days of readjustment the journalists of England have not lost faith in the future establishment of national goodwill among the peoples of both countries through their newspapers.

In England the world league of newspapers, as advocated in the International Number of EDITOR & PUBLISHER last year, is still a foremost topic where newspaper men foregather, and the exchange of editors with the journals of America continues to have many advocates.

It is therefore with pleasure that I accept the honor, as the English representative of EDITOR & PUBLISHER, of transmitting through our publication the

American correspondents and look forward to meeting them again. Good luck to them."

Sir Emsley Carr, editor of the Sunday paper, *The News of the World*, says:

"As the editor of the newspapers with the largest circulation in the world, May I offer the cordial greetings of our millions of readers to the Convention of American Editors and Newspaper Proprietors. To Great Britain and America in a special degree is awarded the wonderful privilege of moulding the destinies of mankind. The better to fulfil this destiny, may the near future witness

the inauguration of an Anglo-American Newspaper Convention, in which our common problems may be squarely faced to the common advantage."

Sir James Owen, member of the Council and Executive Committee of the British Newspaper Society, says:

"Fraternal greetings to American editors and proprietors. I was delighted to meet American journalists during the war, and admired their sane outlook on affairs. Relationships between America and Great Britain are very much what the press make them. Therefore, we hope that cordiality between pressmen on both

sides of the Atlantic will continue and intensify, and that they will interpret the great English-speaking peoples to each other with sympathy and understanding."

Ralph D. Blumenfeld, editor of the London Daily Express, who originated the plan for an exchange of American and British journalists, says:

"As you know, I have striven for a long time to bring about a closer con-

"I follow the views of Plato, who held to the omnipotence of public opinion and I can see no permanent peace without a great development of inter-communication throughout the world. An international league of newspapers seems to me an essential feature of any league of nations for peace."—Melville E. Stone in Editor & Publisher, August 7, 1919.

### A. P. AND A. N. P. A. CONVENTIONS CALENDAR

#### MONDAY.

- 10 A. M.—Associated Press Directors' Meeting, 51 Chambers street.
- 10 A. M.—A. N. P. A. Directors' Meeting in Boston Globe Office, World Building.
- 11 A. M.—Advertising Bureau of A. N. P. A. Committee Meeting, in Bureau's office, World Building.
- 12 M.—A. N. P. A. Paper Committee Meeting, in Association's Office, World Building.

#### TUESDAY.

- 10 A. M.—Associated Press' Annual Business Meeting Called, at Waldorf-Astoria.
- 12.30 P. M.—A. P. Annual Luncheon, in Grand Ballroom, Waldorf-Astoria.
- 2 P. M.—Afternoon Session, with Election of Directors.

#### WEDNESDAY.

- 10 A. M.—A. N. P. A. Annual Meeting Called to Order.
- 11 A. M.—Meeting of New A. P. Directors' Board to Elect Officers, in Waldorf-Astoria.
- 12.30 P. M.—Luncheon of A. N. P. A. Advertising Bureau, in Grand Ballroom, Waldorf-Astoria.
- 2 P. M.—Afternoon Session A. N. P. A. Called.

#### THURSDAY.

- 10 A. M.—A. N. P. A. Meeting Resumed.
- 12.30 P. M.—A. N. P. A. Luncheon in Grand Ballroom, Waldorf-Astoria.
- 2 P. M.—A. N. P. A. Afternoon Session Called; Addresses by International Labor Union Heads.

#### FRIDAY.

- 10 A. M.—A. N. P. A. Meeting Resumed for Consideration of Unfinished Business, Annual Business Meeting, Election of Officers, and Appointment of Advertising Bureau Committee.
- 12.30 P. M.—A. N. P. A. Advertising Bureau Luncheon to Directors of A. N. P. A. and Directors of Audit Bureau of Circulations, in Tea Parlor, Roof Garden, Waldorf-Astoria.
- 1.30 P. M.—Special Post-Convention Meeting of New York State Associated Dailies, in Mt. Vernon, N. Y.

"The same 'power of the press' which assured Allied Victory must now be turned to the preservation of democratic ideals throughout the world. It must complete the great task—and must work for essential unity among the free nations of the earth."—Editor & Publisher, May 22, 1919.

following messages of goodwill and well wishes to the proprietors and journalists of America on the eve of the annual conventions of the Associated Press and the American Newspaper Publishers' Association:

Lord Riddell, chairman of British Newspaper Proprietors' Association, and of Weekly Newspaper Proprietors' Association, says:

"I have a lively recollection of the Press Convention last year in Paris, where I was representing the British newspapers at the Peace Conference, and of the strenuous fights in which the American journalists and I engaged for the freedom of the press with varying success.

"I shall always cherish happy reminiscences of the kindnesses and courtesies received at the hands of my American colleagues during that busy and momentous time. I made many warm friendships amongst the

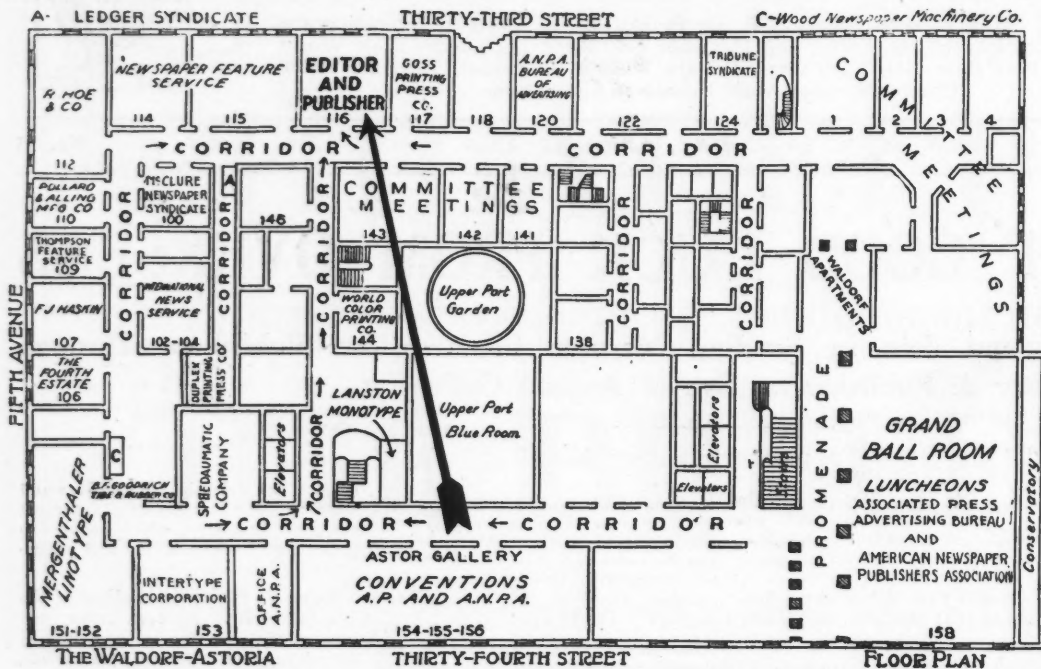
nection between the British and American press. When I was in America last year I put forward a suggestion for practical co-operation on the editorial side of newspapers, which was generally received with favor, but has not yet been acted upon in practice. I hope that the forthcoming conventions, of American editors and proprietors will find time to discuss this all-important matter, and also that suggestions may be put forward for a general closer relationship between the newspapers of the two countries.

"Nothing can conduce so much to the peace of the world as a close understanding between the makers of opinion on both sides of the water. For myself, I send my sincerest compliments to the delegates at the conventions."

H. A. Gwynne, editor of the London Morning Post, says:

"I wish every success to the conventions of newspaper editors and proprietors. British foreign policy must be based on the friendliest relations with the great American and British minds working along the same lines. This is a splendid augury for America, and in the British Empire, rather let our minds dwell on the splendid co-operation of 1917-1918, than on the petty bickerings of other periods in our common history."

# A. N. P. A. and A. P. Convention Floor Directory, Waldorf-Astoria,



A. N. P. A. (office).....Room 153 (Myrtle Room)	R. Hoe & Co..... 112	Newspaper Feature Service..... 114, 115 (Banquet Hall)
Bureau of Advertising, A. N. P. A..... 120	International Feature Service.....102-104	Pollard & Alling Manufacturing Co..... 110
Speedamatic Company...Top Private Staircase	International Syndicate..... 141	Thompson Feature Service..... 109
Duplex Printing Press.....In Foyer	Intertype Corp.....Myrtle Room (153)	Tribune Syndicate..... 124
EDITOR & PUBLISHER..... 116	Lanston Monotype.....At floor office	Wood Newspaper Machinery Co.....Space in Foyer
The Fourth Estate..... 106	Ledger Syndicate.....A & B (No. 1 Entrance)	World Color Printing Co..... 144
B. F. Goodrich Tire & Rubber Co.....In Foyer	Leishman Telegraph Picture Service..... 113	
Goss Printing Press..... 117	McClure Newspaper Syndicate..... 100	
F. J. Haskin..... 107	Mergenthaler Linotype..... 151 (East Room)	
Luncheons of the Associated Press,	Bureau of Advertising and the A. N. P. A. will	take place in the Grand Ball Room.

## N. Y. PAPERS RAISE RATES BEYOND CITY

Morning and Evening Dailies Go to Three and Four Cents on Zone Basis on April 21—No Returns Allowed.

Out-of-town prices of New York City newspapers will advance on April 21, it was decided at meetings of the publishers and circulation managers on Tuesday and Wednesday of this week. The new scale, notice of which was sent to wholesalers and retailers of newspapers on April 15, is divided by zones as follows:

### Morning Papers

From city line to 50 miles—wholesale dealer \$1.85 per hundred; retail dealer, \$2.10 per hundred; price to public, 3 cents a copy.

From 51 to 200 miles—wholesale dealer, \$2 per hundred; retail dealer, \$2.25 per hundred; price to public, 3 cents a copy.

Beyond 200 miles—wholesale dealer, \$3 per hundred; retail dealer, \$3.25 per hundred; public price, 4 cents a copy.

### Evening Papers

From city line to 100 miles—wholesale dealer, \$1.85 per hundred; retail dealer, \$2.10 per hundred; price to public, 3 cents a copy.

Beyond 100 miles—wholesale dealer, \$2 per hundred; retail dealer, \$2.25 per hundred; 4 cents a copy.

All papers are to be non-returnable under the new arrangement.

The price to the public of all the New York Sunday papers out-of-town was increased to ten cents a copy in January, but only the American has set a price of

10 cents to readers in New York City.

The New York World, morning, evening and Sunday, it is said, is strongly opposing an increase in the city retail price to 3 cents week-days and 10 cents Sunday and it is believed that no such increase will be effected against the World's opposition.

The newspapers which are putting the out-of-town increase into effect are: New York American, New York Evening Journal, the Sun and New York Herald, New York Evening Sun, New York Globe, New York Evening Telegram, New York Evening Mail, New York News, New York Times, New York Tribune, New York World and New York Evening World.

## RAISE OF \$6 FOR PRESSMEN

### New York Scale Committees Re-adopt Old Contract Otherwise

All union pressmen employed on New York newspapers receive an increase of \$6 a week, effective March 1, 1920. The new contract, which was signed on April 10, according to L. L. Jones, executive representative of the New York City Publishers' Association, expires February 28, 1921, and does not change hours or working conditions. A new conciliation and arbitration agreement was added to the contract, providing that a discharged member of the union shall have the right of contest before a joint committee of publishers and union.

Under the new contract, pressmen-in-charge will receive \$51 a week for day work, \$52 for night work, including Saturday night; pressmen receive \$45 for day work, \$46 nights, including Saturday night; juniors, \$30 days; \$30.50 nights, including Saturday night. New

## AD BUREAU PLAYS HOST AT TWO LUNCHEONS

A. B. C. and A. N. P. A. Directors Guests at Second Function on April 23—Report Will Show Year of Success

Two luncheons will be given during convention week by the Bureau of Advertising of the American Newspaper Publishers' Association, one on Wednesday for the members of the Bureau, at which Secretary of Agriculture E. T. Meredith will be the chief speaker, and the second on Friday to the directors of the A. N. P. A. and the directors of the Audit Bureau of Circulations. The latter luncheon will be held in the sun parlor on the roof garden of the Waldorf-Astoria.

Other speakers at the Wednesday luncheon will be Harry Dwight Smith of Fuller & Smith, Cleveland, and president of the American Association of Advertising Agencies, and John Sullivan, secretary-treasurer of the Association of National Advertisers. William F. Rogers, chairman of the committee in charge of the Bureau of Advertising, will act as toastmaster.

The annual report of the Bureau, which will be submitted to the convention of the A. N. P. A. by the committee in charge and the directors of the Bureau, will review the work of the past year, including the establishment of the new membership dues plan, which has greatly increased the number of newspapers supporting the work, the establishment of a Chicago office and development of work in the Far West to the point where a Pacific Coast office can be supported, and the publication of the Bureau's book on "Newspaper Advertising and National Merchandising," reference to which will be found in another column of this issue.

### No More Free Notices

WATERBURY, Conn.—A charge at regular advertising rates will be made for all society, church and organization publicity, which is in the nature of advertising, in the Evening Democrat starting from April 12.

## There Was Also Noise

By H. NAPIER MOORE



Young Publisher—What's the trouble over there?

Old-timer—No trouble at all. Those are the representatives of the wire services putting in their claims announcing a fifteen second beat on the flash that the Mayor of Corncob, Kansas, has the pip.



# PUBLISHERS ASSEMBLING FOR VITAL MEETINGS

Associated Press Will Discuss Extension of Service at Home and Abroad—Big Questions Face American Newspaper Publishers' Association

## THOMAS R. MARSHALL SPEAKER AT A. P. LUNCHEON

Early fears that the railroad troubles would prevent the annual gathering of American editors and publishers in New York next week were dispelled when the directors of the Associated Press met in the A. P. New York offices on Thursday, Friday and Saturday of this week, canvassed the transportation situation and decided to stand pat on their original plans.

Those present when President Frank B. Noyes called the directors' meeting to order on Thursday morning were:

Adolph S. Ochs, New York Times; A. C. Weiss, Duluth Herald; John R. Rathon, Providence Journal; W. H. Cowles, Spokane Spokesman-Review; Victor F. Lawson, Chicago Daily News; D. E. Town, Louisville Herald; Frank P. MacLennan, Topeka State Journal; Charles A. Rook, Pittsburgh Dispatch; Charles Hopkins Clark, Hartford Courant; V. S. McClatchy, Sacramento Bee; Albert H. Baker, Cleveland Plain-Dealer; Vice-presidents A. N. McKay, Salt Lake Tribune, and J. L. Sturtevant, Wausau Record-Herald; Secretary and General Manager Melville E. Stone, Assistant General Manager Frederick Roy Martin, and Treasurer J. R. Youatt.

Clark Howell, of the Atlanta Constitution, and Col. R. M. Johnston, of the Houston Post, had not arrived on Thursday evening, but were said to be on the way. W. L. McLean, of the Philadelphia Bulletin, is in California and will not be present at the meeting.

Statements by Associated Press officials and replies to the questionnaire sent out by EDITOR & PUBLISHER for the convention directory published on another page indicate that the usual number of A. P. members—about 350—will be on hand on Tuesday to review the work of 1919-20 and to plan its extension during the coming twelve months.



FRANK B. NOYES

Even he doesn't think things are as black as they seem. His responsibilities are ONLY the presidency of the Associated Press and the Washington Star.

## EDITOR & PUBLISHER will issue its ANNUAL A. N. P. A. CONVENTION NUMBER

in colors on  
THURSDAY, APRIL 22,  
and a

## SPECIAL CONVENTION EXTRA

on  
SATURDAY, APRIL 24

A cordial invitation is extended to every visiting newspaper man to make EDITOR & PUBLISHER's headquarters his headquarters during the Waldorf-Astoria convention.

EDITOR & PUBLISHER will maintain convention offices as heretofore in Suite 116, convention floor, where stenographers, telephone and typewriter facilities will be provided for your convenience.

The convention staff of EDITOR & PUBLISHER will be as follows:

- |              |               |
|--------------|---------------|
| Mr. Redmond  | Mr. Mellon    |
| Mr. Robb     | Mr. Miller    |
| Mr. Barbour  | Mr. Dowling   |
| Mr. Starr    | Mr. Drummond  |
| Mr. Ferguson | Mr. Tanner    |
| Mr. Keeney   | Miss McMahan  |
| Mr. Schryver | Miss Wenska   |
| Miss Higgins | Miss Parker   |
| Mr. Perkins  | Miss Montanye |
| Mr. Brown    | Miss Sirota   |
| Mr. Dewitt   | Miss Klein    |

Telephone, Beekman 4330

Thomas Riley Marshall, Vice-President of the United States, this week accepted an invitation to speak at the Tuesday luncheon of the A. P. No information could be secured as to Mr. Marshall's subject.

The directors' report to be rendered to the membership will chronicle the general achievements of the Associated Press, with special reference, it is expected, to events abroad and in Washington. Increases in facilities for gathering and distribution of news to the 1,250 members of the association will also be outlined in a general manner, as will the extension of the service to South American members, who now number 41.

In greater detail will be the report of the news department to General Manager Melville E. Stone on the accomplishments of the news-getting staff during the past year. While the report will not be made public until after it is given to the members in meeting, it is said that due credit is given and names named of the men who have scored notable news feats since the last convention, with interesting details on the methods of expert newspaper men in securing ample and accurate reports of important news events.

Mr. Stone this week gave the following commentary on the past year of the A. P. to EDITOR & PUBLISHER:

"The past year has been a very successful one for the Associated Press.

"I am very glad to be able to say that notwithstanding the topsy-turvy condition of things throughout the world, we have been able to cover the news in adequate fashion and often from very remote points.

"The Associated Press, as well as the American reading public, owes a debt of obligation to the splendid staff of men who have gone out under very trying

circumstances, even into places of danger, and have kept us advised of the conditions in every corner of this troubled world."

Frederick Roy Martin, assistant general manager, supplied a chronicle of the A. P.'s recent development in the following words:

"The Associated Press now has approximately 1,250 members.

"These members receive their report over 64,800 miles of leased wire reaching every state.

"There are cable reports to 7 members in Alaska and wireless reports to 7 members in Hawaii, 7 in the Philippines and 2 in Porto Rico.

"There are 41 members supplied by cable in Latin-America, including Cuba, Mexico, Central and South America.

"There are 750 expert telegraphers and over 100 automatic printers in the Associated Press.

"There are 48 bureaus in the United States and others in London, Paris, Rome, Berlin, Copenhagen, Vienna, The Hague, Madrid, Pekin, Tokyo, Buenos Ayres, Rio de Janeiro and Havana.

"The expenditures last year were approximately \$5,000,000.

"There is an established system of pensions and benefits for sickness and death.

"The organization is a mutual corporation, with no franchises, controlled by a board of 15 directors, five being elected each year for a 3-year term."

Invitations have been sent to the Latin-American members of the A. P. to attend the meeting, but it is not expected that many South American publishers will be among those present. Several have delegated their correspondents in the United States to represent them at the Waldorf gathering.

(Continued on page 32)

## PUBLISHERS' SESSIONS CROWDED WITH BUSINESS

Paper, taxes, postage and labor will again supply the chief points of contention and discussion at the convention of the American Newspaper Publishers' Association at the Waldorf-Astoria on Wednesday, Thursday and Friday of next week, with paper as the topic of greatest interest to the majority of the 250 or 300 publishers expected to be present.

Related to paper and of considerable interest, not only to the publishers but to their special representatives and to national advertisers and advertising agents, is the question of changing advertising rate scales from a yearly to a quarterly basis. This matter was discussed at the special paper convention of the A. N. P. A. in November, 1919, when the resolutions committee recommended, and the association approved, that advertising contracts be made with provision for several adjustments of rate during the year, based on costs that were expected to rise and which have been rising steadily, since the adoption of the resolution.

### Agents Protest "3-Month" Clause

Objection to this method of doing business was raised last Thursday by the New York members of the American Association of Advertising Agencies, in a joint meeting with the Six Point League, and after a long discussion the A. A. A. decided to submit its viewpoint to the A. N. P. A. convention in the form of a memorial. It is understood that Collin Armstrong, chairman of the A. A. A. daily newspaper committee, will prepare this memorial and submit it to the A. N. P. A. in time for discussion at the meeting of the directors on April 19.

At the meeting of the agents and special representatives, it was pointed out that the proposed change in form of advertising contract would work a great hardship and might permanently cripple and demoralize the future volume of advertising. It was stated that all large advertisers appropriate their money once a year for the year's advertisement.

(Continued on page 36)



MELVILLE E. STONE

Yes, he's satisfied. However, his orders still are, "Forward."



# HER BEAUX STARTED HELEN ROWLAND ON CAREER AS "SOLOMON'S WIFE"

## Knows All Men By Knowing One Well and Is Most Popular of Women Newspaper Writers Among the "Brutal Sex"

BY ROSALIE ARMISTEAD HIGGINS

THERE lives in New York a woman whose knowledge of the peculiarities of the masculine mind has caused many to wonder, so when I went to interview Helen Rowland, the author of "The Sayings of Mrs. Solomon," I tried to satisfy their curiosity, as well as my own by asking how she knew so much of the foibles of man, and she answered me in this wise: "Beloved, question me not whence I have learned of man, his secrets. Have I not known one man well? And verily a woman need know but one man in order to understand all men; whereas a man may know all women and understand not one of them."

And then to my eager questioning as to the way of writing epigrams, for she stands head and shoulders above any other writer of witticisms today, she unfolded a most interesting story, starting off with the refreshing statement "that she, as a girl, never had any particular desire to write."

### Aspired to Stage Career

"I wanted to go on the stage more than I ever wanted to do anything, and my girlhood dreams were all of that, so finally I took part in an amateur performance, at which a number of funny things happened, as usually do happen with shows of that kind. After it was over, I could not refrain from writing a humorous account of it and sent it to the Washington Post. To my amazement and delight, it appeared the next day, and a little later I received a check.

"My father, who was a type of the old-fashioned Southern gentleman, said to me, 'My daughter, take that check back to the Post and tell them you do not work for money.'

"I followed his direction and was told by Scott C. Bone, the editor, that anything that was sufficiently good to publish was worth paying for, and that if I did not want the check I could give it to charity. I did not quite share my father's idea, so I went to a matinee with that money.

"After selling this story and several others, my stage ambitions were not so keen, and then I lost my father and was compelled to go to work. I truly think there is a fatality that shapes our ends, and having had a little experience in the writing game, I decided to try my hand in New York. Just at that time, my friend John Elfreth Watkins, now with the Philadelphia Public Ledger Syndicate, was also at the beginning of his career, and he gave me three rules to follow if I wanted to write. They have proven invaluable to me and I shall give them to you, thinking they may help some young writer just starting out.

### Rules for Writing

- "These rules were:
- "1. Get a typewriter.
- "2. Get a copy of Roget's Thesaurus.
- "3. Get a specialty.

"When I reached New York, I applied at the Century Magazine, and there was given a letter of introduction to one of the Sunday editors of the New York Press. And then my troubles started. I was scared to death, and frequently when I went out on an assignment I

returned in tears. "I went out on numerous stories, and one which I recall was a story in Wall Street about "The Queen of the Robbers." Fortunately for me, Dorothy Dix covered that same story, and I lis-

tened to all they told her or I never would have gotten it.

"My managing editor was always in despair and once when I returned he said to me: 'You are not a newspaper woman, but you surely must be able to write something; perhaps you can write fiction. Suppose you see if you can't write a dialogue for me.

"It was truly a happy thought, and he was so well pleased with the first one that I wrote a series of them called the 'Polly Dialogues.' And then I got my best hunch," she continued, "for I discovered that in writing dialogues on 'Love,' 'Marriage' or some other subject, there came to me, like flashes, these epigrams in the midst of them. I was

so fascinated with them that I made a large number and finally summoned up my courage to take them to the Dodge Publishing Company, under the title of 'The Widow Dialogues.'

"After looking them over, the publisher said, 'I think we'll take these, but my goodness, isn't there anything in the world funny about a man?'

"When he said that, it came to me that here was my chance to do something different, to write some funny epigrams about men. I started then and there on my book, 'The Sayings of Mrs. Solomon—Being the Confessions of the Seven Hundredth Wife.' I was then on the staff of the New York Evening (Continued on page 58)

## MEN ARE INCIDENTAL IN HELEN ROWLAND'S YOUNG LIFE



# LIVING JOURNALISM AND POISON THAT KILLS

## Phrase-Loving America Proving an Easy Prey for Propagandists of Politicians and Big Corporation Chiefs After the War Set the Fashion

By CHARLES GRANT MILLER

WE are just naturally a phrase-eating people. Our first national lispsings were in axioms, such as "created free and equal," "freedom of speech and press," "certain inalienable rights," and with more matured national consciousness came "Government of the people, by the people and for the people," as a part of our political faith. All of these and more had served not only as our sustenance but as our shelter in time of storm; they were the bulwarks of our liberties as a people; to our ship of State they were the chart, compass and the stars. They had become as sacred to us as the tenets of religion; and we comforted and strengthened ourselves in repeating them, very much as the unlettered sinner had the Lord's Prayer written on the headboard of his bed and went through his devotions on retiring by rapping to call the Almighty's attention and saying piously, "There, Lord, them's my sentiments."

Not only had we picked the choicest fruit from the tree of political knowledge but we had canned it all and duly labeled it.

And when in the cataclysm of world war the terrible voice called, "Where art thou?" we slipped our tell-tale maxims from our mouths and answered in a voice strange to ourselves and in a jargon of phrases new to us. President Wilson himself genially tells of the westerner who defined our purpose, "to make the world safe for the Democratic party."

Summarily bundled out of our Paradise, we overlooked and left behind our precious treasure of phrases. Too late, we looked back with longing and encountered at either side the gate, the cherubic censors with flaming swords.

But friend Satan was kindly waiting hard by: He showed us rows upon rows of trees loaded down with ripe knowledgeable fruits ready to drop in our mouths. "It is the bounteous orchard of Big Business," said he. "Here the art

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

of grafting has been brought by experts to perfection of results. The fruit is luscious with learning, and it's free gratis. Eat thereof."

And did we eat thereof? We glut-toned. Our record was nothing short of fourteen fine fresh phrases in one mouthful; then colic; then at it again. We got to seeing plainly things that were not there, and not seeing things that plainly were there. For the wily serpent had turned press agent,—the same old liar in a new skin.

### A War Evil

"The evils of war come after the war," said Salmon P. Chase. "It leaves an army of cripples, an army of thieves and an army of prostitutes." Our army of thieves, plundering and profiteering with devilish boldness and activity, have neglected no seductions or expense to make of our newspapers an army of prostitutes.

I know one publisher who, though he proclaims completeness and accuracy of news, as only second in sacredness to his patriotism, shut out of his paper any mention whatever of the Federal Trade Commission's charges against the packing combine, whose advertising he carries heavily, but was keen for a big spread when the packers' publicity bureau came on with their countercharge that that Government department was infected with socialism.

O, Patriotism! where is thy proving-ground? The instance does not by any means characterize publishers generally, but it does accurately characterize the influence sought ever to be exercised upon all newspapers by the packing combine in its continuous contest with the public.

Through the quarter-century leading up to the war the big corporations were anathema to almost the entire press of the nation. "Trust-busting" was an essential basis of increasing circulations. "Muck-raking" made a half-dozen popular magazines. Maybe it was overdone. Anyway, it met popular approval.

### Enter the Press Agent

The exigencies of war precipitated a sudden and decisive change. Corporation heads, hitherto anathematized, were called to places of power. Millionaires, supposed to be the only ones to know how to think and act in millions and billions, were given charge of Government's big business. Multimillionaires were put at the head of the Shipping Board, the Grain Corporation, the Air Service and other departments wherever immensity of operation and expenditure was involved. With them they brought into Government service that potent adjunct of big business, the paid publicity man. It was not uncommon for the "dollar-a-year" patriot to have his \$10,000-a-year press agent. A huge official Department of Publicity was set up that exalted these mighty men and their mysterious works, and press and public "fell" for it.

This host of millionaire managers grouped at Washington during the war smothered statesmanship as effectively as the publicity bureaus smothered the press correspondence. Neither statesmen nor correspondents have yet shaken off the sense of servility.

Admitted we won the war. But we are now beginning to know that we won it in spite of astounding failure in air service, in spite of stupendous blunderings in

grain regulation, in spite of amazing mismanagement in ship-building—in spite of inefficiency or worse in nearly everyone of these millionaire-managed departments, the scandals of which are beginning to stink to the stars, and in spite of an extravagance and waste that stagger human belief.

### Facts in Spite of Bureaus

The shameful facts are now slowly but surely coming to light—but not through any of the still-existing official news bureaus. The facts are coming out in spite of the skillful efforts of the bureaus to suppress them, to deny them, to discredit them and to palliate them.

Was it through any official news bureau that the public has learned, after spending of still uncounted millions upon millions in airplane construction, that not a single American plane got into action? No; not through any official news bureau.

Has any official news bureau ever sent out the astounding story of the spending of billions in building munition plants from which no munitions were ever turned out? No; this is not the publicity bureaus' kind of publicity.

Did any official news bureau warn the public of the gigantic project to sell off American ships at a tenth their value? No; no; the bureaus were busy camouflaging the scheme.

Was it any official news bureau which made public the finding of a western grand jury that a head of the Grain Corporation had multiplied his millions through his official manipulation of the grain market? No! No! No! Where were all the official publicity agents during the weeks this report lay hidden in the Department of Justice? Currying mud off of dark horses?

They are not fact collectors. They are denial experts.

(Continued on page 24)



COL. C. B. BLETHEN,  
Late of the Coast Artillery, again leading  
the Seattle Times.

## DEFENDS CHASTITY OF THE PRESS.

DEAR MR. MILLER:

I have just finished reading your illuminating article in EDITOR & PUBLISHER for April 3. I was introduced to a publicity agent last Saturday. It was my first knowledge that such a trade existed. I knew in a general way that Big Interests had news men, but I was in blissful ignorance of the extent of the evil which you so graphically portrayed.

I am glad now that we did not engage a publicity agent. So far as I know we have not employed any. The temptation is very great, but your story of the managing editor in the office of the "weekly of national circulation," is a tonic. With your example, I can do no less than vote in our executive committee against any such arrangement. I am sure that the Federation of Teachers' Associations of New York City will make this contribution to clean journalism. Some time, perhaps, you will let me ask your advice as to how we can legitimately formulate public opinion in the support of public education.

Again thanking you for your splendid defense of newspaper chastity, I remain,

GEORGE MILLARD DAVISON,  
Principal, Brooklyn Public School 145.

The third article in Mr. Miller's series, dealing with:

## PROSTITUTION OF PERSONNEL

will appear in

EDITOR AND PUBLISHER—NEXT WEEK



THEODORE BODENWEIN  
Spends his night dreaming of the Day,  
and the day with the Day.—New  
London, Conn.



# DIRECTORY OF A. N. P. A. AND A. P. CONVENTION DELEGATES

Name of Paper	Representative	N. Y. Address	Name of Paper	Representative	N. Y. Address
Albany Knickerbocker Press.....	Lynn J. Arnold, Jr.	Pennsylvania Hotel	Fort Worth Star-Telegram.....	Louis J. Wortham.....	Astor Hotel
	Arthur D. Hecox.....	Pennsylvania Hotel		A. G. Carter.....	Astor Hotel
Allentown Chronicle and News.....	Rodney R. Iredell.....	Hermitage Hotel.		J. M. North, Jr.....	Astor Hotel
	Walter J. Lereh.....	Hermitage Hotel.		A. L. Shuman.....	Astor Hotel
Amsterdam Recorder .....	William J. Kline.....	Biltmore Hotel	Galveston Tribune .....	Thomas E. Gaffney..	Empire Hotel
	Gardiner Kline .....	Biltmore Hotel	Geneva Times .....	W. A. Gracey.....	Waldorf-Astoria
Ann Arbor Times News.....	Ralph H. Booth.....	Ritz Carlton Hotel		G. B. Williams.....	Waldorf-Astoria
Asbury Park Press .....	J. Lyle Kinmonth.....	McAlpin Hotel	Gettysburg Times .....	W. L. Hafer.....	Waldorf-Astoria
Atlanta Journal .....	Maj. John S. Cohen.....	Waldorf-Astoria	Groversville Herald .....	Emmett H. Cullings..	Marlborough Hotel
	J. A. Gray, Jr.....	Waldorf-Astoria	Groversville Leader-Republican .....	F. L. Rogers.....	Waldorf-Astoria
	Charles D. Atkinson.....	Waldorf-Astoria		E. H. Mills.....	Waldorf-Astoria
Auburn Citizen .....	Charles D. Osborne.....	Harvard Club 27 W. 44th St.	Grand Rapids Press.....	Ralph H. Booth.....	Ritz Carlton Hotel
Augusta Chronicle .....	Thomas J. Hamilton.....	St. James Hotel	Greenville News .....	B. H. Peace.....	Herald Square Hotel
Aurora Beacon News .....	A. M. Snook.....	Vanderbilt Hotel		R. C. Peace.....	Herald Square Hotel
	J. K. Groom.....	Vanderbilt Hotel	Harrisburg Patriot and News.....	R. M. H. Wharton.....	Waldorf-Astoria
Austin Statesman .....	W. C. Storey.....	San Remo Hotel	Hartford Times .....	C. P. Chamberlain.....	Waldorf-Astoria
Baltimore American .....	Gen. Felix Agnus.....	Waldorf-Astoria		E. C. Willson.....	Waldorf-Astoria
	Judge Oscar Leser.....	Astor Hotel		J. M. Linton.....	Waldorf-Astoria
	W. M. Scott.....	Astor Hotel	Haverhill Gazette .....	Robert L. Wright.....	McAlpin Annex
Baltimore Sun .....	Van Lear Black.....	Biltmore Hotel	Houston Chronicle .....	Marcellus E. Foster..	Commodore Hotel
	Paul Patterson .....	Biltmore Hotel	Houston Post .....	Roy G. Watson.....	Yale-Princeton Club
	W. F. Schmick.....	Biltmore Hotel	Hutchinson News .....	W. Y. Morgan.....	Waldorf-Astoria
Barre Times .....	Frank E. Langley.....	Martiniue Hotel	Indianapolis News .....	Hilton U. Brown.....	Astor Hotel
Battle Creek Enquirer and News.....	A. L. Miller.....	Waldorf-Astoria	Indianapolis Star .....	Ernest Bross .....	McAlpin Hotel
Bay City Times Tribune.....	Ralph H. Booth.....	Ritz Carlton Hotel		B. F. Lawrence.....	McAlpin Hotel
Beaumont Enterprise .....	J. L. Mapes.....		Jackson Citizen Patriot .....	Ralph H. Booth.....	Ritz Carlton Hotel
Bethlehem Globe .....	J. M. Litsch.....	Park Hotel	Jacksonville (Florida) Times-Union.....	W. A. Elliott.....	Bretton Hall
Binghamton Press and Leader.....	R. E. Bennett.....	McAlpin Hotel	Jamestown Journal .....	Fred P. Hall.....	McAlpin Annex
Birmingham Age-Herald .....	E. W. Barrett.....	Vanderbilt Hotel		Henri M. Hall.....	McAlpin Annex
Bloomington Pantagraph .....	C. C. Marquis.....	San Remo Hotel	Joplin Globe .....	Ross E. Burns.....	McAlpin Annex
Boston Advertiser and American.....	E. A. Westfall.....	Commodore Hotel		J. J. McClellan.....	McAlpin Annex
Boston Transcript .....	William F. Rogers.....	Wolcott Hotel	Joplin News Herald .....	P. E. Burton.....	Waldorf-Astoria
Brooklyn Standard Union.....	R. F. R. Huntsman.....	Waldorf-Astoria	Kalamazoo Gazette .....	F. F. Rowe.....	Waldorf-Astoria
	Charles F. Dodd.....	Waldorf-Astoria		A. E. Kettle.....	Waldorf-Astoria
Bridgeport Post-Telegram .....	Ed. Fliker .....	Waldorf-Astoria	Kansas City Star .....	A. F. Seested.....	Waldorf-Astoria
	George C. Waldo.....	Waldorf-Astoria	Kingston Freeman .....	Jay E. Kloek.....	Waldorf-Astoria
Buffalo News .....	E. H. Butler.....	Waldorf-Astoria	Knoxville Sentinel .....	C. B. Johnson.....	Waldorf-Astoria
	J. F. Melia.....	Wolcott Hotel	Kokomo Tribune .....	J. A. Kautz.....	Waldorf-Astoria
Calgary Herald .....	W. J. Watson.....	Biltmore Hotel	La Crosse Tribune .....	Frank H. Burgess.....	Waldorf-Astoria
Camden Courier .....	J. David Stern.....	San Remo Hotel	Leavenworth Post .....	Albert T. Reid.....	19 W. 44th St.
Chattanooga Times .....	H. C. Adler.....	Biltmore Hotel	Lewiston Sun .....	L. B. Costello.....	
Chester Times and Republican.....	Charles R. Long.....	Waldorf-Astoria	Lexington Herald .....	Desha Breckinridge..	Princeton Club
	F. C. Wallace.....	Waldorf-Astoria		Charles I. Stewart.....	McAlpin Hotel
Chicago News .....	Victor F. Lawson.....	Waldorf-Astoria	Lima News .....	L. S. Galvin.....	San Remo Hotel
	Hopewell Rogers .....	Vanderbilt Hotel		W. J. Galvin.....	San Remo Hotel
Cincinnati Commercial-Tribune .....	Harry W. Brown.....	Wolcott Hotel	Lincoln Courier-Herald .....	Williard E. Carpenter	McAlpin Annex
Cincinnati Enquirer .....	W. F. Wiley.....	Waldorf-Astoria		Allyne V. Carpenter..	McAlpin Annex
Cincinnati Times Star .....	C. H. Rembold.....	McAlpin Hotel	Louisville Herald .....	C. F. Gladfelter.....	McAlpin Annex
	C. H. Motz.....	McAlpin Hotel	Louisville Post .....	W. W. Stuijffer.....	Astor Hotel
	Joseph Garretson .....	McAlpin Hotel	McKeesport News .....	Jesse Long .....	McAlpin Annex
Clarksburg Telegram .....	A. J. Bishop .....	McAlpin Hotel		E. J. Long.....	McAlpin Annex
Columbia Record .....	R. Charlton Wright.....	Vanderbilt Hotel	Manchester Union Leader .....	Frank Knox .....	
Columbus Dispatch .....	R. F. Wolfe.....	Waldorf-Astoria		John A. Muehling.....	
	A. C. Johnson.....	Waldorf-Astoria	Memphis Commercial Appeal.....	C. P. J. Mooney.....	Waldorf-Astoria
	William Ireland .....	Waldorf-Astoria	Meriden Journal .....	F. E. Sands.....	
Cumberland Times .....	Joseph B. Finan.....	McAlpin Hotel	Meriden Record .....	Wayne C. Smith.....	Astor Hotel
Dallas Times Herald.....	Edwin J. Kiest.....	McAlpin Hotel		E. E. Smith.....	Astor Hotel
Danville Commercial-News .....	W. J. Parrett.....	McAlpin Annex	Middletown Times Press.....	W. A. Kelsey.....	Commodore Hotel
Danville Press .....	James H. Skewes.....			Ralph B. Goble.....	
Davenport Democrat and Leader.....	Frank D. Throop.....	Waldorf-Astoria	Milwaukee Journal .....	H. J. Grant.....	Harvard Club
Davenport Times .....	E. P. Adler.....	Waldorf-Astoria	Minneapolis Journal .....	P. V. Jones.....	Waldorf-Astoria
Des Moines Capital .....	Lafayette Young, Jr.	Biltmore Hotel		W. S. Jones.....	Waldorf-Astoria
Detroit Free Press.....	W. H. Pettibone.....	Astor Hotel	Minneapolis Tribune .....	Rome G. Brown.....	Claridge Hotel
Detroit Times .....	James Schermerhorn..	Commodore Hotel		Edwin P. Stewart.....	Waldorf-Astoria
Dubuque Telegraph-Herald .....	F. W. Woodward.....	McAlpin Annex		Gerald Pierce .....	Waldorf-Astoria
Duluth Herald .....	A. C. Weiss.....	Waldorf-Astoria	Mt. Vernon Argus .....	Franklin A. Merriam..	
Easton Free Press.....	C. N. Andrews.....	San Remo Hotel	Muscatine Journal .....	Lee S. Loomis.....	Waldorf-Astoria
	Evon Dalrymple .....	St. James Hotel	Muskegon Chronicle .....	Ralph H. Booth.....	Ritz Carlton Hotel
Elizabeth Journal .....	Augustus S. Crane.....		Muskogee Phoenix .....	Tams Bixby.....	Pennsylvania Hotel
	Elmer E. Stanion.....		Nashville Banner .....	E. B. Stahlman.....	Waldorf-Astoria
Elmira Star Gazette .....	W. J. Copeland.....			Edgar M. Foster.....	McAlpin Hotel
	F. E. Tripp.....	Hermitage Hotel	Nashville Tennessean .....	Luke Lee .....	Wolcott Hotel
Erie Dispatch .....	Roy Hackenberg.....	Pennsylvania Hotel	Newark Ledger .....	L. T. Russell.....	Commodore Hotel
	John H. Strong.....	Pennsylvania Hotel		A. Schaefer .....	Commodore Hotel
Erie Herald .....	Fred L. Weede.....		Newark News .....	Eugene W. Farrell..	
Erie Times .....	John J. Mead, Sr.....	Waldorf-Astoria	Newark Sunday Call .....	Louis Hannonch .....	
Evansville Courier .....	Henry W. Marshall.....	Biltmore Hotel		Philip H. Baldwin.....	
Fairmont West Virginian.....	W. J. Wiegel.....	McAlpin Hotel	New Bedford Standard and Mercury.....	Benj. H. Anthony.....	Pennsylvania Hotel
Fargo Forum .....	Norman B. Black.....	Kelly-Smith Co.,		George A. Hough.....	Pennsylvania Hotel
Findlay Republican .....	C. A. Wormley.....	Waldorf-Astoria		James T. Murray.....	Pennsylvania Hotel
Flint Journal .....	Ralph H. Booth.....	Ritz Carlton Hotel	New Brunswick Home News and	W. B. Boyd.....	115 Broadway
Fort Smith Southwest American.....	Parke M. Walker.....	Martiniue Hotel	Sunday Times .....	A. H. Boyd.....	115 Broadway
Fort Wayne Journal Gazette.....	L. G. Ellingham.....	Waldorf-Astoria	New Castle News .....	Fred L. Rentz.....	Waldorf-Astoria
Fort Wayne News and Sentinel.....	Oscar G. Foellinger.....	McAlpin Hotel	New Haven Times-Leader.....	William A. Hendrick	Wolcott Hotel
Fort Worth Record.....	W. H. Bagley.....	Vanderbilt Hotel			



# DIRECTORY OF A. N. P. A. AND A. P. CONVENTION DELEGATES

Name of Paper	Representative	N. Y. Address
New London Day	Therdon Bodenwein. Orvin G. Andrews...	
New Orleans Times-Picayune	D. D. Moore.....Hotel Astor L. K. Nicholson.....Hotel Astor	
New York Day-Warheit	Herman Paley Morris Weinberg ...	
New York Journal of Commerce	John C. Cook.....	
New York Tribune	Howard Davis .....	
New York Wall Street Journal	C. W. Barron..... Joseph Cashman ... Hugh Bancroft .....	
Norfolk Virginian Pilot	L. D. Starke.....Astor Hotel R. E. Turner.....Astor Hotel	
Oakland Tribune	B. A. Forsterer.....Waldorf-Astoria	
Oklahoma Oklahoman	E. K. Gaylord.....Astor Hotel	
Oklahoma City Times	E. K. Gaylord.....Astor Hotel	
Olean Times	M. G. Fitzpatrick...Pennsylvania Hotel	
Omaha Bee	Charles S. Young...Belmont Hotel	
Omaha World Herald	Henry Doorly.....Manhattan Hotel	
Orangeburg Times and Democrat	James Izlar Sims...Waldorf-Astoria Getzer L. Sims.....Waldorf-Astoria	
Oshkosh Northwestern	O. J. Hardy.....McAlpin Annex C. R. Boardman.....McAlpin Annex	
Ottumwa Courier	James F. Powell...Waldorf-Astoria	
Passaic News	R. E. Lent.....	
Paterson Press Guardian	W. B. Bryant.....	
Peoria Journal Transcript	Henry M. Pindell...Commodore Hotel Earl P. Slane.....Commodore Hotel	
Philadelphia Record	M. F. Hanson.....McAlpin Hotel Rowe Stewart.....McAlpin Hotel	
Phoenix Arizona Republic	Dwight B. Heard...	
Pittsburgh Gazette Times	C. W. Danziger.....Bretton Hall Urban E. Dice.....Astor Hotel	
Pittsburgh Chronicle Telegraph	C. W. Danziger.....Bretton Hall Urban E. Dice.....Astor Hotel	
Pittsburgh Dispatch	C. A. Rook.....Astor or Plaza Hotel C. R. Sutphen.....Astor or Plaza Hotel C. A. Rook, Jr.....Astor or Plaza Hotel A. R. Carroll.....Astor or Plaza Hotel	
Pittsfield Eagle	K. B. Miller.....	
Pitston Gazette	William J. Peck.....Waldorf-Astoria	
Plainfield Courier News	Charles H. Frost... Wallace Zimmerman.	
Port Huron Times Herald	E. J. Ottoway.....Commodore Hotel	
Pottsville Republican	Joseph H. Zerbey...Waldorf-Astoria J. H. Zerbey, Jr....Waldorf-Astoria E. L. Clifford.....Waldorf-Astoria	
Providence Journal	John R. Rathom....Biltmore Hotel	
Raleigh News and Observer	Josephus Daniels, Jr. St. James Hotel J. T. Bell.....St. James Hotel	
Ranger Times	W. H. Bagley.....Vanderbilt Hotel	
Reading Eagle	John W. Rauch.....Imperial Hotel	
Richmond Journal	S. T. Clover.....D.K.E. Club, W. 44th W. C. Wyman.....D.K.E. Club, W. 44th	
Richmond News Leader	John Stewart Bryan.Vand'bilt or Univ. Cl. Allen Potts.....Waldorf-Astoria	
Richmond Times-Dispatch	Charles E. Hasbrook.McAlpin Hotel C. P. Hasbrook.....McAlpin Hotel W. E. Thomas.....McAlpin Hotel	
Roanoke Times	Junius P. Fishburn..Princeton Club	
Rochester Herald	M. Bruce Potter...Hermitage Hotel E. C. Masor.....Hermitage Hotel	
Rochester Times-Union	Erwin R. Davenport.Wolcott Hotel Frank A. Wood.....Hermitage Hotel	
Rockford Register Gazette	Elliott S. Bartlett...	
Rome Sentinel	A. C. Kessinger...Waldorf-Astoria A. R. Kessinger...Waldorf-Astoria	
St. Paul Dispatch and Pioneer Press	C. K. Blandin.....Biltmore Hotel H. R. Galt.....Biltmore Hotel	
Sacramento Bee	V. S. McClatchy...Prince George Hotel	
Saginaw News Courier	Ralph H. Booth.....Ritz Carlton Hotel	
Salt Lake City Tribune	A. N. McKay.....	
San Antonio Express	F. G. Huntress, Jr..Vanderbilt Hotel	
San Antonio News	F. G. Huntress, Jr..Vanderbilt Hotel	
San Francisco Chronicle	M. H. de Young...Ritz Carlton Hotel	
San Francisco Examiner	C. S. Stanton.....Belmont Hotel	
San Jose Mercury Herald	E. K. Johnston...Waldorf-Astoria W. P. Lyon.....Martinique Hotel F. G. Bell.....St. James Hotel	
Savannah News	Austin N. Liecty...Astor Hotel	
Schenectady Gazette	F. R. Champion...Seymour Hotel	
Schenectady Union-Star	W. J. Pattison...Commodore Hotel	
Scranton Republican	Col. C. B. Blethen..Pennsylvania Hotel	
Seattle Times	Joseph Blethen...Pennsylvania Hotel A. G. Bixby.....Pennsylvania Hotel	
Sioux City Journal	W. H. Sammons...Waldorf-Astoria	

Name of Paper	Representative	N. Y. Address
Sioux City Tribune	John H. Kelly.....Waldorf-Astoria Eugene Kelly.....Waldorf-Astoria	
South Bend News Times	J. M. Stephenson...Waldorf-Astoria	
South Bend Tribune	F. A. Miller.....Waldorf-Astoria	
Spartanburg Herald and Journal	William W. Holland.Wolcott Hotel Maj. J. C. Hemphill.Wolcott Hotel	
Springfield (Ill.) State Journal	Lewis H. Miner....Commodore Hotel	
Springfield (Ill.) State Register	George M. Clendenin.Wolcott Hotel	
Springfield (Mass.) Union	John D. Plummer... G. M. Peterson.....	
Springfield (Mo.) Leader	H. S. Jewell.....Waldorf-Astoria R. L. Kennedy.....Waldorf-Astoria	
Springfield (Ohio) Sun	George V. Sheridan.McAlpin Annex	
Syracuse Herald	E. H. O'Hara.....Waldorf-Astoria E. A. O'Hara.....Waldorf-Astoria	
Tacoma News Tribune and Ledger	Frank S. Baker....Waldorf-Astoria	
Taunton Gazette	William H. Reed...Marlborough Hotel Fred'k E. Johnson...Marlborough Hotel	
Toledo Bee	Grove Patterson...Commodore Hotel	
Toledo Times	R. C. Patterson...Waldorf-Astoria	
Topeka Capital	Marco Morrow...Waldorf-Astoria W. R. Smith.....Waldorf-Astoria	
Toronto Globe	William Findlay...Plaza Hotel	
Toronto Mail and Empire	J. S. Douglas.....Waldorf-Astoria G. E. Scroggie.....Waldorf-Astoria A. J. Phillips.....Waldorf-Astoria	
Trenton Times	Owen Moon, Jr....	
Troy Record	David B. Plum.....Waldorf-Astoria	
Troy Times	R. P. Anderson...Waldorf-Astoria	
Tulsa Tribune	Richard Lloyd Jones.San Remo Hotel T. F. McPherson...San Remo Hotel	
Tulsa World	Eugene Lorton...Waldorf-Astoria	
Union Hill Hudson Dispatch	Haddon Ivins..... William Rubel.....	
Utica Herald Dispatch	John C. Tulmer...St. James Hotel	
Utica Observer	Prentiss Bailey...Somerset Hotel	
Utica Press	William V. Jones...Wolcott Hotel	
Utica Sunday Tribune	John C. Tulmer...St. James Hotel	
Warren Tribune	Mrs. Z. H. Deming.Waldorf-Astoria	
Washington Journal	Orville Elder.....McAlpin Hotel	
Washington Observer and Reporter	John L. Stewart...Waldorf-Astoria	
Washington Post	Arthur D. Marks...Waldorf-Astoria Wm. P. Spurgeon...Waldorf-Astoria	
Waterbury Republican	William J. Pape...McAlpin Annex I. B. Myers.....McAlpin Annex	
Waterloo Courier	A. W. Peterson...Waldorf-Astoria	
Watertown Times	Charles H. Congdon.Walcott Hotel	
Waukegan Sun-Gazette	Frank Smith.....McAlpin Annex	
Wausau Record Herald	J. L. Sturtevant...Commodore Hotel	
Westerly Sun	George B. Utter...D. K. E. Club Edgar P. Maxson...Commodore Hotel Wilfred B. Utter...D. K. E. Club	
Wheeling Register	William L. Brice...Claridge Hotel	
Wichita Eagle	M. M. Murdock....	
Wichita Falls Record News	W. H. Bagley.....Vanderbilt Hotel	
Williamsport Grit	Dietrick Lamade...Waldorf Astoria Frederic E. Manson.Waldorf Astoria Chas. D. H. Lamade.Waldorf Astoria	
Williamsport Sun	George E. Graff...Pennsylvania Hotel	
Wilmington Every Evening	William F. Metten...Waldorf-Astoria	
Woonsocket Call	Charles W. Palmer..Pennsylvania Hotel	
York Dispatch	William L. Taylor...McAlpin Hotel	
York Gazette	J. W. Gett.....Waldorf-Astoria	
Youngstown Telegram	Samuel G. McClure.Vanderbilt Hotel Robert E. McClure..Vanderbilt Hotel	
Youngstown Vindicator	W. O. Brown.....Commodore Hotel	
Zanesville Times Record	W. O. Littick.....McAlpin Hotel C. W. Gibson.....McAlpin Hotel	

### Schless Buys Shreveport Paper

SHREVEPORT, La.—Charles L. Schless, formerly editor of the Beaumont (Tex.) Journal, has purchased control of the stock of the News Publishing Company, Shreveport, which published the Shreveport News-American, a daily newspaper launched in Shreveport several years ago. Mr. Schless also is part owner of the Port Arthur (Tex.) News.

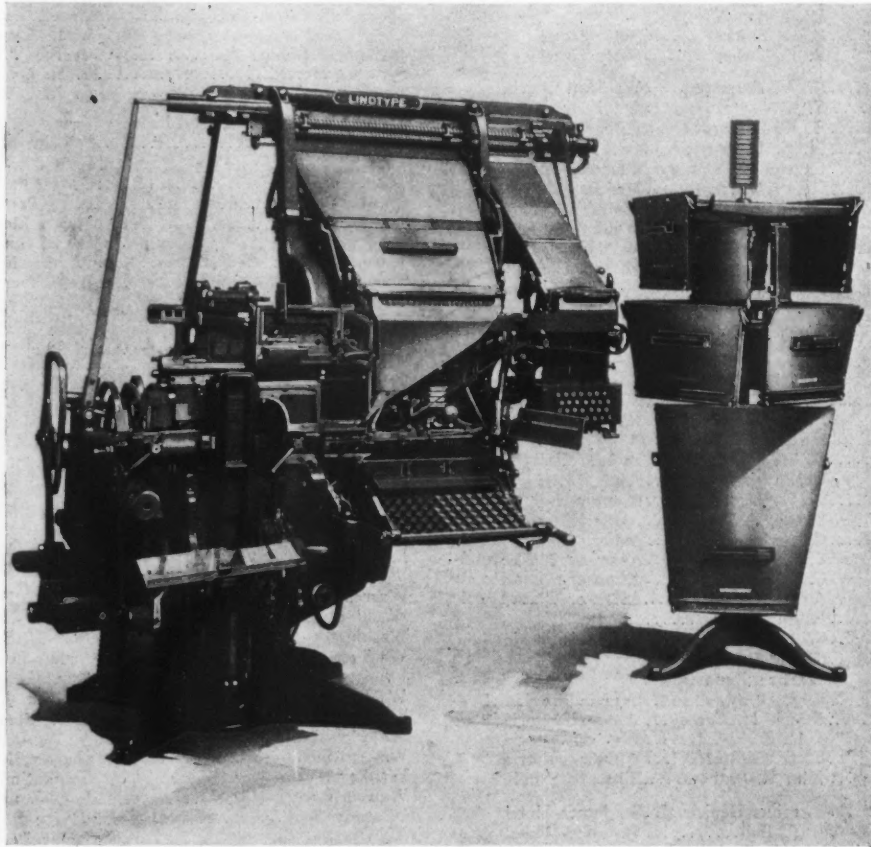
### Marshall Chronicle to Build

MARSHALL, Mich. — The Evening Chronicle has purchased additional land upon which it will immediately erect an

addition to its present building, giving it 1,000 square feet of extra floor space which will be used to house a new Duplex press and give it storage room for paper. The building now used will be entirely remodelled. A new No. 14 linotype has just been installed, giving this paper a battery of three linotypes.

J. St. George Joyce, Jr., for the last fifteen years assistant city editor of the Philadelphia Public Ledger, has resigned to become associated with the Buzby-Rangley Company, Advertising, of Philadelphia.

ON EXHIBIT AT A. N. P. A. CONVENTION, WALDORF-ASTORIA, APRIL, 19-23



## MODEL 22 LINTYPE

*Text and Display Direct from Keyboards*

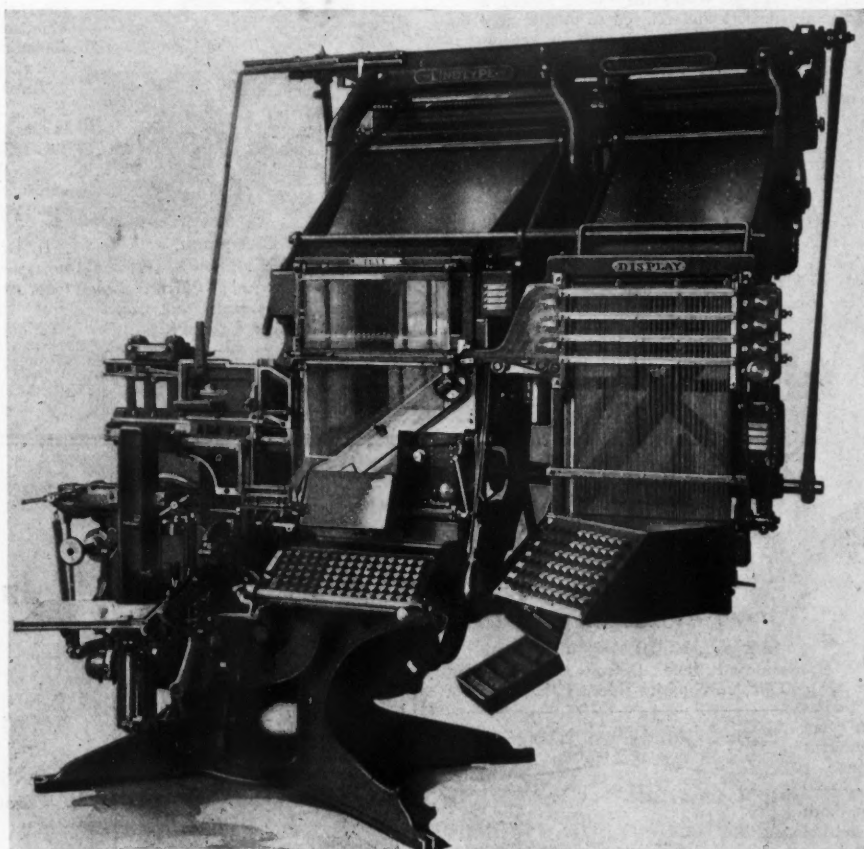
A quick-change single-magazine machine with auxiliary—designed and perfected to extend the range beyond that of the popular Model 20. All sizes from 5-point to full 36-point.

Both full-length and split main magazines of 72 channels interchangeable with those of the Model 20 and Model 21 Linotypes. Auxiliary magazine interchangeable with other Linotype auxiliary magazines of 28 channels.

**MERGENTHALER LINTYPE CO.**

*New York, U. S. A.*

ON EXHIBIT AT A. N. P. A. CONVENTION, WALDORF-ASTORIA, APRIL, 19-23



## MODEL 24 LINOTYPE

*The Universal Model 9*

Substantially a Model 9 four-magazine Linotype with the addition of a Display Unit carrying four auxiliary magazines. All faces from 5-point to extended 36-point.

Continuous composition from and distribution to all magazines. No waiting for matrices to distribute when changing from one face to another. Produces in its entirety, ready for the chase, practically every job of composition received.

**MERGENTHALER LINOTYPE CO.**

*New York, U. S. A.*



# COUNTRY'S NEWSPAPERS CUT TO BONE WHEN FREIGHT STOPS MOVING

**Print Paper Tied Up in Abandoned Trains as Dailies Omit Advertising and Deliver Tiny Editions to Suburbs by Motor**

Newspapers that had no reserve supply of paper—which includes all but a very few—when the employes of railroads throughout the country struck late last week and early this week and stopped the movement of freight cars were compelled to drastically cut their editions, leaving out practically all display advertising and appearing with issues of eight and, in some cases, four pages, several days this week. Practically every section of the country, with the exception of New England and some points in the Pacific Northwest, was affected by the

lem of getting the papers to out-of-town points by a joint motor delivery, following a meeting called by President James McKernan of the circulation managers' association. Automobile trucks delivered the papers to points on a 50-mile radius, where they were picked up by dealers and relayed to points more distant. Delivery was working out more or less satisfactorily, Mr. McKernan said.

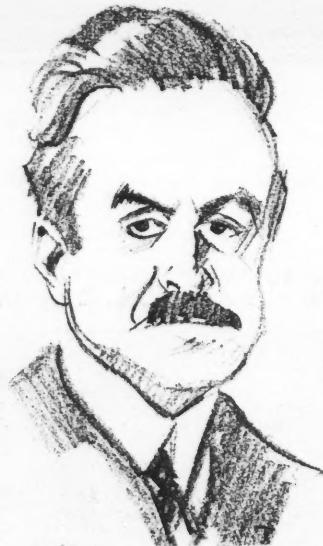
The New York World publications were not so seriously affected by the freight strike as some of the other papers, and maintained practically normal editions throughout the week, as did the Times and the Hearst papers, although compelled to leave out advertising.

Norwegian paper which arrived in port early this week helped to tide the New York American over the stringency. The price of this paper could not be definitely learned, but rumor placed it at 11 cents a pound on the dock in New York.

The Brooklyn papers were not so seriously affected by the strike. The Eagle urged all regular advertisers to curtail their space to the lowest limit and refused space to all new advertisers. The Standard-Union also refused new advertising, as did the Times and Citizen. None of the Brooklyn papers cut circulation, but none of them, it was stated, had made any effort to increase circulation outside of the borough limits by taking advantage of the late arrival of the Manhattan dailies.

### DETROIT

DETROIT, Mich., April 16.—Due to the railroad tieup, Detroit and Windsor, Ont., on opposite sides of the Canadian



E. T. CARRINGTON,

What Would New Haven Be Without Its Journal and Courier? Correct! Now What Would the Journal and Courier Be Without a Carrington.

shipments of news print beyond Windsor. Shipments to Windsor from the mills can be made only when assurance

is given that newspapers will prevent congestion there by removing the shipments as soon as they arrive. The problem of the traffic men is to engage water transportation or motor trucks to carry their newsprint, and the demand for both of these is so great that no notable progress is being made.

The George H. Meade Company, with mills at Sturgeon Falls, Espanola and Sault Ste Marie, all in western Ontario, Canada, has told consignees of shipments that news print cannot be started from the mills unless they are assured that congestion in Windsor will be prevented by the publishers taking the newsprint away as soon as it reaches Windsor. The Grand Trunk and Canadian Pacific roads in Canada are not under the embargo east of Windsor.

Three Detroit newspapers—the News, Free Press and Journal—have engaged barges to transport newsprint across the mile of water from the Windsor yards. They consider they are fairly safe against compulsory suspension unless the coal shortage prevents the operation of these barges.

In Detroit today were traffic men of newspapers in Chicago, Cleveland, Toledo, Columbus, Akron, Dayton, Louisville, Cincinnati, Indianapolis and the Shaffer group.

"The situation is very serious," said William H. Pettibone, business manager of the Detroit Free Press. "Even a  
(Continued on page 16)



R. A. CROTHERS,

Always Comes.—Sometimes Even Smiles—Then Hurries Right Back to San Francisco and a Bulletin That Has Helped Make Bulletins Famous

suspension of rail transportation, both in supply of print paper and in getting editions moved to points out-of-town. During the early part of the week, the Middle West and Southwest was suffering most acutely, but the return of the railroad men in many centers somewhat alleviated the situation and barring an unforeseen spread of the strike movement to branches of the service not yet affected, the newspapers expected to be "out of the woods" within a few days.

Reports gathered by telegraph by EDITOR & PUBLISHER staff correspondents in important newspaper centers throughout the country summarize the local situations as follows:

### NEW YORK CITY

Only the arrival of a special train of 67 cars with about 1,600 tons of newsprint paper over the New York Central lines on Wednesday saved the supply of several metropolitan newspapers from total extinction. Eight pages was the rule of the Sun and New York Herald, Evening Sun, Evening Telegram and New York Globe, with the other evening papers running slightly larger editions on Monday, Tuesday and Wednesday of this week. The Munsey publications resumed publication of normal issues on Thursday, but the Globe maintained its eight-page issues, with a minimum of advertising, all department store copy being omitted. The Globe expected to remain on curtailed schedule until April 19.

Circulation managers met their prob-

lem of getting the papers to out-of-town points by a joint motor delivery, following a meeting called by President James McKernan of the circulation managers' association. Automobile trucks delivered the papers to points on a 50-mile radius, where they were picked up by dealers and relayed to points more distant. Delivery was working out more or less satisfactorily, Mr. McKernan said.

border, became this week the apparent key to the news print situation for newspapers between Buffalo and Chicago, and as far south as St. Louis. As a result, traffic men of scores of the largest papers in the country are here attempting to stave off suspension of publication by establishing a line of transportation from Canadian mills; and they freely admit that unless they get the paper over the border to their publication points suspension is not far off for many of them.

Embargoes have been placed on rail



JAMES R. YOUATT,

"Money to Doughnuts" Might Go Some Places But Not Around the A. P. as Long as He Holds the Safe Combination



CORNELIUS A. REGAN

"Neil" Regan came to me as a youngster, just out of school. That was nearly twenty years ago. He has worked up through every phase of our business and I am proud of his association with me.

*Paul Block*

## Jamestown Post

When my old friend, Fred G. Beach, of the Rochester Democrat & Chronicle, asked me to take over the foreign advertising for the JAMESTOWN POST, of which his brother, Robert K. Beach is part owner, I was glad of the opportunity.

At that time, Jamestown was a small town and although the POST was the leading paper, it had only a small circulation.

Today it is a very fine newspaper and is a strong leader in its community.

In the seventeen years that I have been associated with this paper, I have seen it grow to a very substantial property.

## The Publisher's Representative



THE E. Katz Special Advertising Agency was established thirty-two years ago.

Long and hard have we worked at our business. For years we have studied its every angle, trying hard to be always more to our publishers than just advertising salesmen.

We have known intimately the business of many publishers, sat in their councils, with them worked out their problems, shared in their successes.

With that experience we have taken obscure, unknown publications and helped build them into the paying properties they are today.

And we have, too, aligned ourselves with publications already successful and increased enormously the value of their business and the quality of their good-will.

We have helped make newspapers better vehicles for advertising.

Among advertisers and agents we are respected as persistent, creative, dependable salesmen.

To publishers anticipating the future, desiring to insure a substantial income from national business, and who want to know more about our kind of representation, we have an attractive proposition to submit. Will you write for it?

## E. Katz Special Advertising Agency

15 East 26th Street, New York City

Harris Trust Bldg.  
CHICAGO

Waldheim Bldg.  
KANSAS CITY

Candler Annex  
ATLANTA

Monadnock Bldg.  
SAN FRANCISCO

### PAPERS CUT TO BONE DUE TO R. R. TIE-UP

(Continued from page 14)

close as we are to the present source of supply, we do not know what the next few days will bring forth." H. S. Scott, general manager of the Detroit News, echoed the sentiment, and other newspaper publishers were equally alarmed.

#### PHILADELPHIA

PHILADELPHIA, April 13.—Shortage of news print paper, owing to the railroad strike, compelled several Philadelphia morning papers to curtail the size of the



HILTON U. BROWN

He Has Never Written a Book But He May Some Day. Everybody Does at One Time or Another in Indianapolis—Especially if They Are Connected With the News.

editions. The publications affected are the Record, North American and the Press, which receive their news print via New York. An occasional car load of paper is coming in from time to time, according to A. J. Eissing, superintendent of the Philadelphia Record.

The strike, however, has not interfered greatly with distribution of the newspapers to readers because of the maintenance of comparatively good local service to nearby points in New Jersey, Maryland, Delaware and Pennsylvania. The principal difficulty in distribution encountered by the Philadelphia newspapers has been along the New York division of the Pennsylvania railroad, which is completely crippled. To overcome this the majority of the newspapers are trucking their editions to such points as Bristol and Trenton. According to Robert L. McLean of the Evening Bulletin, the newspapers are taking every precaution to prevent the crippling of their distribution. Trucks are being commandeered in event that the railroad situation becomes more acute.

The Public Ledger and the Evening Public Ledger are now sending trucks to Chester, Pa.; Wilmington, Del.; Atlantic City, and along the main line of the Pennsylvania Railroad to Coatesville. Up to date every paper in Philadelphia has been able to maintain 100 per cent distribution.

Because of the shortage in news print, the Record has reduced from 16 to 14 pages today. Mr. Eissing stated that unless the situation improved a number of the morning newspapers would have to reduce the size of editions.

#### CLEVELAND

CLEVELAND, O., April 13.—Cleveland's three English daily newspapers have

approximately three weeks' supply of print paper in hand. However, effective at once, the Press, News and Plain Dealer will curtail the number of pages of week-day and Sunday editions 25 per cent. Publishers are hopeful this curtailment will bridge over the strike situation. Departmental heads in editorial end of these papers are slashing news and feature space to the bone. The volume of advertising shows no decrease—hence, news space will be sacrificed for economy's sake.

#### LOUISVILLE, KY.

LOUISVILLE, Ky.—If the railroad strike should last another week abbreviated newspapers as small as 4 pages daily are inevitable here. The Courier-Journal and Times report about two weeks' supply on hand and in warehouses, with cars in transit. The sizes of papers have been materially cut and a considerable volume of advertising rejected. The Herald reports six or eight cars tied up in the strike zone and the warehouse supply low, but it anticipates relief by the end of the week. The size of the paper has been cut to the bone, the first 8-page paper published in ten years being printed this week. A large volume of advertising was refused. The Evening Post has several carloads of paper in transit, but they are held up at Niles, Mich. The size of the paper has been cut 50 per cent and on this basis it figures to have enough newsprint to run for the rest of the week. Fully half the advertising offered for the last three days this week has been refused.

#### BUFFALO, N. Y.

BUFFALO, N. Y.—The railroad strike has caused an acute paper shortage in Buffalo. The Evening News is printing 18 pages as a maximum, which is one-half of customary mid-week edition. The Commercial has reduced to 12 pages and the Evening Times is limiting local news to 8 columns. The Morning Express and Courier are down to 12 pages and further reductions may be necessary unless embargoes are soon lifted, publishers report.

#### SOUTH BEND, IND.

SOUTH BEND, Ind.—The shortage in newsprint has hit the Tribune severely. The Tribune's average the year through



R. L. MCKENNEY

The Artist Got Him Recently When He Was Getting Ready to Express His Opinion of Press Agents Who Try to Steal Space from the Magon News.



E. P. ADLER

Iowa is a Large State Which Fits In Nicely with the Plans of the Davenport Times.

is about 18 pages daily. On April 8, the Tribune was compelled to reduce

to four pages. All advertising, except a few liners, readers, announcements and legals was eliminated. On April 8, six pages were printed, and on April 10 and 12 the issues were of eight pages, with no display. Classified was carried. "We do not know how long this situation will exist," said F. A. Miller, editor of the Tribune. "We have newsprint coming, but strikes and car shortages have held it back, so that we may be forced to continue to publish without display advertising indefinitely. As our daily average of display is about 21,000 agate lines, the loss is considerable."

#### ROCHESTER, N. Y.

ROCHESTER, N. Y.—The railroad strike is menacing the paper supply of all Rochester dailies. If a general embargo is declared, the effect will be disastrous. None of the local papers has more than three weeks' supply on hand. Most of the print paper used here comes from northern New York State mills and is shipped via Rome, Utica and Syracuse. The principal tieup so far is in the Syracuse yards, where switchmen are on strike. Switchmen here are still at work and no actual strike conditions exist in the Rochester railroad yards. Paper shipments due this week are held up and publishers are beginning to be alarmed over the outlook, should strike

(Continued on page 18)

# The Standard Union does not "cover" Brooklyn.

# No one paper has ever covered Brooklyn—yet.

# But the Standard Union always gives an advertiser a real run for his money.



# The Howard R. Garis Daily Short Story

FOR THE CHILDREN

Will have two illustrations each day by Lang Campbell, beginning May 3

GARIS AND HIS UNCLE WIGGILY CHARACTERS ARE HOUSEHOLD NAMES THROUGHOUT THE ENGLISH SPEAKING WORLD. For over twelve years Mr. Garis has been writing his daily bedtime story for newspapers throughout the country. These daily stories have been put in book form to the number of thirty volumes. Over one million copies have been sold and a new book is brought out every six months. Subscribing newspapers in every case have ABSOLUTELY FIRST PUBLICATION of the Garis stories. ON ACCOUNT OF THE PAPER SHORTAGE we have decided to make this service a combined story and picture feature. Mr. Garis has condensed the stories to occupy about half their original space, and Lang Campbell, the well-known animal artist, is illustrating each story with two of his delightful drawings. The feature, including the work of a great writer and a great artist, takes up less space than formerly.

## SOME OF THE PAPERS PUBLISHING THE GARIS STORY

(Many of them having run the service for years)

- |                       |                             |
|-----------------------|-----------------------------|
| Pittsburgh Sun        | St. Louis Star              |
| Buffalo Enquirer      | Detroit Journal             |
| Baltimore Sun         | Los Angeles Express Tribune |
| Washington Herald     | Omaha Daily News            |
| Louisville Times      | Cleveland News              |
| Toledo Blade          | Bridgeport Post             |
| Birmingham News       | New Orleans Item            |
| Evansville Courier    | San Antonio Express         |
| El Paso Herald        | Lancaster New Era           |
| Oakland Tribune       | Chester Times               |
| Marion Star           | Augusta Herald              |
| Regina Leader         | Dayton Journal              |
| Victoria Times        | Lexington Herald            |
| Toronto Telegram      | Macon Telegraph             |
| New Haven Register    | Portland Telegraph          |
| Memphis News Scimitar | Billings Gazette            |
| Bellingham Herald     | Peoria Star                 |
| Portland Express      | Pasadena Star News          |
| Edmonton Bulletin     | Greenville Piedmont         |
| Winnipeg Free Press   | Charleston Evening Post     |
| Vancouver World       | Wilmington Star             |
| Newark News           | Springfield, Mass., Union   |
| Hamilton Spectator    | Syracuse Herald             |
| Tulsa Democrat        | Lafayette Journal           |
| Sioux City Tribune    | Minneapolis Tribune         |
|                       | etc.                        |

### A TYPICAL GARIS "UNCLE WIGGILY" STORY THAT THE CHILDREN LOVE

## Uncle Wiggily and Alice's Pies

By HOWARD R. GARIS

Copyright, 1920, by The McClure Newspaper Syndicate.

"UNCLE WIGGILY! Oh, Uncle Wiggily! Where are you going?" quacked Alice Wibblewobble, the duck girl, one morning, as she saw the rabbit gentleman giving his airship a drink of gasoline so it would not get hungry and want a cloud puff in the middle of the night.



"Will you please bring me back some clam shells?" asked Alice.

"Oh, I'm just going to take a little ride down to the seashore and back," answered Uncle Wiggily. "Nurse Jane is not feeling very well, and a trip to the shore will do her good."

"Oh, Uncle Wiggily! Will you please bring me back some clam shells from the seashore?" asked Alice.

"I'll bring them!" promised Uncle Wiggily.

"What does Alice want of clam shells?" asked Nurse Jane.

"To bake little pies," answered Mr. Longears.

On and on he flew in his airship with Nurse Jane, and soon they reached the seashore. There, while the muskrat lady housekeeper breathed the salty air, which made her feel better, Uncle Wiggily gathered clam shells for Alice, and a little later, he and Nurse Jane started back.

Uncle Wiggily had just put his airship in the garage, and he was wondering what he could do next, when he happened to meet Alice walking along with a covered basket on one wing.

"What have you there?" the bunny asked the duck girl.

"These are the pies I made in the

clam shells you brought me," said Alice.

"My! You didn't lose much time," spoke Uncle Wiggily. "Well, speaking of pies, why don't you take some to Grandpa Goosey? Lulu's pretend flowers of paper, with perfume on, made him feel quite jolly, and I'm sure your pies would do much more to help cure his epizootic."

"Oh," quacked Alice with a laugh, "you don't understand, Uncle Wiggily. The pies I have in my basket are—"

And then, all of a sudden, there was a rustling in the bushes, and out popped the bad old Skeezicks, as thin as a fence rail, but as bad as the Pipsisewah.

"Did you say there were pies in that basket?" asked the Skeezicks of Uncle Wiggily.

"Yes," answered the bunny. "They are pies that Alice baked, and she is going to take some to Grandpa Goosey and—"

"She is not going to take them anywhere!" impolitely interrupted the Skee. "I am going to take them myself. I'll eat Alice's pies and then I'll take some souse off your ears. But first for the pies."

Rudely he snatched the basket off Alice's wing. Still more rudely he tore off the white paper napkin. Uncle Wiggily saw some lovely brown pies in the clam shells he had brought from the seashore.

"Oh you pies!" gurgled the Skee. He took a large bite from one and then he cried: "Oh wow! Oh double wow! Oh what kind of pies do you call these?" And then holding both paws to his mouth, away he ran through the woods as fast as anything, not hurting Uncle Wiggily or Alice at all.

"That's funny," said the bunny. "What kind of pies did you make, Alice?"

"They were mud pies!" quacked Alice. "I was going to tell you they were mud pies, and wouldn't do for Grandpa Goosey, when the Skeezicks burst in on us."



"Oh, you pies! gurgled the Skee.

"Oh, ho! Mud pies!" laughed Uncle Wiggily. "Well, it served him right!"

And if the egg doesn't try to be like Humpty Dumpty, and fall off the wall when it ought to fall into the rice pudding, I'll tell you next about Uncle Wiggily and Jimmie's Jitney.

If your territory is open secure option and send for samples at once

THE McCLURE NEWSPAPER SYNDICATE 373 FOURTH AVE. NEW YORK

**PAPERS CUT TO BONE DUE TO R. R. TIE-UP**

(Continued from page 16)

continue more than a few days longer. All agree an embargo would mean suspension of publication within a month.

**HARRISBURG**

HARRISBURG, Pa.—With the appearance Wednesday evening of an 8-page paper, the Telegraph makes an announcement of a 15 per cent reduction



W. L. McLEAN

Missing This Year But It is Plain to Be Seen That the Man Who Made the Philadelphia Bulletin Is Thinking About Astor Gallery Regardless of California's Climate.

in its newsprint contract with the Canadian Export Company. The Telegraph is left with a very serious newsprint shortage.

**PITTSBURGH**

PITTSBURGH, Pa.—Elmer Stoll, secretary Newspaper Publishers' Association, states that there is not much newsprint in Pittsburgh. Publishers are co-operating to relieve the situation but no concerted action has been taken regarding size or kind of news used. Advertising is being limited by newspapers. Subscribers are receiving the papers by usual methods, as the roads are not completely tied up here. The publishers are hopeful of better conditions soon. An unverified rumor here is that, owing to paper shortage, it is probable that within next several weeks a merger of several Pittsburgh newspapers will take place, resulting in only two morning and two evening newspapers in entire field here. Publishers here will not confirm the rumors, however. It is stated that nightly 10 to 12 columns of advertising must be omitted from each morning paper here.

**SCRANTON, PA.**

SCRANTON, Pa.—Use of smaller heads over news articles, orders to big advertisers to cut their space, and the elimination of numerous features, including cartoons and pictures, were among the principal methods employed by the Scranton Republican to help meet the shortage of newsprint paper. In an announcement made April 14 the Republican notified advertisers that until further notice no single advertisement measuring more than the equivalent of 5 full columns will be accepted. A big reduction was made in the news columns of the Republican every day this week to help meet the shortage, while on each day advertising was also rejected. The

paper shortage has also been troubling the Scranton Times, which on April 10 reduced to 12 pages while during the week it was stated advertisements were turned down as a means of holding the size of the paper down to the minimum.

The Republican has also reduced the number of papers allotted for street sales during the present shortage.

**ATLANTA, GA.**

ATLANTA, Ga.—The three daily papers in Atlanta face a forced suspension of publication unless the tie-up of freight traffic is relieved in a short time. Each of the papers has from 15 to 25 carloads of white print paper tied up in transit, but none has a large amount on hand. The Constitution seems most seriously affected and has reduced its number of pages in hopes of continuing publication until the tie-up is broken. This paper has about 5 days' supply on hand. The Journal has about 7 days' supply, and the Georgian about 3 weeks' supply.

**CHICAGO**

CHICAGO, Ill.—The strike has caused all Chicago papers to cut to the bone, but they are able to pull through because the railroad officials here have made a special effort to re-route cars so as to get them into Chicago. None is unloading near the plant. "We have been fortunate in securing paper so far, but if the strike is not called off soon we do not know what we will do," said Colonel John Eastman, of the Chicago Journal.

"It keeps us on the jump to get our paper into Chicago, but we are more fortunate here than at some of the other plants," said John C. Shaffer, of the Chicago Evening Post.

The rest of the papers, reported they were able to get enough paper through to carry them along, but it was a hard job. Victor F. Lawson left for New York, Wednesday. Mr. Shaffer leaves Sunday.

**BALTIMORE, MD.**

BALTIMORE, Md.—The newsprint paper shortage, which was already giving much concern to local newspapers, threatens to become more acute unless the railroad strike situation eases. Plans for utilization of water craft and motor trucks to relieve shortage have been considered with a view to resorting to these methods, if conditions make it necessary.



VICTOR LAWSON

Once It Was Stone & Lawson on the Chicago Daily News. In Friendship It Is Still That



LOUIS T. GOLDING.

All the Way from St. Joe—But Spelled St. Joseph—the Place Missouri, Bide Dudley, Damon Runyon and Hundreds of Others are Proud of, not to Mention the News and Press.

One paper here has about ten days' supply of print paper on hand; the others, with economy, have a few days advantage over this.

A Washington newspaper is understood to have been in negotiation with

Baltimore papers for part of the stock here. The strike has not interfered seriously with the distribution of dailies. In order to reach a large clientele on the Eastern Shore, the Sun and American are utilizing auto trucks, which receive the papers from trains at Elkton and hurry down the Peninsula with them. Tuesday morning's Sun was hauled in trucks direct from Baltimore to the furthestmost points on the Eastern Shore.

**CINCINNATI, OHIO**

CINCINNATI, Ohio.—The afternoon papers here have been compelled, as the result of the strike emergency, to reduce to 8 pages. An agreement to do this, beginning Saturday, April 17, and continuing to April 24, was made Wednesday. After that date conditions are to determine the course to be pursued. If the strike continues a further reduction to 4 pages will be necessary after May 6. The morning papers as yet are not affected.

**KANSAS CITY, MO.**

KANSAS CITY, Mo.—Hauling print paper by motor truck from cars located from 5 to 10 miles from their offices, is the method used by local newspapers to replenish their badly depleted stock of print paper during the switchmen's strike here this week. "Our reserves (Continued on page 20)

*"America's Foremost Industrial Advertising Agency"*

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

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

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

**JOHN B. GALLAGHER COMPANY**

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

BROOKLYN      CHICAGO      PHILADELPHIA  
BALTIMORE      DETROIT      CINCINNATI



# Market Data on Erie, Pa.

This analysis of the Erie market and newspapers is designed to help you get the salient features immediately; then clip and file the page for convenient reference.

## Population

Erie, present estimate, 105,000. Suburban (35-mile radius), 52,000. Substantial, desirable class of citizens; small foreign element.

## Appearance of City

Scientifically laid out. Streets are straight and generally of good width. Principal thoroughfare 100 feet wide. Majority of other streets 60 feet wide.

Principal retail business street is State. Stores are many, with plenty of the finest class of merchandise.

Mercantile and public buildings and factories, modern and imposing.

No poor residential district. Most houses are brick or concrete. Many mansions.

Modern apartments. Several manufacturers have high class, modern housing developments for employees. This insures a steady, more-than-average worker, accustomed to modern conveniences, luxuries and responsive to judicious advertising.

## Manufacturing

Erie is a prosperous manufacturing city. Diversification of manufactures insures stability. No abnormal labor supply or excessive unemployment. Fair wage scale and high class of employees are reflected in character of large number of homes owned by workers.

Erie is the center of the engine and boiler industries of the world with factories which lead in the manufacture of sterilizing machinery, clothes wringers, bond and ledger paper, roofing and building paper, steel forgings, tools, malleable and grey iron castings, horseshoes, stoves, hardware, pig iron, hollow ware, brass and iron pipe fittings, meters, electric motors, electric engines and electrical goods, locomotives, art metal specialties, rubber tires and tubes, baby carriages, wood products, building materials, air compressors, bolts and nuts, brass tubes, chemicals, flour and feed, lubricating oils, bricks, freight cars, structural steel, silks, pipe organs, furnaces and sheet metal specialties, paper boxes, stove furniture, valves, vices and wrenches, corsets, trousers and overalls, confections, foundry products, feed water and storage heaters, show cases, caskets, aeroplane parts, etc.

## Location and Relation to Future

Erie (port on south shore of Lake Erie on Presque Isle Bay) is 88 miles from Buffalo, 95 miles from Cleveland and about midway between New York and Chicago.

Erie harbor, 4½ miles long and 1½ miles wide, insofar as nature has a hand in it, is the finest on the Great Lakes. Commercially, however, this wonderful natural advantage has been neglected, although the lake commerce right now is of no small consequence.

This under-development of the port is but an added assurance of future prosperity and certain growth. This means that the city is sure to become larger and more important, and therefore a logical market for you to obtain a foothold in right now.

Erie's location for commercial purposes is unsurpassed. It is within easy reach of half the population of the United States. The outlying territory includes a splendid fruit growing and farming region.

## Fishing

Erie is the largest fresh water fishing port in the world, with an annual haul of from 12,000,000 to 20,000,000 pounds of fish, most of which is handled and shipped by large freezing and packing houses located on Presque Isle Bay.

## Transportation

The facilities are adequate, including steam and electric railroads and limited lake boats.

The New York Central, Nickel Plate, Pennsylvania, Erie & Pittsburg and Bessemer & Lake Erie Railroads pass through or have their terminals at Erie.

Three interurban trolley lines connect Erie with all the important cities and territory east, west and south, affording freight as well as passenger service.

## Wholesaling

With Erie increasing in size and importance, the wholesaling business should rapidly develop. At any rate, there lies certain opportunity.

While the greater portion of the jobbing business is now controlled from Buffalo and Cleveland, from an advertising and merchandising standpoint Erie stands alone and supreme.

# Erie Daily Times

(A. B. C. Member)

## Paid Circulation 28,194

Average for 6 months ending March 31, 1920.

Line Rate 7c flat. Evenings except Sunday.

Not a little of Erie's growth is due to the influence of its dominant newspaper—the Times. Space will not permit showing the Times' imposing record of influence for good. Established 32 years ago in 1888, its policy has been and is fearlessly independent.

The Times' policy is to publish the news, speak the truth, and to advocate policies which it believes to be for the best interests of the greatest number, regardless of opposition. The paper is independently owned, has no private interests to foster, no axe to grind.

## Circulation

A. B. C. records show to what extent the Times saturates the Erie market, reaching practically every worthwhile family. Obviously the Times is at once the class and mass paper.

The following record shows the paid average circulation for March, 1920:

Territory	Population	Number of Homes	Erie Times' Paid Circulation
Erie City.....	105,000	21,000	20,238
Erie Suburbs (35-mile radius).....	52,000	10,000	7,262
Country .....	.....	.....	1,366
Total .....	.....	.....	28,866

Erie has three daily newspapers,—one morning, two evening. The Erie Times has about 50% more than the combined paid circulation of its two daily competitors and about treble the circulation of either.

## Few Parallels in the Nation

Of what avail is an oversized market in a disputed newspaper territory? How much actual money do you make by entering a vast field where to dominate you must increase your selling cost in several mediums?

Erie, Pa., and the Times should be in every national campaign. The territory is big, concentrated and prosperous; one newspaper saturates the field—which

reduces your selling expense to a minimum—and increases your actual net profit even above that in larger cities where keen newspaper competition increases your selling cost.

Indeed, Erie and the Times stand out as one of the exceptional combinations, with few parallels in the entire United States.

The Erie Daily Times for EVERY National Advertiser

Representatives

## E. Katz Special Advertising Agency

Established 1888

15 E. 26th St.  
NEW YORK

Harris Trust Bldg.  
CHICAGO

Waldheim Bldg.  
KANSAS CITY

Monadnock Bldg.  
SAN FRANCISCO

Candler Annex  
ATLANTA

**PAPERS CUT TO BONE  
DUE TO R. R. TIE-UP**

(Continued from page 18)

are gone and it is necessary to haul the paper from the cars, spotted in isolated places by the railroads during the strike," explained M. M. Levand, business manager of the Post, which paper also has had to refuse pages of adver-



V. S. McClatchy

Speaks Kindly of His Two Bees—One is Published at Sacramento, Cal., and the Other One is Better News Service to the Far-East.

tising daily since the switchmen's strike began.

The Star Wednesday announced that it was compelled to omit from 4 to 12 solid pages of advertising daily. It is holding down all advertisers to three columns daily. Other papers here are feeling the pinch of the shortage.

The Missouri Staats-Zeitung, oldest German language paper here, suspended publication Wednesday because of a shortage of print paper. The paper was founded in 1867. It will be resumed as soon as a stock is accumulated.

**YOUNGSTOWN, OHIO**

YOUNGSTOWN, Ohio.—The Vindicator and Telegram, over the signature of their business managers declared that owing to the strike on the railroads and the resultant shortage of newsprint paper until further notice all display advertisers will be limited to 40 per cent of the space they have been using. The space will further be divided between four days of this week, viz.: Tuesday, Wednesday, Thursday and Friday. All issues this week will be limited to 16 pages. No displays will be accepted for classified advertising. No classified advertiser will be permitted to run more than 30 nonpareil lines per issue. The publishers claim they are "Taking the only course left open to them by sore necessity."

**DALLAS, TEX.**

DALLAS, Tex.—Texas newspapers, especially larger dailies, are facing a serious situation as the result of the strike. These newspapers had contracted for normal needs of print paper and few of them carried a large surplus. When shipments were tied up, both rail and

water, by strikers at New York and elsewhere, these newspapers were forced to take stock and apportion their paper so that it could be made to hold out until new supplies could be had.

Several papers set arbitrary limits on the size of each edition and some curtailed the number of editions. Advertisers were rationed and news matter cut to fit space allotted.

The Dallas Morning News says it faces a serious situation. "We have about thirty carloads of paper tied up in the harbors of New York and Galveston and on steamships loaded which cannot be moved an inch because of strikes," the paper announced. "Until such time as conditions improve the News will be forced to materially reduce its size."

**BIRMINGHAM, ALA.**

BIRMINGHAM, Ala.—The News Tuesday and Wednesday ran front page notices to readers and advertisers begging that space users curtail their requirements as much as possible and that casual and irregular advertisers refrain altogether from the use of space until the print paper emergency accentuated by the railroad strike should be passed. Advertisers are limited to one-half pages, and the use of even that amount is discouraged. New contracts are not being sought, and every effort is being made to conserve, conserve and then conserve some more.

Subscribers were asked to "Don't buy the News but borrow it from your neighbor" and circulation efforts have been for the time suspended. Tuesday and Wednesday the News appeared in greatly abbreviated form. A large amount of advertising was declined, and news matter cut all that it would stand.

The Age Herald declared that at least five weeks' supply of paper is now on hand in its warehouse. Satisfactory shipment will be made on the Age Herald's contract with Canadian manufacturers, it is said, when the freight tie up resulting from the strike is released.

Although not as well fortified as the Age Herald, the Ledger declared Wednesday that no immediate curtailment is contemplated. Through what its



D. E. Town

No Wonder, We Say. So Would You if Operation of a Paper Mill for the Entire Shaffer Group Had Been Added to Your Many Duties.



M. H. DE YOUNG

Being 3,000 Miles from the Office of the San Francisco Chronicle, Gives a Thought to Broadway.

general manager termed "prophetic Hooverizing" for the past three months the Ledger has accumulated a supply of paper which it is believed will tide over the emergency and avoid the necessity of reducing size or limiting advertisers.

All of the three papers are published seven days a week. In addition to limiting advertising, the News has put a ban on all free automobile and motion picture publicity.

**WASHINGTON, D. C.**

WASHINGTON, D. C.—Newspapers decided early this week that drastic curtailment of newsprint was necessary to prevent a famine, should the railroad strike continue. The Evening Star cut its editions from 32 to 16 pages. Al-

though the Post, Herald and Times did not reduce so radically, it was the belief of publishers that very heavy cuts in the Sunday issues would have to be made in the event the transportation situation had not improved. The strikers on the Washington terminals resumed work Wednesday.

An even greater menace than the rail strike faces Washington papers in the threat of the workers at the Potomac Electric Power Company to walk out. Such a strike not only would leave the National Capital in virtual darkness, but would force all of the newspapers to publish through the aid that might be obtained from the Star, which has an auxiliary power plant.

**Sacramento Meeting, May 1-2**

SACRAMENTO, Cal.—The Northern California Editorial Association will hold its convention here on May 1 and 2 with addresses by William H. Barry, president of the California Typographic Union; John Francis Neylan, publisher of the San Francisco Call; R. C. Hurst, Chicago Record; Dr. R. Lyman Wilbur, president Leland Stanford, Jr., University; Ben S. Allen, publisher Sacramento Union, and others. Automobile trips into the mountains will be included in the program. John S. Chambers, State Controller and formerly managing editor of the Sacramento Bee, is chairman of the local committee.

All caricatures in this issue of Editor & Publisher were drawn by William K. Starrett, one of America's best known magazine and book illustrators.

**PUBLISHERS  
LUDLOW  
TYPOGRAPH CO.  
Machine Demonstration  
606 World Building  
Entire Week of April 19**

Yes, we'll be at convention, but have been unable to get space at Waldorf to place Ludlow machine for demonstration.

There will be scores of publishers at the Convention that use and like Ludlow as a display type machine.

There will be scores of publishers at the show that do not use Ludlows, that should use them.

We should like very much to have you and your friends visit the Ludlow offices and demonstrating quarters at 605-606 World Building, opposite City Hall, and compare features and merits of Ludlow for display type from 12 to 60 point. It will be worth your while. You are welcome.

Take Broadway subway and get off at Park Place. Or take the Lexington Avenue subway and get off at Brooklyn Bridge.

**Ludlow Typograph Co.**  
605-606 World Building NEW YORK CITY  
2032 Clybourn Ave. CHICAGO, ILL.





PHOTO BY INTERNATIONAL NEWS SERVICE

Hon. William Jennings Bryan

**EVERY WEEK-DAY AND SATURDAY NIGHT**

International News Service is showing growth unparallel in press association history, due to *achievements* in the news field. Every-day it has a generous quota of beats, with a rapid-fire of well-written, well-selected reports by writers who know life is earnest and that truth is the great newspaper quest. Accuracy, speed with safety, good writing, brevity of routine, honesty of purpose, these make I. N. S. reports valuable.

# BRYAN

GREATEST OF ALL POLITICAL  
CONVENTION REPORTERS

Clients of the  
**INTERNATIONAL  
NEWS SERVICE**

will receive the exclusive afternoon reports of the GREAT COMMONER from both the REPUBLICAN and DEMOCRATIC National Conventions over LEASED WIRES.

I. N. S.—The Press Association of  
**GREAT ACHIEVEMENTS**

In addition to really remarkable arrangements for covering the thrilling running story of the big history-making events at Chicago and San Francisco, I. N. S. special convention leased wire service will give the exclusive reports of such established authorities as BRYAN, whose political articles are irresistible; ARTHUR BRISBANE, foremost newspaper writer of this generation; (a prominent REPUBLICAN whose name cannot now be announced); WILLIAM G. SHEPHERD, noted correspondent; NELLIE BLY, greatest woman reporter, who has the power to make politics understood by housewives; WILLIAM PHILIP SIMMS, brilliant head of our Washington staff; CHARLES EDWARD RUSSELL, whose splendid independent force will give balance to any newspaper; TAD, the whimsical epigrammatist; WINIFRED BLACK, an inspired woman writer; DAVID M. CHURCH, expert political writer; J. BART CAMPBELL, expert treaty critic; A. O. HAYWARD, political writer; GEORGE R. HOLMES, who puts pep in news; FRANK STETSON, White House representative, well-informed; MILDRED MORRIS, expert on labor news; E. BARRY FARIS, New York news manager; HEPBURN RUHL, Chicago manager; H. D. GARRITSON, Indianapolis manager; E. H. MARTIN, Pacific Coast manager; G. M. PARKER, Chicago news writer; WILLIAM BRONS, wire manager; MARLEN E. PEW, writer and editor, and a staff of reporters to cover every interest.

**INTERNATIONAL NEWS SERVICE**

M. Koenigsberg                      Marlen E. Pew  
President                                  Editor and General Manager  
10th Floor, World Building  
New York City

# Automobile Advertising in the Only 7-day Newspaper in Minneapolis

**There Is Always One Newspaper in Each  
City That Leads in Automobile Advertising.  
In Minneapolis It's The Tribune**

The Minneapolis Tribune, each year, for many years has published more automobile advertising than any other daily newspaper in the Northwest.

Automobile dealers know that advertising in The Tribune reaches the people who buy cars.

## First to Promote Auto Industry

The Tribune leads because it was the first daily paper in the Northwest to realize the potential possibilities of the automobile industry and to foster it.

This lead has been maintained for many years although The Tribune does not trade its advertising space for automobiles, trucks, or accessories, accepts no fly-by-night, or fake tire advertising, and is rigid in the credits it grants.

**This Is the Record of Automobile  
Advertising by Agate Lines Incorporated**

Year	The Minneapolis Tribune	Second Place
1913	529,000	400,000
1914	644,000	600,000
1915	686,000	600,000
1916	955,000	700,000
1917	1,000,000	800,000
1918	703,000	500,000
1919	1,127,000	1,000,000

**Publishes more financial advertising, school and hotel advertising than any other Minneapolis daily**

**GUY S. OSBORN**  
Western Representative  
Tribune Building, Chicago, Ill.  
Ford Building, Detroit, Mich.  
Globe-Democrat Building,  
St. Louis, Mo.

**GEORGE**  
Manager Advertising,  
Minneapolis.  
**JOHN WARD**  
Eastern Representative,  
Times Building, New York City

# The Minneapolis Tribune

**First in Its City—First in Its State**



# Advertising

## Associated Press Newspaper

### Minneapolis

#### Automobile Advertising, Minneapolis Since 1913

	Second Paper	The Tribune's Lead
1913	490,466	39,011
1914	609,916	34,721
1915	615,394	70,662
1916	743,783	211,677
1917	863,996	136,935
1918	584,411	118,654
1919	1,060,727	66,734

#### Preponderance of Circulation. The Largest Home Carrier Circulation of Any Daily Newspaper in the City of Minneapolis

Sworn statements to the government and the Audit Bureau of Circulations for the six months ending March 31, 1920, show that the average net paid circulation of The Minneapolis Tribune for that period was 116,427 for the daily editions, and 130,051 for The Minneapolis Sunday Tribune. This is 19,051 in excess of the daily circulation of its nearest competitor in Minneapolis, and 36,411 greater than that of its nearest Sunday competitor.

#### Gains in Advertising

Between January 1 and March 31 of this year The Minneapolis Tribune has shown the largest gains in local display advertising of any paper published in Minneapolis, its total gain for that period being 481,640 lines, which is 123,395 lines more than the gain of its nearest competitor. In the same months the classified gain of The Tribune was 260,146 lines, which is 14,353 lines more than its nearest competitor gained, and The Tribune refuses hundreds of thousands of lines of undesirable advertising each year.

ing school and college advertising, more resort  
to daily newspaper.

GENERAL  
Advertising,  
Minneapolis.  
  
WARD  
representative,  
New York City

W. R. BARANGER COMPANY,  
Pacific Coast Representative,  
Examiner Bldg., San Francisco, Cal.  
Post-Intelligencer Building,  
Seattle, Wash.  
Title Insurance Building,  
Los Angeles, Cal.

# Minneapolis Tribune

## First in Its Federal Reserve District

## LIVING JOURNALISM AND POISON THAT KILLS

(Continued from page 9)

Never was there sincere intention that the official news bureaus should give out the facts. The pretense is a lie.

The purpose of a Department publicity bureau is the giving out of whatever the heads of that department, in their own interest, want to have publicly stated as true, whether it is true or not.



R. M. JOHNSTON

He Had to Buck a Railroad Strike Over the Long Trip from the Houston Post's Office, But Turned Up Smiling.

There may be publicity agents who are honest men, but men do not exist as honest publicity agents. They serve a special interest, or they serve no purpose at all.

Do I mean to say that as high-minded a man as Secretary Daniels, for instance, would permit misrepresentation?

We all remember, for one notable instance—don't we?—that famous Fourth-o'-July scattering and sinking of enemy submarines, which were nowhere near? This brilliant flash in history was promptly extinguished only because the official British naval liars, jealous of this masterpiece of a rival genius, lifted the censorship lid just long enough to let out that it was a fabrication. When official liar clashes with official liar, Truth may slip out for an airing.

But surely so fine a gentleman as Secretary

Well, there's just this to be said of all of them: We know that the most pious of people are pleased at times to have profane friends do some swearing for them, good and hard. And, just so, the most truthful of men are often glad to have others do their lying, and pay them well to do it well. Many an eminent man, in public service or big business, would imperil his standing by outright lying, so he hires a liar by the year.

Were it the simple truth, the whole truth and nothing but the truth that is to be given out, then there could be no call for official bureaus to frame it up. Truth will out. Newspaper correspondents at Washington still retain some sense of news values and some scent for important facts.

The Federal Trade Commission, by the way, maintains no publicity bureau for its own laudation or defense, and yet the facts it issued concerning the packing combine were able to assert themselves

against the most powerful of corporation propaganda and to force surrender. It is a striking illustration that the Government department which has real facts to be really published needs no press-agenting.

A lie and an absurdity is the pretense that these bureaus are kept up to favor and help the newspapers. The newspapers do not deem it a favor. They do not want any such "help." They resent it, and the resentment is growing fast. They are opposed to it. They are beginning to cry out loud against it. To the newspapers the official press bureau is a hindrance and nuisance and the pretense for its existence an impertinence and insult. All that the newspapers want is direct access to all facts.

The ways of war did serious violence to the recognized trusts of our Constitution. The war power had ridden down and nearly destroyed what it had been carried on to sustain and extend. To Americanize Europe we came close to the Europeanization of America. To free the world we narrowly escaped enslaving ourselves. Our sacred national axioms seem to have lost their old-time force and charm. We have been afraid to utter them any more. We long had hardly dared to remember them even. Anyone with the fortitude to assert the doctrine of "inalienable rights" two years ago was stabbed to death with the stigma, "pro-German"; last year, he was damned as "Bolshevist"; this year he burns in hell fire as a "Syndicalist." What next?

The purport is clear that no man may express an opinion not acceptable to the powers in control, and get away with it. We have had nearly three years experience now of an Espionage Act under which not a single spy was discovered nor a single traitor convicted, but by which scores of newspapers were sup-

pressed. Even powerful newspapers that used to thunder for the people's rights are strangely passive and silent.

No; I'll take back "strangely." I have seen a recent memorandum from a publisher of a New York weekly to his editor, reading thus:

"As there is a bill up in Congress, which I am confidentially told will pass, making it a penitentiary offense to suggest any change in the laws, and as advertising is involved and

(Continued on page 26)



JOSEPH BLETHEN

His Faraway Look Is Centered On a Copy of the Seattle Times Across the Room.

# 3500 TONS OF PRINT PAPER

is being **SAVED** annually

by newspapers that now use the

## WOOD DRY MAT

This is sufficient paper to print for one year the editions of  
**10 EVENING NEWSPAPERS**  
WITH CIRCULATIONS OF 10,000 DAILY

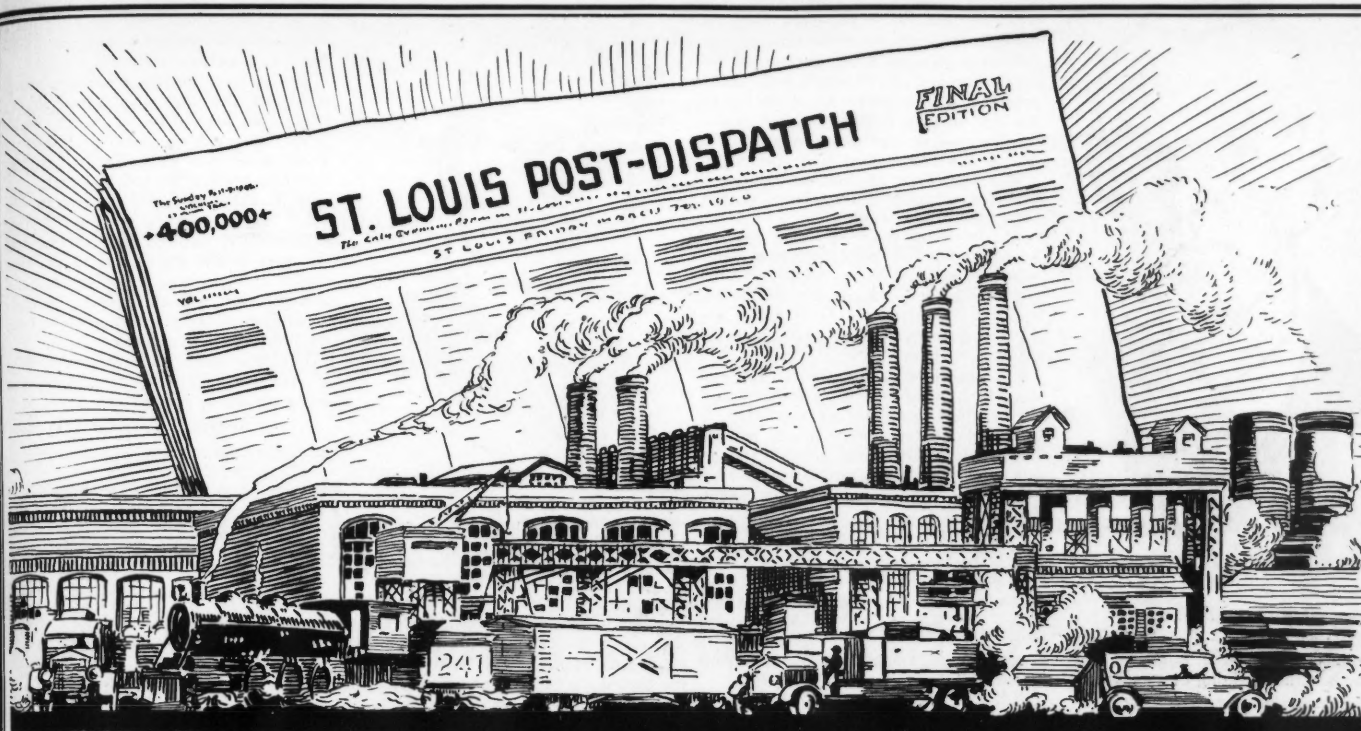
The general adoption of the Dry Mat process in the stereotype departments will increase the supply of news print by an amount equal to the yearly tonnage of several well equipped mills.

**WHY NOT GET BUSY AND DO YOUR PART?**

**WOOD FLONG CORPORATION**

25 MADISON AVENUE, NEW YORK





# Biggest March in POST-DISPATCH History

The volume of advertising printed in the POST-DISPATCH in March exceeded not only its own previous records, but was

**The Largest Volume of Paid Advertising Ever Printed by a St. Louis Newspaper in March**

This remarkable achievement was accomplished notwithstanding the fact that the POST-DISPATCH was compelled to omit hundreds of columns for lack of print paper

POST-DISPATCH Paid Advertising  
in March Aggregated (Daily and Sunday)

**1,447,600** AGATE LINES

Average Sunday Circulation for March

**404,679**

**ST. LOUIS POST-DISPATCH**

The S. C. Beckwith Special Agency

Sole Representatives Foreign Advertising

New York Chicago St. Louis Detroit Kansas City  
Atlanta Seattle San Francisco Los Angeles

Average Daily and Sunday Circulation in March

**211,697**



JEROME D. BARNUM

Not related to P. T.—He's looking for more business for the Syracuse Post-Standard, and gaining every minute.

**LIVING JOURNALISM AND POISON THAT KILLS**

(Continued from page 24)

libel suits must be avoided, I must see everything of the nature referred to before it goes in the paper."

Here, to be sure, is a publisher with the backbone of a fishworm and the conscience of a catfish. But, mindful of the silence with which the press generally met the introduction of the infamous Volland Bill, which even this fool could see was designed still further to intimidate the public, still further to curtail freedom of press and speech and still further to secure entrenched wrongs, one cannot but wonder how widely such "confidential" word went out, and how closely advertising prospects on the one hand and hints of prosecution on the other were tied up with it.

The horde of plunderers and profiteers that fattened on our Government and our people in the hour of peril are, now that the armed fight is over, robbing us of our victory by showing to the world that we had created in the war a more deadly enemy to self-government than the armed host we had conquered in Europe. They have made our Republic, after a century and a half, more of a doubtful experiment than when the Fathers launched it in the Revolution.

They who were anathematized millionaires at the beginning are respectable multimillionaires at the end, and the equality of political rights secured by the Fathers is rendered of no avail by the power of conscienceless interests that, hedged in by unjust legislation, strengthened by legalized monopolies, perpetuated through soulless corporations and protected in public opinion by a host of highly paid propagandists, threatens us with the same woes that for ages have held peoples to intolerable conditions in Europe, where one class that produced all possessed nothing and another class that produced nothing possessed all.

A few strong souls, here and there, have stood openly against the insolent domination, but they are incidentally made examples of in penitentiaries or in the exile of disgrace, and the press generally has lacked the patriotism or courage to speak out plainly and the

initiative to investigate thoroughly. Let us hope that the newspapers may yet publish broadcast to all our people the defensive pleas of those persecuted for the exercise of the constitutional guarantees of a free press. It would not be the first time in history, by any means, that the bravest and truest thought of a people has come from their prisons.

**Not that I at all indorse the non-descript utterances that have gotten their authors in trouble!**

To me the average Socialist appears a restless ape that goes chattering about solemnly measuring the world with its tail; but I am willing to let him go on measuring. He cannot force me to accept his measurements; he only helps to confirm me in my own.

Recognizing that the contest is between organized greed on the one hand and disorganized ignorance on the other, I cannot stand for either. In one respect I take sides: Organized greed is trampling upon our Constitution, while the other fellows are only talking about doing it.

Freedom of press and speech is not only a personal right but a democratic fundamental and a public need. None of us knows it all. The best of us are apt to be right not more than half the time. Everyone has something to learn from the sincere opinion of the other fellow. Nobody is superior to truth.

Besides, free speech is a safe vent to surcharged feeling. It is better to have the surplus steam go off even noisily at the safety-valve than in a boiler explosion.

My cure for the "Red Menace" would be free schools, free speech and enforced baths.

*The curse of today is the speech that is not free but hired.*

*The utterances that really menace our liberties are those that are paid for.*

*It is not the sincere thought from the hearts of the people we need fear, but the skillfully framed-up propaganda of Organized Greed and its political side-partners, Graft and Autocracy.*

Capitalistic press agencies and corporation literary bureaus are busily propagating an "Americanization" meaning nothing but tame submission and silence.

Now a great many Americans still believe in the political wisdom of Washington and Jefferson and Lincoln and prefer their faith in liberty, their devotion to it and their interpretation of it to the upstart tyranny and its tawdry propaganda of today. There is a fast growing realization among the people of the need of a re-americanization which means a reassertion of American principles, a return to American practices, a rebirth of American rights and privileges of independence and equality and a resuscitation of our war-gassed



EUGENE LORTON,

One of Tulsa's newspaper monarchs in the Kingdom of Oil.

freedom of speech and freedom of press. The American people are eager to voice again with impunity and righteous pride the sacred maxims of our Fathers, still living, deep hidden, in our hearts.

Reform nearly always is disreputable, working from the bottom up, against established custom, established interests and established respectability. It is apt to be slow. The great American eagle is an alert bird, but she does sometimes sit too long on rotten eggs.

It is in party politics that the publicity expert just now finds his easiest going.

American politics are crystalized into two hostile camps that differ from each other only in name and in possession of the offices. Not the leaders, not the platformmakers, but the publicity managers are marking out the lines of cleavage and the points of contest.

We have at least one prominent candi-

date for the Presidency who has neither a party nor a platform—nothing but a high-powered publicity machine, well-oiled and well-chauffeured.

Professional propagandists are plunging into the mysteries after shining names, as boys dive for bright shells. They may emerge with the pearl of great price, but more likely they may get their great price and no pearl.

If no name that now shines can win other names can be made to shine. "Presidential timber" used to tower of its own height above the mass. But then it used to take a woman, a set of principles and a fixed following to make a political celebrity. Nowadays it takes nothing but a good press-agent.

The new system has one advantage. It used to take years and great effort to set up an idol in popular favor, and when

(Continued on page 28)



W. H. COWLES,

Deep in thought, as befits the editor of Spokane's Spokesman-Review.



**Our Plan Offers Your Paper—**

1. INCREASED CIRCULATION.
2. BIG NAMES AS CONTRIBUTORS.
3. ADVERTISING.

An exclusive weekly service embodying attractive features at a low cost. Be the first in your territory to make application.

Full particulars and prospectus. Please send copy of your paper with request.

**Book Culture Society of America**

1370 Broadway New York City

NEW YORK OFFICE  
Marbridge Bldg.

CHICAGO OFFICE  
First National Bank Bldg.

Scripps newspapers are distributed only to the people who wish to read them. Circulation contests, premiums and other schemes are never used to promote the circulation of Scripps newspapers. Subscribers do not sign contracts or agreements. They may discontinue at any time. They pay carriers after delivery—daily, weekly or monthly.

Consistent with this fundamental policy, foreign advertising rates of all Scripps newspapers are FLAT—with no short rate penalty.

**Scripps Newspapers**

Foreign Advertising Department

Union National Bank Building, Cleveland, Ohio





# What The Detroit News Conservation of Paper Means to Country Dailies

Print paper conservation has ever been one of the special studies of The Detroit News. Several years ago it placed its circulation on a bed rock foundation, by eliminating returns and free copies. Later it discontinued pre-date editions and as the shortage increased made mechanical improvements which conserved several hundred tons annually.

In the autumn of 1919 began a period of editorial condensation. At the same time advertisers, both local and foreign, were requested to reduce the size of their advertisements.

These steps were followed by measures of a still more radical nature as the crisis came nearer. All white space, blank lines and display type were eliminated from the Classified Advertising Pages.

The News is now averaging a saving of more than four pages a day by its latest restrictions, besides the many pages which it eliminated during the later months of 1919.

On the basis of its present circulation, 255,000, The News saves 1,020,000 pages per day, or enough paper to supply 17 country dailies publishing 12 pages a day with an average circulation of 5,000.

The Detroit News feels that the smaller dailies fill a definite want in their respective communities which the metropolitan papers because of their very metropolitanism and universal scope can never hope to fill. Their function is of the most vital importance to the nation. The Detroit News therefore asks its advertising patrons to co-operate with it in conserving for them the supply of print paper still available by condensing all their advertisements as far as possible, as in no case can any advertiser be allotted more than a half-page, and even that rarely.

When it is recalled that The Detroit News during 1919 published more advertising than any other six or seven-day-a-week paper in the world, advertisers will readily see that the demands made on it by advertisers can be met only by the closest co-operation on the part of all its patrons.

## THE DETROIT NEWS

*"Always in the Lead"*



R. H. BOOTH,  
Thoughtful, But Not Worrying.

**LIVING JOURNALISM AND POISON THAT KILLS**

(Continued from page 26)

he proved a failure it took as long to pull him down again. Today a mere sea voyage can shrink our super-giant to a pigmy.

It no longer matters how the great man is born, what he achieves or what is thrust upon him. There are but two essentials—he must be born and he must be boomed. The less he does and the less he says, the more awe-inspiring he may be made. The high priests of publicity through persistent vociferation and beating of gongs and tom-toms can fetch the multitude to their knees at the feet of the idol, be it bran-stuffed or brass.

Of course money helps.

It helps? It is the alpha and omega, the zenith and nadir, the juice and squeezed rind of press-agenting.

**When Cheaters Are Cheated**

The sinews of political publicity do not come out of a sow's ear. Senators at Washington are trying to find out how millions can flow so freely from no discoverable source. Senators who are not accustomed to rash statement are declaring that there is an International Bankers' Combine which is striving with unstinted means to make a President of the United States. It is asserted by most eminent Senators that the ubiquitous Big Interests are all anteing in the poker game of the Presidential nomination. Charges have been made on the floor of the Senate that powerful financial and corporation groups have been formed to directly control both the Republican national convention at Chicago and the Democratic national convention at San Francisco, with at least two candidates before each.

Now Big Interests do not contribute; they invest—they loan, and when any one of their several candidates is elected they foreclose and own him.

How do these huge corruption funds directly affect the press? A few publishers are bought outright, perhaps, but

the buyable ones are cheap and not worth the price. Some display space is honestly bought, but not much may be dared in this direction because it too publicly shows expenditure; besides, the publicity agent sees only a waste of money in paid space when pure reading matter may be had free.

It is the function of the political publicity manager to see to it not only that the editor is swamped in partisan reading matter and hemmed in by partisan clackers but that the publisher is hedged about with subtle and effective business influences. The literary "dope" might readily be dropped in the editorial wastebasket, but not such easy riddance may be had of the organized persuasion and pressure exerted upon the publisher through his banker, his heavy stockholder, his leading merchant and the advertising agencies representing big interests. At every possible point of approach the poison is poured into the stream that is flowing out to form public opinion.

I once had hope of finding a line of distinction between the official and political publicity agencies that are evil and those that are beneficial. No such line exists, because they are all evil.

Never before has the world faced so many grave and complicated problems, political, industrial and human, as we confront today; and if the American press cannot deal with them with truth, courage, sanity, common sense, wholesome sentiment and real force—who can?

The shattered world is looking to American democracy for its salvation. American democracy itself is severely at test.

But democracy is impotent, in ignorance, and dangerous under delusions—a blinded Samson stumbling perilously amid the pillars of the temple.

Democracy, proudly as we boast it and toast it, has no virtue or power to save even itself unless enlightened with the truth.

A free and fearless press is as much the bulwark of the people's rights and opportunities today as it ever was in the days of Tom Paine, of Franklin, of Garrison and of Greeley—yes, more than ever before, if it will but fully function.

In all the glorious history of journalism the American editor never before had such great opportunity and such high obligation to work miracles for our people and all humanity, in just being true to himself and true to his public.

Full and free intelligence, the only basis of honest opinion and righteous action, must be the virile, active force in inspiration, rehabilitation and reconstruction in the shaken world of mind as well as in the shattered world of matter.

"Give me the truth," said the great Napoleon to his marshals, "—else we are undone."

And it is the truth the American people must have through an unperverted press, if we are to benefit by our opportunities and better our conditions.



J. R. RATHOM,  
The Navy's Special Providence.

**The San Francisco Chronicle**

For 55 years has been the leading newspaper in the growth and development of San Francisco—the commercial metropolis of the Pacific coast—the trade centre of approximately one million people.

Outside of San Francisco there are no large morning papers printed—south of Portland—north of Los Angeles—west of Salt Lake City.

Peculiar geographical conditions prevent other papers reaching into this vast territory and have been the reason for the tremendous influence of the morning paper in the San Francisco field.

**THE SAN FRANCISCO CHRONICLE**

Led all other San Francisco newspapers in national advertising gains during January, February and March over corresponding months of previous year as shown by figures below:

<b>CHRONICLE . . . . .</b>	<b>gained 201,656 lines</b>
<b>Second morning paper . . . . .</b>	<b>159,390 "</b>
<b>First evening paper . . . . .</b>	<b>93,758 "</b>
<b>Second evening paper . . . . .</b>	<b>46,354 "</b>

The Chronicle is the only San Francisco paper used by a number of the leading and most successful national advertisers.

The Chronicle has a merchandising service department fully equipped to give information and cooperation to agents and advertisers.

MEMBER A. B. C.

National Representative

**Williams, Lawrence & Cresmer Company**

New York Office  
225 Fifth Avenue

Chicago Office  
Harris Trust Building

**America's New York American**  
Circulation Limited to a Million

A. B. C. Circulation  
Net Paid Sunday

**879,018**

This is the largest A. B. C. Sunday circulation of any newspaper in the entire United States.

Since this report was made **THE NEW YORK SUNDAY AMERICAN** has raised its price from 5c. to 10c. a copy, and the circulation is

**100,000**

in excess of above figures



For 119 years, *News Value* and *Journalistic Merit* have been characteristic of articles appearing in The New York Evening Post.

What  
**THE EVENING POST**  
*Syndicates*  
 The Evening Post Publishes

This in itself will be a guaranty of copy quality and reader interest, as no better evidence of the merit of an article is needed than its acceptance for publication in the columns of The New York Evening Post.

**SYNDICATE CLIENTS**

Akron Press  
 Albany Knickerbocker Press  
 Asheville Citizen  
 Atlanta Constitution  
 Atlanta Journal  
 Augusta Herald (Ga.)  
 Baltimore News  
 Baltimore Evening Sun  
 Bellingham Herald  
 Birmingham News  
 Boise Capital News  
 Boston Advertiser  
 Boston Herald  
 Boston Transcript  
 Buffalo Courier  
 Buffalo Evening News  
 Buffalo Times  
 Chicago Daily News  
 Cincinnati Post  
 Cincinnati Times-Star  
 Cleveland Plain Dealer  
 Cleveland Press  
 Columbus Citizen  
 Dallas Evening Journal  
 Dallas Times-Herald  
 Decatur Review  
 Des Moines Capital  
 Des Moines Register  
 Detroit Journal

Detroit Times  
 Duluth News-Tribune  
 Greensboro Daily News  
 Harrisburg Evening News  
 Hartford Times  
 Indianapolis Star  
 Lancaster Examiner  
 Lansing State Journal  
 London Times (Eng.)  
 Louisville Courier-Journal  
 Louisville Times  
 Memphis Commercial Appeal  
 Michigan Tradesman  
 Milwaukee Journal  
 Minneapolis Tribune  
 Mitchell Republican  
 Moline Dispatch  
 Montreal Standard  
 Nebraska State Journal  
 Norfolk Ledger Dispatch  
 Oakland Tribune  
 Omaha Bee  
 Peoria Journal  
 Philadelphia Bulletin  
 Philadelphia Inquirer  
 Philadelphia North American  
 Philadelphia Press  
 Pittsburgh Press

Portland Oregonian  
 Pottsville Journal  
 Pueblo Chieftain  
 Richmond Evening Journal  
 Rochester Herald  
 Saginaw News Courier  
 St. Louis Post-Dispatch  
 St. Louis Star  
 Salt Lake City Tribune  
 San Antonio Light  
 San Francisco Bulletin  
 San Francisco Journal of Commerce  
 Scranton Republican  
 Seattle Post-Intelligencer  
 Seattle Times  
 Sioux City Tribune  
 Springfield Republican  
 Springfield Union  
 Syracuse Herald  
 Syracuse Post-Standard  
 Toledo News Bee  
 Toronto Globe  
 Utica Press  
 Washington Star  
 Wheeling Intelligencer  
 Wilmington Morning Star  
 Worcester Evening Post  
 Worcester Telegram  
 Youngstown Vindicator

For further particulars and samples of articles address

*Syndicate Manager*

**The New York Evening Post**

20 Vesey Street, NEW YORK

# COL. ELVERSON *and the* HENRY

*The Philadelphia Inquirer*

JAMES ELVERSON, JR., PUBLISHER

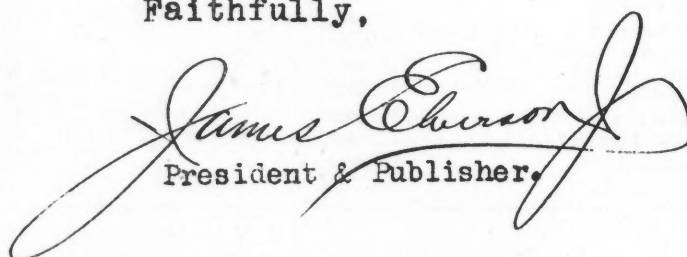
February 5, 1920

Wood Newspaper Machinery Corporation,  
Henry A. Wise Wood, Esq., President,  
New York City.

My dear Mr. Wood:

I have now been running a pair of your sextuple presses for a year. During that time I have given them a thorough tryout and take pleasure in informing you that they have fulfilled your guarantee in every respect. So satisfactory have these presses been that I am handing you herewith a contract for six octuple Henry A. Wise Wood presses to be built in couples, which I shall follow with an order for six more. I do this because I believe that your machines represent the only substantial improvement that has been made in the newspaper printing press during the past thirty years, and that so soon as their value is known they will supersede all others.

Faithfully,

  
President & Publisher.

Col. Elverson's pressroom will be the fastest and most economical in existence



# **Y A. WISE WOOD PRESS**

When the Autoplate business was founded, the following three principles were adopted:

- 1. The maintenance of a uniform price to all purchasers.**
- 2. The refusal to accept used machinery in part payment for new.**
- 3. The investment of profits, and the sums usually expended in maintaining a sales department, in scientific research, to the end that our machinery should become the standard of the world. This position it has attained.**

In the conduct of the press business we shall continue to observe the same principles. They make for fair dealing, economical administration, and rapid progress in the development of machinery that is ever faster and more sparing of labor.

**WOOD NEWSPAPER MACHINERY CORPORATION**  
**HENRY A. WISE WOOD,**  
President.

25 Madison Avenue  
NEW YORK CITY



A. C. WEISS

His favorite flower belongs to Portland, Ore. He spends his winters in the office of the Duluth Herald and says that he likes it—the office.

**21st ANNUAL MEETING OF ASSOCIATED PRESS**

(Continued from page 7)

No changes in the personnel of the directors or officers are expected at the meeting, as the nominating committee which met on January 31 nominated only one set of directors, those whose terms expired at the coming session. While there is, of course, the possibility of nominations being made from the floor of the meeting, there have been no campaigns launched by prospective candidates, such as marked the pre-convention days of 1919 and other years, and no talk has been heard of an "anti-administration" ticket.

The present officers, directors, executive committee and advisory committees of the Associated Press are:

- President**, Frank B. Noyes, Washington Star.  
**First Vice-President**, A. N. McKay, Salt Lake Tribune.  
**Second Vice-President**, J. L. Sturtevant, Wasau Record-Herald.  
**Secretary**, Melville E. Stone, New York City.  
**Asst. Secretary**, Frederick Roy Martin, New York.  
**Treasurer**, J. R. Youatt, New York City.
- DIRECTORS.**  
**Term Expires 1920—**  
 \* Frank B. Noyes, Washington Star.  
 \* W. L. McLean, Philadelphia Bulletin.  
 \* Adolph S. Ochs, New York Times.  
 \* A. C. Weiss, Duluth Herald.  
 \* John R. Rathom, Providence Journal.  
**Term Expires 1921—**  
 \* W. H. Cowles, Spokane Spokesman-Review.  
 \* Victor F. Lawson, Chicago Daily News.  
 \* D. E. Town, Louisville Herald.  
 \* R. M. Johnston, Houston Post.  
 \* Frank P. MacLennan, Topeka State Journal.  
**Term Expires 1922—**  
 \* Charles A. Rook, Pittsburgh Dispatch.  
 \* Charles Hopkins Clark, Hartford Courant.  
 \* Clark Howell, Atlanta Constitution.  
 \* V. S. McClatchy, Sacramento Bee.  
 \* Elbert H. Baker, Cleveland Plain Dealer.  
 \* Member of Executive Committee.
- ADVISORY BOARDS.**  
**EASTERN DIVISION.** Comprising the States of Maine, New Hampshire, Vermont, Massa-

chusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Maryland, District of Columbia, Delaware and West Virginia.  
**Alexander P. Moore**, Pittsburgh (Pa.) Leader, Chairman; **Jerome D. Barnum**, Syracuse (N. Y.) Post-Standard, Secretary; **Richard Hooker**, Springfield (Mass.) Republican; **Arthur G. Staples**, Lewiston (Me.) CENTRAL DIVISION. Comprising the States of Ohio, Indiana, Michigan, Illinois, Wisconsin, Missouri, Iowa, Minnesota, Kansas, Nebraska, Oklahoma, South Dakota and North Dakota.  
**Ralph H. Booth**, Saginaw (Mich.) News-Courier, Chairman; **Eugene Lorton**, Tulsa (Okla.) World, Secretary; **P. E. Burton**, Joplin (Mo.) News-Herald; **Robert F. Wolfe**, Columbus (O.) State Journal; **P. S. McGlynn**, Moline (Ill.) Dispatch.



MILO WHITTAKER

"Two make one," said he. So it's now the Times-Tribune in Altoona and everybody is happy.

- WESTERN DIVISION.** Comprising the States of California, Wyoming, Oregon, Colorado, Montana, Washington, Idaho, Nevada, Utah, New Mexico and Arizona.  
**J. R. Knowland**, Oakland (Calif.) Tribune, Chairman; **J. K. Heslet**, Butte (Mont.) Miner, Secretary; **A. N. McKay**, Salt Lake (Utah) Tribune; **I. N. Stevens**, Pueblo (Col.) Chieftain; **C. B. Bletben**, Seattle (Wash.) Times.  
**SOUTHERN DIVISION.** Comprising the States of Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, Louisiana, Texas, Arkansas and Kentucky.  
**H. C. Adler**, Chattanooga (Tenn.) Times, Chairman; **J. N. Heiskell**, Little Rock (Ark.) Gazette, Secretary; **J. L. Horne, Jr.**, Rocky Mount (N. C.) Telegram; **John S. Cohen**, Atlanta (Ga.) Journal; **L. J. Wortbam**, Fort Worth (Tex.) Star-Telegram.  
**EXECUTIVE DEPARTMENT.**  
 51 Chambers Street, New York.  
**General Manager.**—Melville E. Stone.  
**Assistant General Manager.**—Frederick Roy Martin.  
**Chief of News Dept.**—Jackson S. Elliott.  
**Chief of Traffic Dept.**—Kent Cooper.  
**EASTERN DIVISION.**  
**Harold Martin**, 51 Chambers Street, New York, Superintendent; **Milton Garges**, Division Traffic Chief.

- Albany, N. Y.**, Journal Building.—**Russell Hathaway, Jr.**, Correspondent; **S. C. Dermott**, T. D. R.  
**Baltimore, Md.**, Munsey Building.—**Edward J. Cox**, Correspondent; **H. G. Siegman**, T. D. R.  
**Boston, Mass.**, 7 Water Street.—**Edward McKernon**, Correspondent; **A. M. Stevens**, T. D. R.  
**Buffalo, N. Y.**, News Building.—**Fred M. Lennan**, Correspondent; **R. K. Smith**, T. D. R.  
**New Haven, Conn.**, 47 Orange Street.—**W. J. G. Myers**, Correspondent; **E. L. Rockwell**, T. D. R.  
**Philadelphia, Pa.**, Bulletin Building (P. O. Box 708).—**W. A. Connor**, Correspondent; **J. W. Sellers**, T. D. R.  
**Pittsburgh, Pa.**, Gazette-Times Building.—**Thomas W. Morris**, Correspondent; **T. J. McBreen**, T. D. R.  
**WASHINGTON BUREAU.**  
**Washington, D. C.**, Bureau, Evening Star Building.—**L. C. Probert**, Chief. (Mail address, P. O. Box 827.)  
**SOUTHERN DIVISION.**  
**L. C. Probert**, Evening Star Building, Washington, D. C., Superintendent; **E. T. Wolford**, Division Traffic Chief. (Mail address, P. O. Box 827.)  
**Atlanta, Ga.**, Constitution Building.—**Milton E. Ailes**, Correspondent; **C. J. King**, T. D. R.  
**Birmingham, Ala.**, News Building.—**E. M. Henderson**.  
**Columbia, S. C.**, Record Building.—**W. S. White**, T. D. R.  
**Dallas, Texas**, Times-Herald Building.—**M. M. Oppenard**, Correspondent; **T. W. Davis**, T. D. R.  
**Galveston, Tex.**, News Building.—**P. L. Onan**, Correspondent; **O. B. Ray**, T. D. R.  
**Jacksonville, Fla.**, Metropolis Building.—**F. H. King**, T. D. R.  
**Louisville, Ky.**, Courier-Journal Building.—**H. M. Sheppard**, Correspondent; **J. C. Muench**, T. D. R.  
**Memphis, Tenn.**, Scimitar Building.—**H. F. Durward**, Correspondent; **W. E. McLeod**, T. D. R.



FRANK P. MACLENNON

Takes his gaze off the Topeka State Journal just long enough to glance at other parts of Kansas that belong to him

- New Orleans, La.**, States Building.—**M. S. Heits**, Correspondent; **R. G. Hubbard**, T. D. R.  
**Raleigh, N. C.**, Times Building.—**R. O. King, Jr.**, Correspondent. (Mail address, P. O. Box 461.)  
**Tampa, Fla.**, Times Building.—**R. S. Vance**, T. D. R.  
**CENTRAL DIVISION.**  
**E. T. Cutter**, Ashland Block, corner Randolph and Clark Streets, Chicago, Superintendent. (Continued on page 34)

**Terre Haute Star First in Its Field**

The Terre Haute Star is one of the three Indiana newspapers, which, combined, make The Star League of Indiana —The Muncie Star and Indianapolis Star complete the trio.

The Terre Haute Star is first in its field in circulation, having, according to the last Government reports, a daily circulation of 26,986 and a Sunday circulation of 18,873.

The Terre Haute Star is first in its field in advertising, having carried during the year of 1919 a total of 8,947,282 agate lines, exceeding the total of its nearest competitor, by 1,099,366 agate lines.

The Terre Haute Star, The Muncie Star and The Indianapolis Star offer to discriminating advertisers the most effective and least expensive method of covering Indiana.

**The Star League of Indiana**

*The Greatest Combination of Quality Circulation in Indiana*

- Eastern Representative:** Kelly-Smith Co., Marbridge Building, New York  
**Western Representative:** John Glass, Peoples Gas Building, Chicago

**The Shaffer Group**

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

National Advertising Convention at Indianapolis June 6th to June 11th

*U.S. Feature Service Inc.*

QUALITY SERVICE FOR NEWSPAPERS

SPECIAL FEATURES

- |                  |  |                  |
|------------------|--|------------------|
| Illustrated News | "Sport Briefs"; a weekly sport letter by John B. Foster, former Secretary of N. Y. Giants. | Special Articles |
| Current Events   | "Sport Jazz," a daily poem—by Ray I. Hoppman.  | Woman's Page     |
| Fashions         | "Favorites of Fate," a daily semi-news feature—illustrated.                                | Cartoons         |
| Sports           | "Little Lectures," by Zipp—a short daily humorous story, illustrated.                      | Comics           |

A Service That Takes Into Consideration the Present Shortage of Newsprint.



Now ready for distribution

The Committee for Newspaper Research  
announces the publication of

# Attainable Ideals in Newspaper Advertising

An impartial study of  
the best ways to use Newspaper space

**D**URING the next week there will be distributed to the principal advertisers and advertising agencies two publications of the Committee for Newspaper Research.

One book takes up the problem of getting satisfactory effects in illustration, reproduction and typography with newspaper stock and facilities. It is illustrative and suggestive, rather than dogmatic. It consists of a forty-page newspaper printed on newspaper stock, under regular newspaper conditions. It is filled with specially prepared sample advertisements which illustrate different phases of the problem.

The "copy" of each advertisement is expository of the principle involved.

The other book is text matter which takes up comprehensively and without bias the points for and against the newspaper as an advertising medium.

The publications will solicit nothing and have nothing to sell. They will be distributed without charge.

The Committee offers its publications in the hope that they will help solve some of the problems that confront users of newspaper space. It believes that those who receive them will find it worth while to study them carefully.

This study has been made under the auspices of:

THE BROOKLYN DAILY EAGLE	THE SACRAMENTO BEE
THE MINNEAPOLIS JOURNAL	THE MILWAUKEE JOURNAL
THE DES MOINES CAPITAL	THE OMAHA WORLD-HERALD

and their national representatives

O'MARA & ORMSBEE, INC.

*Committee for Newspaper Research* 225 Fifth Avenue, New York



COL. C. A. ROOK

The sad look comes from the terrible condition of Fifth avenue—Pittsburgh—near the Dispatch.

## 21st ANNUAL MEETING OF ASSOCIATED PRESS

(Continued from page 32)

ent; H. L. Dunn, Division Traffic Chief. (Mail address: P. O. Box 809.)  
 Cincinnati, Ohio, Times-Star Building.—Fred Wohlwender, Sr., Correspondent; H. A. Wilson, T. D. R.\* (Mail address: P. O. Box 818.)  
 Cleveland, Ohio, News-Leader Building.—J. W. McGuire, Correspondent; W. C. Moody, T. D. R.\*  
 Columbus, Ohio, Dispatch Building.—R. J. Dustman, Correspondent; L. P. Hall, T. D. R.\*  
 Des Moines, Iowa, Capital Building.—Ray Baumgardner, Correspondent; H. A. Rice, T. D. R.\*  
 Detroit, Mich., Journal Building.—D. J. Wilkie, Correspondent; E. P. Martel, T. D. R.\*  
 Fargo, N. D., Forum and Republican Building.—Robert Brugere, Correspondent; W. G. Hyde, T. D. R.\*  
 Green Bay, Wis., Press-Gazette Building.—Allen Quinn, Correspondent; R. A. Kennedy, T. D. R.\*  
 Indianapolis, Ind., News Building.—John L. Stuart, Correspondent; David Connor, T. D. R.\* (Mail address: P. O. Box 958.)  
 Kansas City, Mo., Star Building.—U. L. McCall, Correspondent; A. D. Hale, T. D. R.\* (Mail address: Gateway Station.)  
 Lincoln, Neb., Star Building.—Joseph A. Rawlings, Correspondent; H. Gerhard, T. D. R.\*  
 Milwaukee, Wis., Corner Broadway and Wisconsin Street.—Charles Dean, Correspondent; F. G. Clowes, T. D. R.\*  
 Oklahoma City, Okla., Oklahoma Building (Room 413).—W. I. Brons, Correspondent; S. R. Parke, T. D. R.\*  
 St. Louis, Mo., Globe-Democrat Building.—James C. Hamilton, Correspondent; Wm. Gibbard, T. D. R.\*  
 St. Paul, Minn., Dispatch Building.—R. L. Tennis, Correspondent; C. F. Holden, T. D. R.\*  
 Sioux Falls, S. D., Argus-Leader Building.—Beeman Fisher, Correspondent; H. W. Whitcomb, T. D. R.\*  
 Springfield, Ill., State Register Building.—E. F. Henderson, Correspondent; T. C. Bucher, T. D. R.\*  
 Topeka, Kans., State Journal Building.—E. W. Swan, Correspondent; E. C. Fable, T. D. R.\*  
 Wichita, Kans., Beacon Building.—F. S. Burris, T. D. R.\*

### WESTERN DIVISION.

Paul Cowles, Merchants National Bank Building, San Francisco, Superintendent; E. F. Wilson, Division Traffic Chief.  
 Denver, Col., 1720 Welton Street.—T. H. Walker, Correspondent; R. L. Burton, T. D. R.\*  
 El Paso, Texas, Herald Building (P. O. Box 101).—Reed Hayes, Correspondent; W. J. Hooten, T. D. R.\*  
 Honolulu, Hawaii.—W. R. Gordon, Correspondent.  
 Los Angeles, Cal., Express Building.—Denton Crow, Correspondent; R. L. Hanners, T. D. R.\*  
 Manila, P. I.—E. L. Powell, Correspondent.  
 Phoenix, Ariz., Republican Building.—H. S. Hunter, Correspondent; F. M. Bivin, T. D. R.\*

Portland, Ore., Pittcock Block.—Edgar A. Reinhardt, Correspondent; C. E. Branin, T. D. R.\*  
 Sacramento, Cal., Bee Building.—G. H. Rothe, Correspondent; R. Vallespin, T. D. R.\*  
 Salt Lake City, Utah, Tribune Building.—George A. Seipel, Correspondent; A. C. Buffington, T. D. R.\*  
 Seattle, Wash., Times Building.—S. M. Hawkins, Correspondent; B. V. Williams, T. D. R.\*  
 Spokane, Wash., Spokesman-Review Building.—M. E. Barker, Correspondent; Fred Boutz, T. D. R.\*

### FOREIGN SERVICE.

Eastern Hemisphere.—Charles T. Thompson, Superintendent, 51 Chambers St., New York.  
 Western Hemisphere.—Harold Martin, Superintendent, 51 Chambers St., New York.  
 Berlin, Germany.—Philip M. Powers, Acting. Buenos Aires.—M. N. Stiles, Calle San Martin 312.  
 The Hague, Holland.—H. L. Rennick, 5 Kortenaerkade.  
 Havana, Cuba.—W. R. Downing, El Mundo Building.  
 Copenhagen, Denmark.—Alex Gerfalk.  
 London, England.—Robert M. Collins, 24 Old Jewry, E. C.  
 Madrid, Spain.—George Denny, Palace Hotel.  
 Mexico City, Mexico.—F. C. Scoville, Apartado 74, Bis.  
 Paris, France.—Elmer Roberts, 13 Place de la Bourse.  
 Peking, China.—Walter C. Whiffen, Legation Street.  
 Rio de Janeiro, Brazil.—Jesse Crossway, 147 Avenida Rio Branco primeira andar (Caixa Postal 2191.)  
 Rome, Italy.—Salvatore Cortesi, Palazzo Ginnetti, Corso Umberto 481.



P. E. BURTON,

The Joplin News-Herald—You're right, "Show Me," and that's what he has been trying to make them do ever since paper passed 3 cents.

Shanghai, China.—C. J. Laval, China Press Building.  
 Tokio, Japan.—Joseph E. Sharkey, 977 Naka-Shibuya.  
 Vienna, Austria.—Charles E. Kloeber, Bristol Hotel.

\*Traffic Department Representative.

### PLAN TOUR TO ALASKA

#### Washington Press Association Will Study Lumber Situation

SEATTLE.—Plans are being completed for a tour of Southeastern Alaska waters in July under auspices of the Washington State Press Association, which will take the place of the annual business meeting usually held on terra firma. Indications are that more than 100 members of the newspapermen's organization in this state will make the tour besides a liberal number from California, Oregon and other states on the Pacific Slope.

The tour is expected to consume about 10 days. Stops will be made at Wrangell, Ketchikan, Juneau, Skagway and Sitka.

## DISCUSS LAW ON UNION PRICE FIXING

### Carroll Bill at Albany Would Exempt Labor from Prosecution—Law Bill Renders "Union Made" Prices Illegal

(Special to EDITOR & PUBLISHER)

ALBANY, N. Y.—Two bills of vital interest to publishers, now pending in the State Senate, have the object of regulating the extent to which labor unions can control the retail price of goods produced in shops manned by their members. Senator Carroll of Brooklyn is sponsor for a measure that is being strongly opposed by publishers' associations. It provides specifically that no person shall be sued, indicted, prosecuted or tried for any act in pursuance of any agreement with a view to lessening the number of hours of labor or of increasing wages or bettering the conditions of workmen.

Legislators opposing the bill see in it a proposition to permit labor to go to any extremes under the guise of increasing wages or bettering working conditions, so that, immune from the penalties of any law, they may dictate to employers what they shall charge at retail for their products.

Affecting the same subject in an opposite light is the bill introduced by Senator Law, which stipulates that any agreement or contract shall be null and void which provides that "those who furnish work, labor or service in this State incidental to or in connection with the production or manufacture in this State of any article or commodity used in the conduct of trade, commerce or manufacture, shall fix the price at which such article, commodity or product shall



CHARLES HOPKINS CLARK

Of Hartford—Hartford of insurance companies and the Courant.

be sold by the producer or manufacturer thereof."

While the Law bill, as well as the Carroll bill, applies to all labor organizations and to all industries in New York State, publishers' organizations are chiefly interested at present in their application to the New York photo-engraving trade, in which the union has fixed retail prices for the past three years.

Both bills have received serious consideration during the past week, but it is not thought likely that either will pass at this session.

## How to Increase Your Saturday Evening and Monday Morning Revenues

For nineteen years we have been engaged in the business of creating local display for the larger newspapers. Of late years we have specialized in the increasing of Saturday and Monday revenues.

By means of a "Weekly Business Review Page" we have opened an entirely new field, in that we get the advertising from your local manufacturers and wholesale merchants. Thus we do not rob Peter to pay Paul.

The page, as now appearing in many large papers makes friends for the paper. It also makes friends for us, because our methods are legitimate. We sell the advertising, on 13, 26 to 52 week contracts which we renew before expiration.

If your rate is ten cents a line or more and none of our present papers compete with you, write us for details.

## THOMAS W. BRIGGS CO.

Operating in United States and Canada

HOME OFFICE, MEMPHIS, TENN.

Successors to Jones-Briggs Co.



# The Newspaper Publisher Is Doing Great Work, Stand By Him

The newspaper publishers of today are manufacturers. Into their finished product go vast quantities of expensive raw material, an extraordinary amount of costly skilled labor, and a great deal of brain, real brain.

Their output, the newspapers, nowadays of higher quality than ever before in the world's history, constantly and regularly produced and widely distributed, are very properly recognized as tremendous factors in the successful merchandising of nearly every other manufactured article.

No other manufacturers have been beset and badgered by such exasperating difficulties as have fallen to the lot of newspaper publishers.

It is not alone the high and uncertain price of newsprint and other material, but all too often, a question of any supply at all.

Their labor problem never deserts them for a moment. Wages have mounted to points to which salaries never aspired in days gone by, and salaries have gone figure mad.

They must face and fight their way constantly through the same transportation troubles that others battle with occasionally.

The newspapers are standing loyally and faithfully on tried and true precepts and principles. Their vigilance and the searchlight they constantly bring to bear does much to assure public safety now. Eventually the return of sanity and reason to lines of public thought will come all the more quickly and surely because the multitude of real newspapers of the land have not wavered nor wobbled.

They are teaching courage, cheer, optimism, and faith in our established institutions. They are

spreading the doctrine of Americanism with its uplifting message of equality and opportunity. They are proving that religious and political liberty is a fact and not a theory, whenever and wherever the sowers of seeds of unrest and discontent poke their dastardly faces.

The advertising manufacturer, his advertising agency, the advertising fraternity generally, owe to newspaper publishers a greater, more cheerful, and active spirit of helpfulness than ever before.

Moss-covered customs and precedents that hamper and restrict the newspaper publishers should be forgotten. Selfish requirements and demands founded thereon, that serve only to put obstacles in the publishers' way and prevent better service to all, should be taboo.

This is a new day, with new conditions, situations, and problems, and they are best met and most satisfactorily solved in every line of business by those of vision and mind who can see beyond the moment and think without the accompaniment of a precedent.

The pre-eminent value of newspapers among advertising media was absolutely established and acknowledged in the dark days behind us.

The need of the newspaper as an advertising medium was never greater than now, and surely will increase in days to come, when the period of re-adjustment already dawning will tax our resourcefulness to the utmost.

Right now every shoulder should go to the wheel with a hearty Heave Ho!

The newspaper publishers have truly earned and richly deserve unhesitating and unstinted support. Heave Ho!

## THE JOHN BUDD COMPANY

National Advertising Representatives of Newspapers

9 East 37th Street  
NEW YORK

Tribune Building  
CHICAGO

Chemical Building  
ST. LOUIS

Examiner Building  
SAN FRANCISCO

Title Insurance Building  
LOS ANGELES

Healy Building  
ATLANTA

Post Intelligencer Building  
SEATTLE

*Our New York Office Is Now at 9 East 37th St., Just East of 5th Ave.*





ARTHUR CAPPER,

Senator of the United States by a vote that could probably be measured by the combined circulation of his publications in Kansas.

**A. N. P. A. MEMBERS COME TO N. Y. FOR MEETING**

(Continued from page 7)

tising, based on gross sales' income and that it would be impossible to assemble a board of directors four times or more a year to revise appropriations.

The publishers' case, stated by a New York man who has been in close touch with paper and other publishing costs for many years, is that so long as a newspaper publisher does not know for a longer period than three months what his paper on contract will cost, and has no assurance from month to month that he will not have to bear increased labor expense, he cannot afford to set a rate for his advertising that will support the high costs at the end of the year without setting a twelve-month rate that will seem exorbitant for the early months of its duration.

He pointed out that the cost of print paper will probably continue to rise, but will not, business conditions remaining



ALEXANDER P. MOORE,

The Pittsburgh Leader and soft pearl grey hats are his hobbies. Lillian Russell—the famous—is his better half.

as at present, reach the point where officers, as such, have indicated their approval of a plan suggested in EDITOR & PUBLISHER, of a joint committee of publishers' and paper manufacturers' representatives to supervise the distribution of such paper, many individual purchases of paper will be curtailed with the result of a flooded market and toppling prices.

Neither will publishers raise advertising rates so high as to check the purchase of space and thereby decrease the demand on their paper store, which they would be compelled to do were advertising rates to be based for the year on the probable costs to be met in the last quarter of 1920, according to the tendency since last July in the price of paper and labor, the chief elements of expense in newspaper publication.

No indication could be secured as to what action the A. N. P. A. may take on the agency petition, but one prominent in the publishers' councils pointed out that the newspaper association had expressed its views on the subject at the November convention and that a reversal of the previous attitude was not likely.

**Diverted Newsprint**

Another phase of the paper question that will provide many publishers with food for discussion behind the closed doors of the convention sessions is the International Paper Company's suggested diversion of paper from contracted tonnage of publishers at contract price to publishers without supply. While neither the A. N. P. A. nor its members of the A. N. P. A. have expressed the opinion that the leading press associations of the country, led by the A. N. P. A., might advantageously co-operate in such a plan.

Interesting developments along this line are expected when the group of Southern publishers, members of both the A. N. P. A. and the Southern Newspaper Publishers' Association, are called together in the Waldorf-Astoria by President James H. Allison, of the S. N. P. A., to discuss the best means of co-operation by that association in any plan for the relief of the weaker publishers from the present spot-market prices.

**Southerners to Be Active**

Charles I. Stewart, chairman of the S. N. P. A. paper committee, and a sub-committee chairman of the A. N. P. A. committee on conservation and co-operation, has signified his willingness to serve as a member of a board to distribute paper diverted from contract tonnage of customers of the International Paper Company, and influential Southern publishers generally look with favor upon the International's plan.

Other matters which will come up for discussion at the gathering of the Southern clans is the setting of a date for the annual meeting of the S. N. P. A., which will probably be postponed from the week of July 5 to the week of July 19, because of the conflict of the first date with the Democratic national conventions.

H. N. Kellogg, chairman of the A. N. P. A. standing committee on labor, will present the report on labor affairs of the past year, giving concrete and collected evidence of the tremendous increases that have become effective in newspaper production costs since the spring of 1919.

Constructive work by the association in alleviation of the paper shortage will be outlined to the members in the report of the paper committee, which will be rendered by Chairman Elbert H. Baker, publisher of the Cleveland Plain Dealer, and in the president's report of Frank P. Glass.

Meeting of the directors in the office



MAJOR JOHN S. COHEN,

Maybe a relative of Octavus Roy, but his thoughts run to figures on the Atlanta Journal instead of mere words.

of the Boston Globe in the World Building at 10 o'clock Monday morning will start the A. N. P. A. ball rolling. While the directors are in session the paper committee will convene in the A. N.

P. A. office, and the advertising agents' committee will go into action after the first two meetings come to an end. The Advertising Bureau Committee will meet at 11 a. m. Monday.

Promptly at 10 a. m. on Wednesday morning, President Glass will rap for order in the Astor Gallery of the Waldorf and the convention will be under way whether all members are in their seats or not.

Luncheon on Wednesday will be given by the A. N. P. A. Bureau of Advertising.

Afternoon sessions of the association will start promptly at 2 p. m.

Thursday's chief event, outside of the convention sessions, will be the A. N. P. A. luncheon, which this year displaces the annual banquet of former years. This function is closed to all but members of the association and the committee-in-charge, of which Howard Davis, business manager of the New York Tribune, is chairman, has refused to divulge any information as to the speakers.

Friday's sessions will be devoted to the cleaning up of unfinished business, the election of officers, the appointment of a new committee-in-charge of the Bureau of Advertising, and the Bureau of Advertising luncheon to the directors of the A. N. P. A. and the Audit Bureau of Circulations. The luncheon will be served in the sun parlor of the Waldorf roof garden.

(Continued on page 38)



**Are You Covering the Country Like This?**

YOU may cover the United States with your "national" campaign like the fingers on a great out-stretched hand, but, unless you cover the great centers of population with the dominant newspapers in each locality, dense masses of consumers are slipping through your fingers.

Manufacturers of articles of general consumption will find in The Baltimore NEWS, approximately 100,000 net paid daily circulation, a paper for nearly every home in Baltimore in which English is spoken—a distribution for your selling appeal, we think you will agree, almost 100% complete.

And the beauty of this plan is that it requires not the changing of a line in any advertising you may have planned in publications of general circulation.

Do you want additional facts about the variety, distribution and comparative popularity of goods in Baltimore, together with the approximate cost of applying this plan to the 50 dominant newspapers in the 50 leading cities of the United States?

**The Baltimore News**  
Goes Home and Stays Home

DAN A. CARROLL  
Eastern Representative  
Tribune Building  
New York

*How a week*  
Advertising Manager

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago

Following Are Some Recent Orders Received for

# GOSS NEWSPAPER AND MAGAZINE PRESSES

## GOSS "HIGH SPEED" NEWSPAPER PRESSES

- Herald, Los Angeles, Cal. .... 1—Straightline, 5-Decker, 4-Page Wide
- Herald, Melbourne, Australia..... 1—Straightline Octuple
- News and Sentinel, Ft. Wayne, Ind.. 1—Straightline Octuple
- News, St. Paul, Minn..... 2—Straightline Octuples
- Star-Telegram, Ft. Worth, Tex..... 1—Straightline Octuple
- Gazette, Little Rock, Ark..... 1—Straightline Octuple
- Vindicator, Youngstown, Ohio..... 1—Straightline Octuple
- La Nacion, Buenos Aires, S. A..... 2—Straightline Octuples
- News, Omaha, Neb..... 2—Straightline Octuples
- Tribune, Chicago, Ill..... 6—Low Construction Octuples
- Times, Pawtucket, R. I..... 1—Low Construction Octuple
- Tribune, South Bend, Ind..... 1—Low Construction Octuple
- Press, Cleveland, Ohio..... 1—Super-Unit Decuple
- Post, Cincinnati, Ohio..... 4—Super-Unit Octuples
- Daily Mail, London, Eng..... 2—Super-Unit Octuples
- Mirror, Altoona, Pa..... 1—Straightline Sextuple
- Tribune, Johnstown, Pa..... 1—Straightline Sextuple
- Record, Wilkes-Barre, Pa..... 1—Straightline Sextuple
- Telegram, Salt Lake City, Utah..... 1—Straightline Sextuple
- Times, Akron, Ohio..... 1—Straightline Sextuple
- Every Evening, Wilmington, Del.... 1—Straightline Sextuple
- News, New York City, N. Y..... 1—Straightline Sextuple
- News, Providence, R. I..... 1—Low Construction Sextuple
- Union, New Haven, Conn..... 1—Low Construction Sextuple
- El Mercurio, Valparaiso, S. A..... 1—Straightline 4-Decker
- Euzkodi, Bilbao, Spain..... 1—Straightline 3-Decker
- Excelsior, Mexico City, Mexico..... 1—Straightline 3-Decker

## GOSS MAGAZINE PRESSES

- Ruralist Press, Atlanta, Ga. .... 1—64-Page Halftone and Color Press
- Richard Clay & Sons, London, Eng.. 1—Special Magazine Press
- W. F. Hall Printing Co., Chicago, Ill. 4—80-page Halftone Magazine Presses
- Amalgamated Press, London, Eng... 1—Special Magazine Press

## REBUILT PRESSES

- 4—Three Deckers.
- 1—24-Page Newspaper Press
- 2—16-Page Newspaper Presses.
- 3—8-Page Flat Bed Presses.
- 3—Four Deck Straightline Presses.
- 1—Four Deck Newspaper Press.
- 1—Double Octuple Press.
- 2—Straightline Sextuples.
- 1—Straightline Quad Press.

## ADDITIONAL UNITS FOR GOSS PRESS.

- Times, Buffalo, N. Y..... One Extra Color Arr't
- Drovers' Journal, Chicago, Ill..... Tapeless Folder
- Courier, Buffalo, N. Y..... 5th Deck for Octuple Press
- News-Letter, Belfast, Ireland..... 4th Deck for Present Press
- Times, Davenport, Iowa..... 4th Deck for High Speed Sextuple
- La Presse, Montreal, Canada..... 4—One-half 4-Page Wide Units
- Times, Trenton, N. J..... 4th Deck for High Speed Sextuple
- Star, Peoria, Ill..... 4th Deck for High Speed Sextuple
- Star, St. Louis, Mo..... 4th Deck for High Speed Sextuple
- Star-Telegram, Ft. Worth, Texas.... 4th Deck for High Speed Sextuple
- Star, Pasadena, Cal..... 3d Deck for High Speed Quad Press
- News, Dallas, Texas..... 2—4th Decks for High Speed Sextuples
- Blade, Toledo, Ohio..... 4th Deck for High Speed Sextuple

HOPE TO SEE YOU AT ROOM 117—WALDORF HOTEL

# THE GOSS PRINTING PRESS CO.

Main Office and Works:

1535 SO. PAULINA ST., CHICAGO, ILL.

New York Office:

220 WEST 42ND STREET

THE GOSS PRINTING PRESS CO. OF ENGLAND, LTD., LONDON

## MOON AND BRYAN JOIN VICTOR HANSON

Trio of Well Known Publishers Now  
Associated in Ownership of Bir-  
mingham News—Bought  
Frank Glass' Stock

(By Telegraph to Editor & Publisher)

BIRMINGHAM, Ala., April 14.—Victor H. Hanson, publisher of the Birmingham News, made the following statement to Editor & Publisher today:

"On Sunday, April 4, the Birmingham News announced the retirement of Frank P. Glass as vice-president and editor.

"Mr. Glass announced in a signed card that he had disposed of his 30 per cent interest in the News to myself and associates at a price satisfactory in every way to him. I announced in a signed card in the same issue the future editorial policy of the paper.

"My associates in the purchase of Mr. Glass' stock were Owen Moon, Jr., publisher of the Trenton (N. J.) Times, and John Stewart Bryan, publisher of the Richmond (Va.) News-Leader, for many years secretary of the American Newspaper Publishers' Association. The management and official personnel of the News remain unchanged."

### E. B. AULT ACQUITTED

State Fails to Produce Any Evidence  
of Malice

(Special to Editor & Publisher)

SEATTLE, Wash.—The case of the State against E. B. Ault, editor and manager of the Daily Union Record, charged with libeling four former



W. T. ANDERSON

"Fore" in the Forenoon Is His Game,  
Golf and the Macon Telegraph.

United States soldiers killed at Centralia on Armistice Day, was short-lived. It suddenly terminated in the second day of the trial when the court granted a motion of the defense for a directed verdict of acquittal, on the ground that the State had failed to prove that the article on which the prosecution was based was published with malicious intent. The State will appeal to the Supreme Court from the court's interpretation of the law.

"The gist of criminal libel in this State," Judge Ronald said, "is malice. Libel can be criminal whether the state-

ment complained of is true or false. It is just as much a crime to publish the truth maliciously as it is to publish a lie maliciously, and if no malice is shown there can be no criminal libel. The State has not introduced any evidence to show malice."

### Neglected to Mention Strike

MILWAUKEE, Wis.—William F. Netzer, manager of the Schlitz Hotel and Palm Garden, Milwaukee, has been arrested, charged with having advertised for kitchen help without giving notice that a strike was in progress, as provided by law. He is liable to a fine of \$2,000. Mr. Netzer said that the advertisement was one that had been running in the newspapers for a long time, and was not changed after the strike, because in the confusion no one at the hotel thought of doing it.

### Wins Damages in Assault

LA CROSSE, Wis.—H. E. Wheaton, editor of the Hokah (Minn.) Chief, has been awarded \$500 damages in a suit heard here against Daniel Brown, a stock buyer, who is alleged to have assaulted Wheaton as a result of articles questioning his loyalty. The bill of a Christian Science practitioner, who treated Wheaton, was allowed as part of the damages.

You read it in EDITOR & PUBLISHER.

## A.N.P.A. MEMBERS COME TO N. Y. FOR MEETING

(Continued from page 36)

Officials of A. N. P. A.

Following are the officers of the A. N. P. A.:

President, Frank P. Glass, Birmingham News  
Vice-president, Thomas R. Williams, Pittsburgh Press.  
Secretary, John Stewart Bryan, Richmond News-Leader.  
Treasurer, Edward Payson Call, New York Journal of Commerce.  
Directors:  
Elbert H. Baker, Cleveland Plain Dealer.  
Hilton U. Brown, Indianapolis News.  
J. E. Atkinson, Toronto Star.  
Harry Chandler, Los Angeles Times.  
D. D. Moore, New Orleans Times-Picayune.  
Hopewell Rogers, Chicago Daily News.  
Charles H. Taylor, Jr., Boston Globe.  
Standing Committee on Labor, H. N. Kellogg, Indianapolis, chairman.  
Committee on Paper, Elbert H. Baker, Cleveland Plain-Dealer, chairman.  
Postal Committee, Victor Rosewater, Omaha Bee, chairman.  
Committee on Advertising Agency Relations, Don C. Seitz, New York World, chairman.  
General Manager, Lincoln B. Palmer, World Building, New York.

# Do you know

That Duluth is the gateway to the world's largest mines—producing 85% of all the iron ore mined in the United States?

Do you know that the United States Steel Corporation is spending nine million dollars in Duluth for additional buildings and equipment to its present twenty-five-million-dollar plant?

Do you know that—

## Duluth Is a One-Paper City

—where quality and quantity of circulation combine to make a market for your product that can be reached more thoroughly through this one paper than through any other advertising mediums published?

Do you know that the newspaper with this intensified circulation in the Duluth market is

—THE—  
**DULUTH HERALD**

LA COSTE & MAXWELL  
Publishers' Representatives  
NEW YORK CHICAGO

Circulation greater by thousands than that of any other daily or Sunday paper in Minnesota, outside of the Twin Cities.

## MR. E. C. CONOVER

joins the

WM. H. RANKIN CO.

New York Organization

TWO years ago, E. C. Conover left the Chicago organization of the Wm. H. Rankin Co. to acquire additional experience in Eastern sales and merchandising methods with Mr. Conde Nast—first as Foreign Advertising Manager and later as Advertising Manager of three of the Nast publications.

Mr. Conover now returns to the Wm. H. Rankin Co. as Merchandising and Foreign Manager of the New York organization. The increased business of the Wm. H. Rankin Co.—New York organization—has made it necessary to steadily enlarge our force. Robert E. Rinehart, Vice President; C. E. Walberg, General Manager; A. W. Hutaf, Head of Art Department; Herbert Everett, Copy Director; F. A. Biederman, Service Manager; A. M. Van Horn, Production Manager; Palmer Terhune, Space Buying Department, and E. C. Conover, Merchandising and Foreign Manager, are the heads of well organized divisions, capable of rendering unusual service to manufacturers and corporations.

Mr. Wm. H. Rankin, Mr. Wilbur D. Nesbit, Mr. H. A. Groth and Mr. Myron C. Perley divide their time between the New York and Chicago organizations.

WM. H. RANKIN CO.

New York Organization

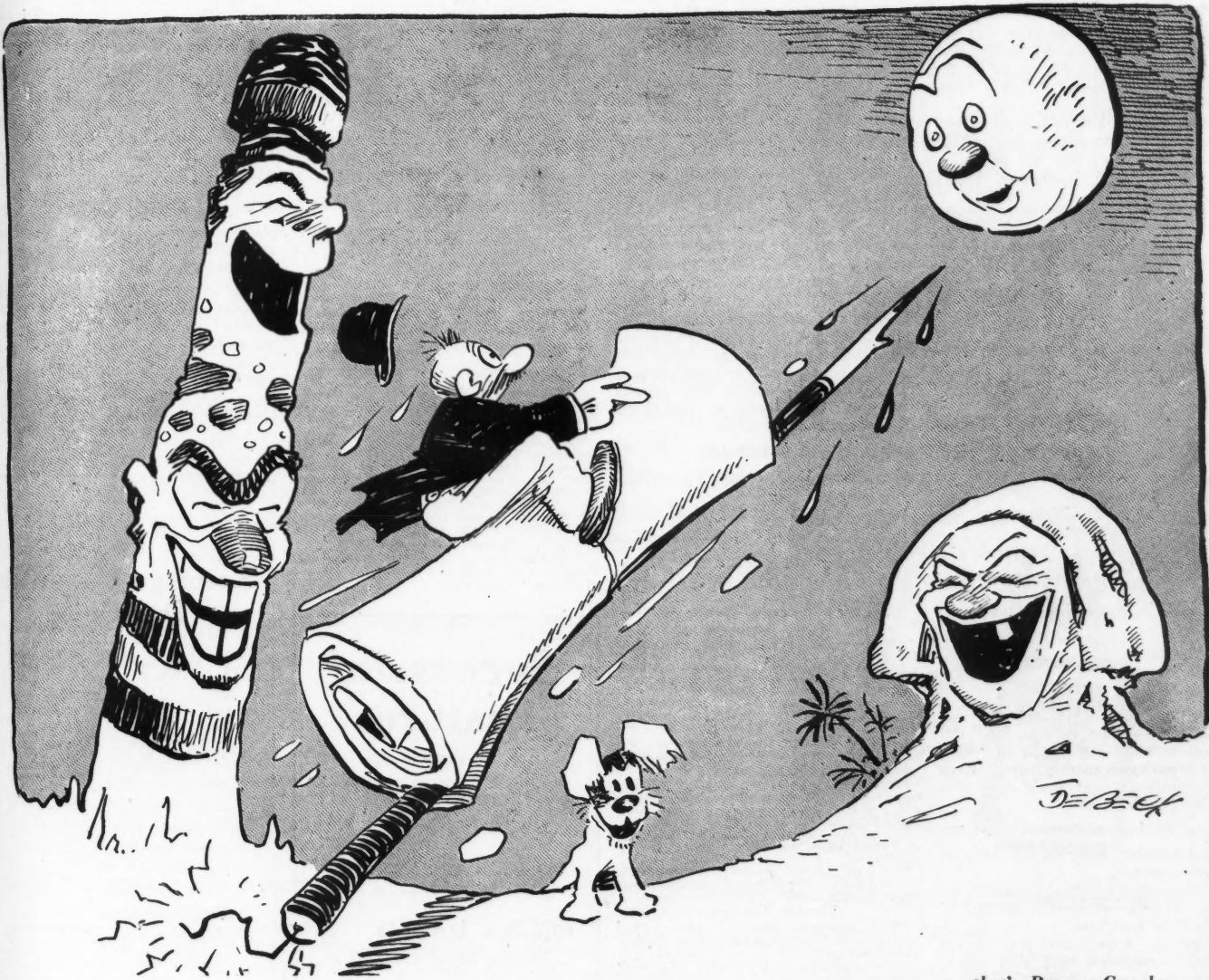
Advertising  
50 Madison Avenue, New York

Telephone Madison Square 1815

CHICAGO • WASHINGTON • LOS ANGELES  
SAN FRANCISCO



# The Funniest Newcomer in the Comic World!



—that's Barney Google

*SOMETHING almost as good as Barney may happen once in a long while, but nothing just like DeBeck's wonder-fun has hit this planet since comics began.*

## No Space Economy Like the RIGHT Comics

They make and hold more circulation than  
any matter occupying twice the space

## Barney Google Is a Hit — Your Next Move

# King Features Syndicate, Inc.

New York

## PROGRAM IS REVISED FOR NEWSPAPERS

A. A. C. W. Department Makes Changes to Conform to General Program Committee's Regulations — Record Attendance Expected

BY CHARLIE MILLER

President Newspaper Department A. A. C. W. and Business Manager Atlanta Georgian and American.

Here is a revised program for the meetings of the Daily Newspaper Department in Indianapolis, based on the time allowed us by the National Commission:

Monday, from 1.30 to 2.30 p. m. will be executive; from 2.30 to 4.30 will be open; from 4.30 to 6.00 will be executive, and from 8.00 o'clock until we are



E. W. BARRETT

The "Well, it may be true, but," expression is what comes of having once been a Washington correspondent. Even the Birmingham Age-Herald can't take that away.

through Monday night we will have an executive session.

Tuesday afternoon will be open to the public; Tuesday evening from 8.00 to 10.30 will be executive.

Wednesday afternoon from 1.30 to 2.30 will be executive, and from 2.30 to 6.00 o'clock the session will be open to the public. We are going to try to get the members of the Advertising Agency Department to meet with us Wednesday afternoon, as the entire time, from 2.30 on will be devoted to discussing the advertising agencies from the newspapers' standpoint.

### Will Meet with Ad Agents

Some of America's leading newspaper men will throw brickbats and bouquets at the advertising agencies while Collin Armstrong, chairman of the Newspaper Committee of the A. A. A. A., and Tom Basham, chairman of the Southern Council, will act for the agencies as catchers of the brickbats and bouquets.

We are not allowed to have any session on Wednesday evening, so will have to hold this over until Thursday afternoon when we will have an executive session between 1.30 and 2.30 to finish our business. In the event our department is forced to attend the Inter-Departmental session Wednesday afternoon we will cut out the executive session between 1.30 and 2.30, and shove

up the discussion of "What Newspapers Think of Some Advertising Agencies" to 12.30 and continue it until 2.30, when our department is supposed to meet and join in the Inter-Departmental discussions.

### 500-700 Expected

Membership in the Associated Advertising Clubs of the World gives every member who pays his registration fee in Indianapolis the right to attend our open sessions, but that only members of the Daily Newspaper Department, who have paid their dues, viz., \$10 a year, will be permitted to attend the executive sessions, which will be of utmost value to publishers, business and advertising managers.

Last year, over 200 newspaper men paid their dues in New Orleans. This year, we are expecting to have between 500 and 700 members attending the executive sessions, and Fred Millis, secretary and treasurer of our department, who is also executive secretary of the convention board, is arranging for a hall sufficiently large to take care of all our meetings.

In New Orleans, last year, we were crowded into a little narrow room, and we had to finally adjourn to the Elks' Club in order to find room enough to hold our business meetings. If we find that we are crowded for time, we will probably do as we did in New Orleans—meet at 12.00 o'clock and start the sessions while eating lunch.

### THE PROGRAM

The official Department program will be formally as follows:

Charlie Miller, Atlanta & Georgian American, president, will preside.

Fred Millis, Indianapolis News, secretary and treasurer.

Don Bridges, Indianapolis News, assistant secretary.

Bert Garstin, Louisville Courier-Journal and Times, sergeant-at-arms.

W. A. Beatty, Lexington Herald, traffic cop.

#### Monday Afternoon.

1:30 p. m.—Executive session. Report of officers.

2:00 to 2:30 p. m.—Executive Session. "Newspaper Co-operation," George M. Burbach, St. Louis Post Dispatch.

2:30 to 4:30 p. m.—Open session. "The Flat Rate versus The Sliding Scale," A. L. Shuman, Fort Worth Star-Telegram.

4:30 to 6:00 p. m.—Executive session. "Bonuses and Salaries." Speaker to be selected.

#### Monday Evening.

8:00 p. m.—Executive session. "Publicity Evils," A. G. Newmyer, New Orleans Item, and Lincoln Falmer, of the American Newspaper Publishers' Association.

8:45 p. m.—Executive session. "The Value of Special Pages," by W. A. Beatty, Lexington Herald.

9:30 p. m.—Executive session. "Elimination of Destructive Newspaper Competition," by James Wright Brown, Editor & Publisher.

#### Tuesday Afternoon.

2:00 to 2:30 p. m.—Executive session. "The Zone Idea in Merchandising," by W. J. Merrill, Chicago, Tribune.

2:30 to 6:00 p. m.—Open session. "The Daily Newspaper as a National Advertising Medium." The newspapers' value to the manufacturer will be discussed by a speaker to be announced later.

From the advertising agency's standpoint, the speaker to be announced later.

From the jobbers' standpoint by G. B. Moxley, general manager, Keifer-Stewart Company, Indianapolis, Ind.

From the retailers' standpoint, by Horace Ryan, advertising manager, L. S. Ayers & Co., Indianapolis, Ind.

From the newspapers' standpoint, by Frank Webb, Baltimore News, and Frank Carroll, Indianapolis News.

#### Tuesday Evening.

7:30 to 9:30 p. m.—Executive session. "Classified Advertising." Will be discussed from every standpoint by four or five of America's leading classified advertising managers. C. L. Perkins, of the Perkins Classified Service, and in charge of the classified advertising promotion for Editor & Publisher, will be leader of the discussion.

9:30 to 10:30 p. m.—Executive session. "Developing Newspaper Advertising in the Smaller Cities," by Lowry Martin, business manager Corsicana Daily and president of the Associated Advertising Clubs of Texas.

#### Wednesday Afternoon.

1:30 to 2:30 p. m.—Executive session. In case the inter-departmental sessions Wednesday afternoon will conflict with the newspaper department's session to be held between 1:30 and 2:30 p. m. The open session will be shoved up to 12:30 p. m. and finished before the inter-departmental session is called.

2:30 to 6:00 p. m.—Open session. "What Newspapers Think of Some Advertising Agencies." The newspaper side will be presented



W. A. HENDRICK

Not always so serious—that is one of the results of having the New Haven Times-Leader in the same town with Yale.

by M. E. Foster, publisher of the Houston Chronicle; Bert Garstin, Louisville Courier Journal and Times; Charlie Miller, Atlanta Georgian-American and others.

The advertising agency's side will be presented by Collin Armstrong of the Collin Armstrong Agency and president of the newspaper committee of the American Association of Advertising Agencies, and by Thomas Basham, of the Basham Agency and president of the Southern Council of the American Association of Advertising Agencies.

#### Thursday Afternoon.

12:30 to 2:30 p. m.—Executive session. Completion of unfinished business. Election of officers. Adjournment.

## OLD PAPERS ARE MONEY IN BUFFALO

Commercial Exchanges Current Editions for Day-Old Copies of Itself or of Buffalo News—Waste Makes New Paper

(Special to EDITOR & PUBLISHER)

BUFFALO.—The Commercial is now exchanging copies of all its editions for out-of-date editions of its own newspaper or of the Buffalo Evening News. The Evening News was added to the Commercial as an exchange medium as its editions are usually the largest in Buffalo. The only conditions of the exchange offer are copies must be at least one day old and be complete.

E. J. McCone, business manager of the Commercial, said the exchange plan had proved very successful during the first week of its operation and that the plan would be continued. Exchanges are made only by street salesmen or at the newspaper's main office.

The Commercial is being wholesaled for 30 cents a hundred and editions given in exchange for it are frequently worth \$1.20 to \$1.40 a hundred as waste paper. The Commercial has its own mill where it reconverts the returned copies into newsprint. News dealers are given full credit for copies taken in exchange.

## Keeping Up With The Times

A FACT A WEEK

Put out of the reckoning, for the moment, the phrases, "most responsive circulation," "the paper of results," "a hundred thousand lines gained a month," "advertising refused," "the paper of the home," and think of The Washington Times in this aspect:

The Washington Times has 60,000 daily buyers—all in one edition—not duplicated (population and circulation figures prove that)—sells out completely every day—circulation growth limited by white paper shortage.

This big Times city is waiting, money in hand, to buy the products that appeal. The rest is up to the advertiser.

## The Washington Times

WASHINGTON, D. C.

## Successful Features

### ASK ME!

The original information service for the home page by Carolina Jewett. For eighteen months a SUCCESS on 31 papers.

### REGINA DARK'S

Letter from New York. Sprightly, smart and effective in large or small cities. A SUCCESS on seventeen newspapers.

### ENIGMARELLE

The reader-participating creation of Justin Fair, who originated KWIZ and WHAT DO YOU KNOW ABOUT AMERICA? the twin SUCCESSSES of syndicate history.

No odds how short you are on white paper—you can't afford to overlook these SUCCESS features. Samples and prices on application.

## Fair & Jewett, Ltd.

CLARA L. FAIR, President

1544 Aeolian Hall, N. Y. City



# The South Needs Help

The great buying South has sent out a call for help.

Her tremendous agricultural growth calls for the most modern agricultural equipment. It also calls for more economical household equipment—everything to lighten the labor of the Southern housewife, who, like other housewives everywhere else, is confronted with the servant problem.

The call is for more automobiles and automobile equipment — m o r e semi-prepared foods, more clothing—more of everything for the farm, the home, the office, the store and the factory.

The great industrial advances—especially in mining and manufacturing—call for more machinery—more of everything in the factory line.

In fact, the South wants more machinery and more merchandise. And, what is best, she has the *money* to *pay* for it—not only *money*, but *production* of things that the North, East and West are constantly demanding from the South.

This is not an appeal; it is a demand.

Manufacturers, get to these people—get to them with your goods. Write to these progressive co-operating Southern newspapers to tell you about their respective markets.

They will tell you where and how to get in and get in good. They have co-operation in their blood.

They co-operate with you, with the dealer, and carry your message and your dealers' message to the consumer in a more effective way than any other power on earth.

Write to Mr. W. C. Johnson, Secretary S. N. P. A., Chattanooga, Tenn., for the *Big Free Book* entitled, "*The Great Southern Market*," which is yours for the asking. It tells you all about the great prosperous 20th century South and its tremendous buying power.

## Write for this Book



It tells you all about what the South wants



Prepared under the direction of the Southern Council of American Association of Advertising Agencies

<p><b>ALABAMA</b> Anniston Star Birmingham Age-Herald Birmingham Ledger Birmingham News Gadsden Journal Gadsden Times-News Montgomery Advertiser Mobile Item Mobile Register</p> <p><b>ARKANSAS</b> Fort Smith Times-Record Little Rock Arkansas Democrat Helena, The World Jonesboro Daily Tribune</p> <p><b>FLORIDA</b> Gainesville Sun Jacksonville Times-Union Miami Herald Orlando Reporter-Star Palm Beach Post Pensacola Journal St. Augustine Record St. Petersburg Independent Tampa Times Tampa Tribune Daytona News</p> <p><b>GEORGIA</b> Atlanta Constitution Atlanta Georgian &amp; American Atlanta Journal American Times-Recorder Albany Herald Athens Herald Augusta Chronicle Augusta Herald Columbus Ledger Columbus Enquirer-Sun Dublin Courier-Herald Macon News Macon Telegraph Savannah Morning News Waycross Journal-Herald Moultrie Observer Rome News</p> <p><b>KENTUCKY</b> Lexington Herald Lexington Leader Louisville Courier-Journal Louisville Herald Louisville Times Paducah Evening Sun</p>	<p><b>LOUISIANA</b> Baton Rouge State Times Lake Charles American Press New Orleans Daily States New Orleans Times-Picayune Monroe News-Star New Orleans Item Alexandria Town Talk New Orleans Times-Picayune</p> <p><b>MISSISSIPPI</b> Jackson News Meridian Star Vicksburg Post</p> <p><b>NORTH CAROLINA</b> Asheville Citizen Charlotte News Charlotte Observer Concord Tribune Greensboro Daily News Hickory Record Kinston Free Press Raleigh News &amp; Observer Raleigh Times Rocky Mount Telegram Salisbury Post Winston-Salem Sentinel Wilmington Dispatch Wilmington Star Winston-Salem Journal</p> <p><b>OKLAHOMA</b> Oklahoma City Oklahoman Muskogee Times-Democrat</p> <p><b>SOUTH CAROLINA</b> Anderson Daily Mail Columbia Record Columbia State Greenwood Index-Journal Greenville News Orangeburg Times-Democrat Spartanburg Journal and Carolina Spartan Greenville Piedmont Rock Hill Herald Spartanburg Herald Sumpter Item Florence Times</p>	<p><b>TENNESSEE</b> Chattanooga News Chattanooga Times Clarksville Leaf-Chronicle Jackson Sun Knoxville Journal &amp; Tribune Knoxville Sentinel Memphis Commercial Appeal Memphis News-Scimitar Nashville Banner</p> <p><b>TEXAS</b> Beaumont Enterprise Corpus Christi Caller, Corsicana Dallas News &amp; Journal Dallas Times-Herald El Paso Herald El Paso Times Fort Worth Record Fort Worth Star-Telegram Gainesville Register Wichita Falls Recorder-News Galveston News Houston Chronicle Houston Post Paris News San Antonio Light Temple Telegram Waco Times-Herald Hillsboro Mirror Ranger Daily Times Wichita Fall Times</p> <p><b>VIRGINIA</b> Lynchburg News Petersburg Progress Richmond News-Leader Roanoke Times</p>
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## SOUTHERN NEWSPAPER PUBLISHER'S ASS'N.

W. C. JOHNSON, Sec., Chattanooga, Tenn.



**SMALL PAPERS HAVE SUFFERED TO LIMIT**

**Prediction That They May Soon Be Forced Into Chain Control—A. N. P. A. Policy Toward Small Publishers Criticized**

By WILLARD E. CARPENTER,  
Chairman Board of Directors of Inland Daily Press Association and Member of A. N. P. A.

Unless the newspapers outside of the metropolitan sections take immediate steps to organize and lay out definite plans for constructive and educational work, I look for the establishment of

would be forced to suspend, we hope to tide over many newspapers, where suspension would be a great loss to their community and state, until such time as they can collect themselves and get on their feet to meet the exigencies of these trying times. We are indebted to Philip T. Dodge, president of the International Paper Company for his action in mailing a letter to the company's customers asking for the release of 1 to 2 per cent of their contract tonnage for the months of April, May and June, and words fail to express the gratification of the smaller publishers to the hearty response of the newspapers that answered the call. The grievous part is that so very few metropolitan dailies responded.

**Criticizes A. N. P. A. Policy**

It was impossible to carry through the original plans, owing to the lack of co-operation of the American Newspaper Publishers' Association's newspaper committee. Chairman Baker was asked to name a member on a board of three to take the distribution of the diverted paper in hand, but when Mr. Dodge insisted that if the large papers were willing to assist the smaller ones, the price charged the small paper should be the contract price plus the cost of application investigation. Mr. Baker took the ground that he would be willing to appoint a member of the committee only if the small papers were charged the spot market for the paper. This would, in reality, be no help at all.

The organization as now just formed is entirely a volunteer service and is headed by R. S. Kellogg, executive secretary of the Newsprint Service Bureau, maintained by the manufacturers of newsprint paper to collect data pertaining to their business. Mr. Kellogg is exceedingly well qualified for the responsible position as chairman of the executive committee in charge of newsprint distribution. Those asked to serve with Mr. Kellogg are: Wil V. Tufford, secretary of the Inland Daily Press Association (the directors of I. D. P. A. will co-operate with Mr. Tufford and pass upon applications in their respective states); Charles I. Stewart of the Lex-

ington (Ky.) Herald, chairman of the newspaper committee of the Southern Newspaper Publishers' Association; Benjamin H. Anthony of the New Bedford (Mass.) Standard has been asked to represent the New England States; and H. C. Hotaling, executive secretary of the National Editorial Association of St. Paul, Minn., will assist in the distribution in states not otherwise covered.

We aim to have an advisory board consisting of John Sullivan, secretary and treasurer of the Association of National Advertisers; James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies; Stanley Clague, managing director of the Audit Bureau of Circulation; and Willard E. Carpenter, representing the daily newspapers.

**Small Papers Can't Pay Prices**

Day after day the spot market is steadily rising and each advance of a cent means an increase in cost of \$500 on a carload. A few years ago the average carload cost \$1,000. Today the same carload would cost \$7,000, and no 8-page paper in the country is financially

(Continued on page 46)



KENT COOPER

Speed—that's what they all cry when they head a traffic department like that of the A. P.



JACKSON S. ELLIOTT

Yes, Sir. This is just the way he greets press agents. If you don't believe it, tackle the news desk of the A. P. some busy day.

the chain newspapers conducted along similar lines with the chain 10-cent stores, grocery and eating-places.

There is every evidence that a revolution is going to take place in the publishing business among the comparatively small newspapers. Business has been conducted as individual units on practically a hit or miss policy. Not much attention has been given cost systems. Newspapers have subsisted by the grace of God, political contributions and various divers and some great methods, while overly anxious sales departments have supplied mechanical equipment at a very low figure,—so the newspaper business has thrived very much like mushroom in their season.

**A Period of Chaos**

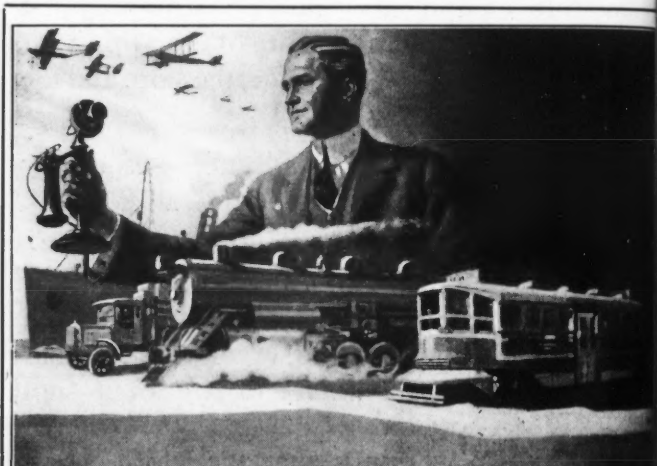
The past three or four years has, of course, shown a marked development and improvement, but the coming year will undoubtedly be one of chaos and I am afraid the life work of many publishers is going to be wiped out because it seems almost impossible to get the owners of the vast number of newspapers to realize what is before them. I am afraid that their dilatory methods will not be changed in time to prevent their annihilation, which must surely come unless some unforeseen power lends a helping hand. When this devastation has taken place, mathematical calculation will determine fruitful territory and newspapers will be handled from a central head like a chain of cigar-stores.

With an organization that we are now perfecting to distribute a certain amount of print paper to publishers having no source of supply and who otherwise



FREDERICK ROY MARTIN

Lots of work and little joy convention week is the way the assistant general manager of the A. P. must feel—if you will permit us to judge.



**THE MEASURE OF PROGRESS**

The progress of the past, as well as that of the future, is measured by criticism—for criticism exists only where there also exists faith in ability to improve.

We do not criticise an ox cart or condemn the tallow dip, for the simple reason that they are obsolete. During the reconstruction period through which our country is now passing, if the public does not criticise any public utility or other form of service, it is because there seems

to be but little hope for improvement.

The intricate mechanism of telephone service is, under the most favorable conditions, subject to criticism, for the reason that it is by far the most intimate of all personal services.

The accomplishment of the telephone in the past fixed the quality of service demanded today; a still greater accomplishment in quality and scope of service will set new standards for the future.



**American Telephone and Telegraph Company and Associated Companies**

One Policy      One System      Universal Service

*By Universal Service Special Wire  
Newspapers of America Will Get The*

# GREATEST HEADLINERS OF THE NATIONAL CONVENTIONS

A list of the notable writers whose feature reports will be carried over  
Universal Leased Wire from Chicago

**WILLIAM JENNINGS BRYAN**, the best known political writer in the country. A dominant figure at the San Francisco convention and authoritative writer at Chicago, His name is the greatest circulation feature obtainable. He will receive the highest price ever paid for any assignment. Our contract insures exclusive right to Bryan's morning newspaper articles.

**SENATOR JOSEPH I. FRANCE**, of Maryland whose recent progressive utterances on national problems have brought him prominently into the national limelight.

entered Congress. Sure to give intensely interesting series.

**SENATOR ARTHUR CAPPER**, of Kansas, a newspaper editor and publisher before he

**BUGS BAER**, the widest known paragrapher in newspaper life. For sheer reading entertainment his report of the proceedings at both conventions will be incomparable.

**FANNIE HURST**, the foremost woman short story writer in America. Miss Hurst's reading public embraces millions who for years have admired her keen insight into human character and enjoyed her crisp humor.

**DAMON RUNYON**, one of the most picturesque and original newspaper writers of the day. His feature stories contain a quiet humor and unique comment striking and entertaining.

## At the Democratic Convention in San Francisco:

William Jennings Bryan—Peter B. Kyne—Fannie Hurst—Senator David I. Walsh of Mass.—Damon Runyon—Bugs Baer

**EMINENT WRITERS—WORLD FIGURES—**who *know* politics and whose names alone guarantee the Best and most authoritative series of articles ever offered

**UNIVERSAL SERVICE, Inc., New York**

# Leadership

**T**HE News-Times is the dominant paper in the South Bend territory—northern Indiana and southern Michigan.

During the last six months the News-Times carried 155,722 more lines of motor advertising than its competitor. This record clearly demonstrates the fact that the News-Times dominates in northern Indiana and southern Michigan in automobile advertising. More and more national advertisers are selecting the News-Times in South Bend.

What is true in motor advertising applies in a general way. Whatever your product the News-Times is your medium for the South Bend field.

Let us send you News-Times, Jr.

## South Bend News-Times

Morning—Evening—Sunday

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE, LORENZEN & WOODMAN

Chicago, New York, Detroit, Atlanta, Kansas City

## TEXTS ON NEWSPAPER ADVERTISING COMPLETED AFTER YEAR'S LABOR

**"How" and "Why" Title of Collections by Committee on Newspaper Research, Which Covers Every Angle of Advertising Appeal**

WHEN self is forgotten in the interest of achievement the result is always work well done.

That explains the importance of two books now going to press and why it is safe to say that they will wield a greater influence on newspaper advertising during the next twenty years than any work that has been previously done.

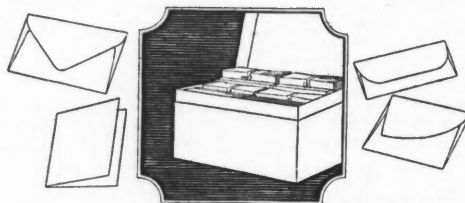
Each of these books is complete in itself; each contains the best thoughts of many working toward the achievement of the ideal in newspaper advertising. One is "Why" and the other is "How" on attainable ideals of newspaper advertising.

Some conception of the completeness of this work is gathered from the history of its making. Its contents have been a subject of discussion for years,

The contents of the two books were compiled under the supervision of a committee composed of Carl W. Jones, Malcolm H. Ormsbee, Merrill Rogers, Benjamin Sherbow and R. J. Walsh.

This committee really acted as a court of last resort and passed upon all suggested ideas and ideals. This court met as often as three times a week during the year and never less than one time. The court passed judgment from each of the different angles of advertising appeal. The viewpoint of this court on the various suggested subjects coming before it might be divided as follows: Mr. Jones, treatment from the local standpoint; Mr. Ormsbee, treatment from the national standpoint; Mr. Sherbow, type appeal, Mr. Rogers and Mr. Walsh, copy and art appeal, and the

### Creating Character



**I**T is often wise to feature a single product, not necessarily the most important or one even with great sales possibilities, but one illustrating best the character of the store.

For a high grade store particularly, this method is more effective than the display of a miscellaneous assortment of items.

#### Featuring Goods

Special lines which you desire to push may be featured with the prices here. This display is sufficient and there is text enough for description.

\$125

#### Type Used

The type used in this advertisement is Century expanded—12 pt., 6 pt., leaded above, and 8 pt., leaded 2 pt. in these small blocks.

\$5

#### Legibility in 8 point

This face is one of the most legible when it is necessary to use a small point because of the narrow measure in which it must be set.

75¢

### Try Featuring a single product

Every angle of newspaper advertising is treated in each of the examples of attainable ideals appearing in the book just issued on "How." Here we have one of the hundreds of examples, which conveys some idea of the completeness of the work.

It was a work that belonged to all of the newspapers of the country, but its accomplishment belongs to a small group of men who have given much of their time to it for one year and to six daily newspapers — namely, the Brooklyn Eagle, Minneapolis Journal, Des Moines Capital, Sacramento Bee, Milwaukee Journal and Omaha World-Herald, and their national representatives, O'Mara & Ormsbee, Inc.

merchandising force of the combined appeals. The members of this important committee need no introduction to the publishers and advertisers of America and it is to the credit of the work now completed that none of them will claim any part of the contents of either book as his finished work.

Acting with this committee was an advisory committee composed of Charles W. Beck, Jr., of Philadelphia; Fred

Bertach, Johnson, Perley, Woodruff, John T. I. George Hill of New York, Cleveland, and A. B. This copy and various subjects. The publication of the foreword "Why," a ideals. It that forew "There e and attain paper and may arriv be reache be becaus neglect the able, in ideals. "This is but alway newspaper immediate and newsp "To mal newspaper mediums, sion made cause this nothing to "But, w and the are points preached "With n facturer m goods toge and cheap means, do "A reta may have publicity riser using "Both t way to th directions. "The ne than be agencies a the metho "This s newspaper for all' I and is not dealer wh ments an ploys agen something will find read. "There elementary knew then that they paper me E The be chapters heads: "ising," "al Medium "High Fr lution an "Dealer Newspap Under s of newsp Every pr national s corner gr argument spare is straight-f The se doubt att appeal rea men. A the busin



Hetch, Oscar Bryn, Charles Everett Johnson, Gerald Page-Wood, Myron Perley, Walter Whitehead and J. B. Woodruff, of Chicago; Richard Connell, John T. De Vries, Edward C. Doble, George Illian and Egbert G. Jacobson, of New York; Wilfred O. Floing, of Cleveland, and B. J. Musser, Amos Stote and A. B. Sullivan, of Philadelphia.

This committee suggested layouts, type and art appeals and offered suggestions and advice on the treatment of various subjects.

The publications are, as is stated in the foreword contained in the book on "Why," a presentation of attainable ideals. It is well to quote here from that foreword:

"There is a difference between ideals and attainable ideals. The perfect newspaper and the perfect use of its space may arrive some day. The peaks may be reached. If they are, however, it will be because somebody, today, did not neglect the foothills—the lesser, but gettable, improvements; the attainable ideals.

"This is a study of such new and old, but always better and effective uses of newspaper space as can be laid hold of immediately by newspaper advertisers and newspaper publishers.

"To make the study is to concede that newspapers are not perfect advertising mediums, but can be bettered—a concession made comfortably and frankly because this book solicits nothing and has nothing to sell.

"But, what newspapers can do today, and the more, they can do tomorrow, are points ill understood and seldom preached even by newspaper men.

"With newspaper advertising a manufacturer may bring the consumer and the goods together, everywhere, as infallibly and cheaply as a shopkeeper, by the same means, does anywhere.

"A retail merchant, in his local paper, may have as artistic and well-written publicity as the typical national advertiser using general mediums.

"Both these ideals are attainable. The way to them is pointed out in practical directions.

"The newspaper publisher can do more than he does now to co-operate with agencies and advertisers. The need and the methods are indicated.

"This study resembles its subject, the newspaper, in one respect. It 'shines for all.' It has something for everybody and is not exclusively for anybody. The dealer who writes his own advertisements and the manufacturer who employs agencies will each, it is hoped, find something interesting. But each, also, will find a good deal to pass over unread.

"There are even some points decidedly elementary. Will the agency man, who knew them all long ago, please remember that they are put in largely for newspaper men to ponder on?"

**Every Phase Covered**

The book on "Why" contains nine chapters divided under the following heads: "The Sleeping Giant of Advertising," "Pros and Cons," "The Universal Medium," "High Speed Advertising," "High Frequency Advertising," "Distribution and Advertising," "The Retailer," "Dealer Help" and "Possibilities in Newspaper Service."

Under subheads every angle and phase of newspaper advertising is treated. Every problem, from that of the great national space buyer to the owner of the corner grocery, is touched upon; every argument against the use of newspaper space is taken up and answered in a straight-from-the-shoulder manner.

The second book, "How," will no doubt attract the widest attention. Its appeal reaches into every avenue of business. A copy in the hands of a man in the business world, no matter how small

that man's business, will be the means of increasing the earning power of that man's efforts through advertising.

This book of 40 pages, regular newspaper size and stock, is so complete in its treatment of the subject of how to advertise that it is hard to treat it here.

Sixty-eight products are treated in separate advertisements and run the gamut from dogs to farm tractors; there are 169 ideas or principles treated in as many examples; there are 68 treatments of the technique of illustration; there are 33 treatments of processes of reproduction. There are also five technical articles divided as follows:

1. Effective Copy for the Newspaper Advertisement.
2. Layout Analysis.
3. The Best Use of Illustration in Newspaper Advertising.
4. The Best Engraving Process for Newspaper Advertising.
5. The Effective Use of Type in Newspaper Advertising.

**Will Help Every Business**

There is not a newspaper advertiser in America who cannot find in this book a treatment of his particular kind of advertising from the standpoint of greater appeal. But the greatest good will undoubtedly result from the fact that in studying his problems he will have before him his own advertisement as it would appear if written and laid out by experts.

We do not think we are overstating the case when we say that these two books are the greatest contribution ever made to newspaper advertising and that they will be the most discussed contributions to that great driving force for prosperity and good during the year of 1920.

**COURT AVOIDS TANGLES IN SCIENTIST SUIT**

**Won't Permit Attorney General to Become Litigant—Refuses to Order Monitor to Publish Judicial Proceedings**

(Special to EDITOR & PUBLISHER)

BOSTON.—The request of Attorney-General Allen to be permitted to intervene and thus become a party to the litigation between the trustees of the Christian Science Publishing Society and the board of directors of the Christian Science Church was refused by Judge Pierce at yesterday's session of the Supreme Court.

It was finally agreed, after the petition of the Attorney-General had been disposed of, that the issues raised by the exceptions to the master's report in the Eustace-Dickey case would be reserved for the full court without any preliminary argument before a single justice. The full court does not sit until next October, so that the Eustace-Dickey case would appear to go over until that time unless the court should grant a special hearing.

In his argument Attorney-General Allen laid stress on the claim that the directors of the Mother Church by the terms of the manual have the central authority over the whole church and have the right to remove members of their own board or of the board of trustees of the publishing society.

**Will Install 12 Wood Presses**

PHILADELPHIA.—James Elverson, publisher of the Inquirer, has contracted for six octuple Henry A. Wise Wood newspaper presses and has stated his intention of ordering six more similar machines as soon as they can be installed. Development of the Wood press has just been completed at a cost of nearly \$1,000,000, its manufacturers say.



"DISTINCTIVE AND DIFFERENT... IT MEETS OUR EXPECTATIONS."

"WE have been using the Cross-Atlantic Newspaper Service for two weeks. It meets our expectations and has furnished us with a lot of good exclusive stuff.

"WE had a foreign service in addition to the Associated Press before we took on the Cross-Atlantic and on that account hesitated to take the latter, but we have found that the duplications are very infrequent and that the Cross-Atlantic has brought us a number of very good stories.

"IF the quality of the service is maintained—and I have no reason to doubt that it will be—we expect to get from it much that will make the pages of the Tribune distinctive and different from those of our contemporaries in our own field."

Yours truly,

*J. S. McLain*  
Editor.

—extract from letter from J. S. McLain, editor of the Minneapolis Tribune, to Cross-Atlantic Newspaper Service.

**CROSS-ATLANTIC Newspaper Service**

NEW YORK—134 West 36th Street

LONDON  
Cross-Atlantic House  
184, Fleet Street, E. C. 4

MONTREAL  
Dominion News Bureau, Ltd.  
165 St. James St.

**SMALL PAPERS HAVE SUFFERED TO LIMIT**

(Continued from page 42)

able to pay this advance out of its running expenses.

If figures are correct, I believe that the Eastern States use 50 per cent of the mill output; several other large cities 25 per cent. So 75 per cent of the papers ask only for a 25 per cent allotment.

If the small publishers should ask why Chairman Baker demanded that

there should be no more railway transportation on an exchange basis.

It was the kick of a cow that started the conflagration in Chicago. It was the kick of a South Dakota publisher that started action in Washington. Both the cow and the publisher evidently became tired of being continually milked on a sore spot.

'Tis said the mills of the gods grind exceedingly fine. There is also a saying to the effect that one is not comfortable when having to select between the devil and the deep sea. It is to be hoped that when the A. N. P. A. members sit in solemn conclave and deliberately pass upon what shall be the fate of the small papers, they will not emulate the contented cow or the complacent hog, for even his pigship seems to change his mind while he hangs upon a spit with his life slowly ebbing away.

**OHIO SELECT LIST MEETS**

**Print Paper Lack Only Check on Members' Advertising Gains**

(By Telegraph to Editor & Publisher)

COLUMBUS, Ohio, April 15.—The Ohio Select List held its meeting here April 12, with 35 present. William A. Thomson, director of the A. N. P. A. Bureau of Advertising, of which entire list are members, addressed the meeting. It was voted to increase composition rates from five to eight cents, because of increased



RICHARD HOOKER

Every person knows the Springfield Republican, when it speaks we all listen. Likewise, when its publisher speaks his audience is attentive. Off-hand we would say he is getting ready to speak.

the small publishers pay the spot market, some might be unkind enough to say that the large publishers desire to keep the spot market high in order to keep paper on hand for their use in case an extra supply was needed to meet the present orgy or "jag" advertising, which is the primary cause of the unusual demand for newsprint—for there is no shortage in output.

**1920 will show an increase of 10 per cent over 1919 with an output of 2,400,000 tons.**

Although a member of the A. N. P. A., I have not seen the closets where cobwebs are said to hang in clusters and the bones of past newsprint skeletons lie mouldering in the dust of by-gone days. Small papers are admitted to membership, but they have no representation on the governing boards of the A. N. P. A. or the Bureau of Advertising of the A. N. P. A., and no evident attempt is made to bring together, with a view of a better understanding, the large mass of papers that so far have been controlled by a small minority.

**Convention Warning**

I am afraid that the complacent publishers are sitting over a smouldering volcano and the awakening of China may not be compared to the awakening of the small publishers when they discover their full power. There is every evidence that a wearied Congress may now or later, if sufficient prodded, pass drastic legislation adverse to all publishers.

It is not so many years ago that the Government, through the Inter-State Commerce Commission, decided that newspaper publishers needed a guardian from the inborn Yankee trait of barter and exchange, so it passed a law that



ALDEN MARCH

You guessed it right, Philadelphia—the Press. They say working within a block of Independence Hall will make you very serious.

labor costs. Members protested against the proposed tax on advertising.

The treasurer reported \$700 on hand and all bills paid. A new edition of list booklet was ordered to be printed in July. The next meeting will be held at Columbus and the annual meeting is scheduled for the first week in August. All members reported their advertising is now limited only by their ability to secure print paper.

**TEXAS AD CLUBS TO MEET**

CORSICANA, TEX.—The annual Texas Advertising Conference will be held here during the "Spring Fiesta," April 19-20. The membership of the advertising clubs of the State now runs over 1,200, with several clubs now in the making.

**The Inland Daily Press Association**

**expresses its appreciation for the generous national patronage of the past year**

The census of 1920 already shows that the center of this great empire—the United States—has moved and is now firmly established in the

**Great Mississippi Valley—the Greatest Food Producing Section of the World**

And the population of this section, and the corresponding influence of its prosperous newspapers, have grown to such an extent that National Advertising is now planned to cover this great section of cash buyers, where food produces wealth, and wealth buys prepared foods and luxuries.

The patronage accorded the

**Inland's One Hundred and Forty-nine Daily Newspapers**

in this section the past year has been so generous and they have been assured that it has been so profitable to the advertisers, that the officers of the association, for all its members, desire to thus publicly extend the united and earnest thanks of its members for such patronage.

The combined circulation of its Six-Day-Week members is 1,538,591 each day, of paid subscribers, to which must be added the great circulation of its widely distributed Sunday papers.

The Inland Covers Ten States of the Great North Mississippi Valley—the greatest food producing section of the world, consequently the greatest cash market of the world.

The Inland papers have an annual circulation of 480,140,592.

In six of these states it has a combined circulation of 1,512,249 each day of the week.

The average daily circulation of its members is 10,398—All home papers going directly to buyers and consumers.

These are sworn circulation records.

Again expressing the thanks of its members we are cordially yours,

**JOHN SUNDINE, President, Moline, Ill.**

**WIL V. TUFFORD, Sec.-Treas., Clinton, Iowa.**

Whom to address for any information desired.



**GATHERED AT RANDOM**

William Slaven's McNutt's hair had been falling out in bunches until about a week ago. At that time he met a friend from Greenwich Village who told him if he would have it cut off he could save it. He did but the barber kept it. His dome now shines except where the freckles show. His troubles are not over, however. His home is up at Lake Umbagog and every time his train pulls out of Ossining he has to get about three people to identify him to keep the conductor from having him put in prison.

**Docked the Ship, as It Were**

The management of the Palmolive company was so pleased at the manner in which the Portland fire department handled the blaze which destroyed its plant here some time ago that today it placed a check for \$500 in the hands of Chief Dowell.—*Portland (Ore) Telegram*

**A Salem News Prospect**

Carl Barness, of Streator, Ill., a former Milwaukee newspaper telegrapher, has sent to a Milwaukee friend a letter containing 119 words, written with an erasable pencil in a space one inch wide and seven-sixteenths of an inch deep.

**What They Wear in Kansas**

TOPEKA, Kan.—The Topeka Typographical Union has abolished its rule providing for a fine against any member who attends a meeting with the odor of alcohol on his breath. The committee reporting the resolution eliminating the rule said: "We might as well have a law fining a member for appearing in a silk hat."

**A Great Political Mystery**

SPRINGFIELD, Mo.—Politicians here, all over the State, are still wondering what the three E's in E. E. E. McJitney, editor of the Springfield Republican, and leading Republican candidate for the Republican gubernatorial nomination of Missouri stand for. A friend of McJitney's declares that following the death of Col. Ephraim Elmer Ellsworth, first Missouri union officer to be killed in the Civil War, many boys were named after him. Democrats have taken liberties with McJitney's name for years. He was called by former Governor Major, a Democrat, "Triple E McJitney." But—what the triple E's stand for is still a mystery.

**Arrive Young at Final Place**

Journalism students in the University of Minnesota are learning the technique of the murder story by covering movies featuring murder mysteries. This device was resorted to because murders, unlike speeches, trials, lectures, and other assignments for reporters, do not occur at convenient times.

Welcome, western Iowa editors. The keys of the city are in your keeping. So to it.—Council Bluffs Nonpareil. Did they find IT or are they coming to the A. N. P. A. Convention?

**Write Your Own**

An enraged citizen walked into the office of the Portland Oregonian the other day waving his arms wildly and speaking in gasps. When he finally became coherent the office force gathered the following facts:

The complainant had inserted a classified advertisement for an experienced Chinaman, but when the ad appeared it

called for an "experienced Chinaman." Portland has a large Chinese population and the advertiser's phone had been flooded all day with a stream of Oriental jabber.—E. H. T.

**Ain't It the Truth?**

Back in the squab or broiler days of our brilliant newspaper career we worked for a crusty editor who had no illusions. He cautioned us never to use the word "great." "The word 'great' doesn't mean anything," he said. "It is a pale, anemic adjective that doesn't get anywhere. It's a fake word."

During the past few years we have seen this word glibly attached to a lot of men, and we are now convinced that the old editor was right.—*Roy Moulton in the Evening Mail.*

**Big News**

It may come from some back village or by cable from Poree. On the wire from Chicago, by the phone from Precinct Three: From a statesman at the White House, from a tipster in his cup, And the star may stumble on it and the cub may dig it up! There's a city waiting for it and it's then the whole shop shakes. For it's "Copy, copy, copy!" when the big news story breaks.

It may be a second Czolgosz or another Rosenthal, Or a shaken San Francisco that is crashing to its fall; It may be a Tsardom toppled, a Titanic going down, Or a cew like Mis' O'Leary's setting fire to a town; Though it's flames or flood or murder or an empire torn in two, It's a whacking, whooping story and we'll take and jam it through.

There's a room of racked reporters pounding type keys to and fro, And a harried desk a-slaving with their reeking pipes a-low; Crazy telephones are jangling and the "boss" is yelling speed, Never mind the fancy English, simple facts are what we need. It's "emergency," a welter of wild orders, rush and noise, And the staid dramatic critic's chasing copy with the boys.

Barely clock ticks to the deadline and a column has to meet And the copy comes like lightning in a sentence to a sheet; It's a story made in seconds and the only word is "must," Write it, read it, head it, rush it—catch the press with it or bust. One more flash—ten words—a half page ripped away from a machine. To the desk—"Last Add," "Railroad it," "Thirty," "BOY!" "All up and clean."

Quiet in a littered office where tobacco smoke curls deep As the roaring of the presses tells a paper "put to sleep," With a seven column banner, we don't own a bigger head. We will rock the town's foundations on a smashing front page spread. Born, perhaps, in blood or battle to be driven through in sweat— And it's just another story for the public to forget.—*STEWART M. EMERY.*

**HOUSE GUARDS PRIVATE RADIO**

**U. S. Must Not Compete in Carrying News on Navy Wireless, New Bill Says**

(By *Telegraph to Editor & Publisher*)  
WASHINGTON, D. C., April 15.—The House Committee on Merchant Marine decided Wednesday that naval radio should be utilized for press dispatches and other commercial business only when private companies were not operating. The Committee ruled that the government should not compete with private enterprise and that the rates it charged should be subject to revision of the Interstate Commerce Commission.

As amended by the House the bill provides that naval radio stations shall be operated for a period of two years and while the Secretary of the Navy shall fix the rates the Interstate Commerce Commission shall have reviewing authority.



**There Are Big Fish in West Virginia**

Few people acquainted with the United States are unaware of the great natural beauty of West Virginia, its mountains, blue-grass pastures, and historic streams.

Yet there are *SOME* who would not recognize the Rocky Mountains or the Gulf of Mexico if they saw them on Broadway—or West Virginia, a territory by itself, exclusive to its own newspapers, with no bonded indebtedness, and every year passing some other state in high industrial achievement.

Write to these papers to send you sample copies, and see what West Virginia looks like in daily papers:

	Circulation	Rate for 5,000 lines		Circulation	Rate for 5,000 lines
Bluefield	(M)	4,768 .0214	Martinsburg	(E)	3,163 .0129
Charleston	(M)	11,918 .04	Moundsville	(E)	1,733 .0115
†Gazette	(M)	11,918 .04	Parkersburg	(M)	5,522 .02
†Gazette	(S)	11,918 .04	†News	(S)	5,522 .02
†Mail	(E)	8,543 .04	†Sentinel	(E)	5,646 .017
Clarkburg	(E)	6,825 .025	Wheeling	(M)	10,364 .0325
†Telegraph	(S)	7,730 .025	†Intelligencer	(E)	15,315 .04
Fairmont	(E)	4,916 .023	†News	(S)	15,315 .05
†W. Virginian	(E)	4,916 .023			
Grafton	(E)	2,275 .014			
†Sentinel	(E)	2,275 .014			
Huntington	(E)	8,139 .03			
†Advertiser	(E)	8,139 .03			
†Herald-Dispatch	(M)	10,608 .035			
†Herald-Dispatch	(S)	10,950 .035			

†Government Statement, Oct. 1, 1919.  
\*A. B. C. Statement, October 1, 1919.

**File the Facts for Reference**



# EDITORIAL

## AGENCIES OF ENLIGHTENMENT

AMERICAN journalism is justly proud of its great news gathering organizations that reach the far corners of the globe and make it possible for the American public to be the best informed of the peoples of any country in the world.

It should be our proudest boast that our news services are really free and independent—free in fact from all semblance of government control—and that their one mission is to secure news and views and transmit them in the quickest possible time. Their ultimate success depends entirely upon their ability to accurately present the true news first. Unlike the nations of the old world, we have no government services, proclaiming themselves independent, and peddling biased statements always in support of the existing administrators of government. Morally our news services are free and untrammelled. Actually they are fearlessly administered by men who hold sacred the best traditions of American journalism.

Public confidence in American newspapers has been built in large measure on the service rendered by these great news agencies; strange as it may seem, the American public has always shown a greater degree of faith and trust in news that has come over telegraph wires.

The news services of America now have a world opportunity before them. Their opportunity is world enlightenment and interpretation. The extensions of the services of the American news gathering organizations to every part of the world as sellers of truth as it is found will mean international understanding as interstate understanding exists in the United States today. Better understanding between the people of the world may only be brought about by manifesting kindly interest and transmitting accurate and fair news facts. This is the only way in which the safety of the world can be guaranteed.

The foreign service of the Associated Press, premier of world news services, and plans for extending it will be among the most important questions taken up at the annual meeting of the members of the organization next Tuesday. Melville E. Stone, general manager of the Associated Press, will make a detailed report on his recent trip abroad, which will have a direct bearing on this subject—a subject that in the final analysis is of paramount importance to the people of the United States and every other nation.

Probably the greatest achievement since the last meeting of the Associated Press was the breaking down of official barriers, making it possible to transmit news from the Navy Radio Station at San Francisco to Manila at a press rate of six cents a word. The extension of this service to every part of the Orient is now being urged. To V. S. McClatchy, publisher of the Sacramento Bee and a director of the Associated Press, who has been a tireless worker for a better understanding between the peoples of the Far East and the United States, should go the major part of the honor for this great achievement.

The news services of the United States are not seeking government subsidies such as are extended to the news associations of other nations by their governments, but they are seeking the aid and assistance of established government agencies to speed up distribution of legitimate news to peoples overseas and the true news of other peoples to America at a just rate—a fair rate—per word.

American press associations need more intelligent helpfulness from the national law makers and less of the destructive measures such as are now engaging attention of the Merchant Marine Committee. It is the duty, therefore, of American editors to acquaint their representatives in the Congress and the folks at home with the necessity for providing adequate machinery for the quick and easy transmission of news, free from censorship and propaganda, in order that the activities of mankind may be honestly chronicled and properly interpreted.

This is a time when every person identified in any way with newspaper making should keep before themselves the highest ideals of journalism. Charles Grant Miller's series of articles now appearing in EDITOR & PUBLISHER should be an inspiration to the younger members of the profession and a needed tonic to the older.



## JAMES F. CORRIGAN, REPORTER

FIFTY years is a longer working period than is allotted to most men; fifty years a newspaper man out on the firing line where real things are happening—things that demand and hold the attention of the world—not incidental to, but as an every day part of, is the unusual record of James F. Corrigan, reporter.

In appreciation of the service that Corrigan of the City News has rendered journalism and the public during those fifty crowded, busy years, a dinner will be given in his honor at the Waldorf-Astoria Hotel next Thursday night. Men high in the councils of the nation, state and city will be there—among them will be many men that Jim Corrigan, reporter, helped to "make." There will also be present many of his friends of the world of journalism—a legion of them who learned the worth of the man when big things were breaking and clear thinking and honesty were needed if the public that was going to form its opinion on the story he wrote was to have the truth in the morning.

It is entirely fitting that the banquet to Corrigan is being held on a night that in previous years has been given over to a dinner of the leading newspaper publishers of America whose annual convention will again be in session next week. There will be no A. N. P. A. banquet this year, but it is said that more than fifty publishers, representative of every section of the United States, have already signified their intention of joining Corrigan's friends paying honor to New York City's oldest active reporter.

Mr. Corrigan's life has been crowded with worthwhile deeds. He is credited with having put into the head of Sir Thomas Lipton the idea of lifting the America's Cup; for his paper he wrote the weird story of the theft of the body of A. T. Stewart; he interviewed Joseph Chamberlain, a feat that England still believes impossible; he is the author of "Federal Courts and Practices," a guide that is used by many famous lawyers and "Criminals of America," which went forth under the name of Thomas F. Byrnes.

Corrigan, reporter, of the New York City News Association, after 50 years of work, is still on duty daily at the old post office building and next Thursday night he will be honored because, as a man who knows his work has said:

"He can tell a story of a murder with a laugh in it and a joke with a sob in it. He will forgive as quickly as he will fight and worry over the wounds of another as if they were his own. He is always ready to give more than he receives in the way of friendship and his slender purse is the victim of anyone who cares to attack it. He never wilfully wrote a lie or injured a friend, or sought to twist the news to represent anything but the facts."

April 17, 1920. Volume 52, No. 46.

## EDITOR & PUBLISHER

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

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

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

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

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

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

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

## THE CONVENTIONS

FOREMOST newspaper publishers of the United States are already gathering in New York City for what will probably be the most important conventions in the history of the Associated Press and the American Newspaper Publishers' Association.

Plans for the extension of the service of the Associated Press will hold the attention of the members of that organization during the early part of the week. The workers can show just pride in the service rendered its more than nation-wide membership since the last annual gathering.

Many problems affecting the newspapers of the country will receive consideration at the sessions of the American Newspaper Publishers' Association, but the importance of each will finally be judged according to its relation to newsprint, which, it is generally believed, will attract a record attendance at the Waldorf-Astoria gathering.

An unusual feature of this year's convention will be the presence of representatives of the Southern Newspaper Publishers' Association, the Inland Empire Press Association and the National Editorial Association prepared to act officially for their organizations with representatives of the "A. N. P. A." and representatives of the newsprint manufacturers, at the suggestion of EDITOR & PUBLISHER, to formulate a workable plan that should solve the newsprint problem and at the same time prevent Government intervention, through legislation, in the newsprint making and publishing business.

Owing to the nation-wide strike on American roads the newsprint problem is more acute at the present time than ever before. In the present instance the shortage is temporary, but the newsprint problem itself continues to grow more menacing each day.

The newspaper publishers of America are not enough to solve the newsprint problem. It is merely a question of getting together. This is an unusual opportunity that should not be wasted, and EDITOR & PUBLISHER feels that action will be taken next week that will meet the approval and bring forth the wholehearted support of every newspaper maker in the country. There are now a few misunderstandings between big city publishers and little city publishers that should be wiped out. Little and big city publishers from all sections of the country will be fully prepared to act next week, and EDITOR & PUBLISHER cannot urge too strongly that they give an opportunity to do so at a joint meeting of interested parties to be called by the officers of the American Newspaper Publishers' Association, the foremost of the organizations whose membership is affected.

Solving of the newsprint problem as it stands today a destructive menace to the entire publishing business cannot be met by any of the practiced or proposed measures for conservation. It is a many-sided problem and the solving of it demands increased production, light on the dark alley-ways where profiteers walk—we have the word of the International Paper Company that this is a field day for profiteers—and co-operation of all publishers in conservation and adjustment of advertising and subscription rates to meet increased costs.

The first thing needed is a constructive plan of procedure formulated by the best thought of the publishing and newsprint manufacturing world. Team-work is sure to follow. The publishers of America are willing to act. The plan should come from the meeting in New York next week. The publishers of the country expect it. It may not be amiss to add that Congress expects it. Public interest demands it.

ONE of the most encouraging signs of the times is found in the announcement of the Joint Committee on Printing, of the Senate and House, that 111 of the 226 journals, magazines and periodicals being published by the various branches of the Government Service have been discontinued during the past year. According to the report this will mean an annual saving of \$1,200,000 to the Government. To the publishers of the country it will mean the release of a large amount of much-needed newsprint, and to the busy taxpayer it will mean a great saving of time and energy in picking Government guff and propaganda out of his mail and putting it where it belongs—in the waste basket.

PERSONAL

A. C. WEISS, publisher of the Duluth (Minn.) Herald, has been elected a delegate-at-large to the Democratic National Convention.

Clarence Dubose, staff correspondent of the Dallas-Galveston News, and Miss Clare Ousley, daughter of Clarence Ousley, former editor of the Fort Worth (Texas) Record and Assistant Secretary of Agriculture during the war, were married in Dallas last week.

Governor James M. Cox, owner of the Dayton News and Springfield News, celebrated his 50th birthday with a dinner at his country seat, "Trail's End," last week. Cleveland newspaper men joined with many others elsewhere in writing congratulations to the Governor and Mrs. Cox.

H. Whitehorn, one of the editors of the Westminster Gazette, London, is



MAJOR E. B. STAHLMAN

What would Nashville be without its banner? Again answer, What would an A. P. gathering be without the Banner's editor and publisher.

...ing Canada in the interests of the Federated Brotherhood, of which he is chairman in England.

Ed. M. Watson, editor of the Columbia (Mo.) Daily Tribune, was recently operated on for appendicitis.

Joseph E. Sharkey, Tokio correspondent of the Associated Press, and Mrs. Sharkey landed in New York on April 11 on the S. S. France from Paris. He has been spending his vacation in southern France, and is on his way back to Tokio.

C. C. Cline, managing editor of the Kansas City (Mo.) Journal, has resigned, effective May 1, and will engage in fruit growing in southern Missouri. The name of his successor has not been announced.

George W. Dodds, managing editor of the Spokane (Wash.) Spokesman-Review, was given a surprise party last week by his editorial staff on the tenth anniversary of his connection with the paper.

Glenn Babb, formerly news editor of the Japan Advertiser, has returned to Tokyo to rejoin the staff. Mr. Babb returned to America when the United States entered the war.

John L. Kelly is acting city editor of the Buffalo Times in the absence of Val T. Karnes, who has been seriously ill for several weeks.

Leo V. Smyth, financial editor of the Buffalo Commercial, has been appointed special investigator for Pearce & Pearce, oil operators, of Buffalo, and will go to Kansas City, Kan., to take up his duties.

George Averill, police reporter of the

Detroit Times, has purchased the Birmingham Post from Frank E. Van Black, former publisher of the Highland Park Times. Mr. Van Black is retiring from the newspaper field.

James Stanley Brown has resigned as advertising manager of the Raleigh (N. C.) News and Observer to become general manager of the Amarillo (Tex.) News and Daily Panhandle. His successor in Raleigh is J. T. Bell, who has been connected with the News and Observer for some years and was formerly with the Norfolk Virginian-Pilot.

T. J. Brislin, sports editor of the Scranton Republican, has been re-elected president of the Penn State League of Professional Basketball Clubs. W. B. Loftus, sports editor of the Wilkes-Barre News, was chosen secretary. The salary of the president was advanced to \$600 a year.

Albert Bailey, formerly of the Albany (N. Y.) Knickerbocker Press, is now news editor of the Cleveland News in place of Henry Weidental, who has been engaged in promotion work for News and Sunday News-Leader.

Elmore Bacon, who had been connected with the old Cleveland Leader and the News as state and telegraph editor for a score of years, has given up newspaper work and gone with the truck tire promotion department of the Goodyear Rubber Company, Akron. W. J. Laubenstein, formerly news editor of the Washington (D. C.) Herald, has succeeded Mr. Bacon as telegraph and state editor. Mr. Laubenstein also has charge of the news section of the Sunday early edition.

Anthony F. Moiteret, copyreader of the Cleveland News, has left for Chico, Cal., where he is managing editor of the Chico Record.

Hugh Kane, assistant city editor of the Cleveland News, was made real estate and automobile editor when James G. Monnett gave up the combined job to go with the Van Sweringen interests. Roland Krebs, formerly of the St. Louis Republic, was made assistant city editor in Kane's place.

Dennis Reardon, also a former St. Louis Republic man, who held a copyreader's place on the Cleveland News, left to join King Features.

Albert H. Easingwood, formerly of the Knickerbocker Press, Albany; James Linck, formerly of the St. Louis Republic; Jack Hazel, of the Toledo Blade; Wilbur W. Wood, of the St. Louis Republic, and Dan Gallagher, of the Syracuse Herald, are all new additions to the Cleveland News copy desk.

Hans Adamson has succeeded John C. Crary as Albany correspondent of the New York Tribune.

George Wythe, formerly a member of the editorial staff of the Dallas (Tex.) Morning News, but more recently with the Associated Press in Washington, has been appointed by the Department of Commerce as foreign trade adviser for the Near Eastern countries under the Bureau of Foreign and Domestic Commerce, with headquarters in Constantinople.

Vaughn W. Root, managing editor of the La Porte (Ind.) Herald, has resigned, and will be succeeded by George Hahn, who returns to the Herald after fourteen months as managing editor of the Hamilton (Ohio) News.

Larry Smits, formerly of the Fort Worth (Tex.) Record, is now managing editor of the Ranger (Tex.) Daily Times, of which he was for a time city editor.

A. K. Stone has been appointed city editor of the Denver Post, succeeding A. G. Brich, resigned, John B. Day succeeded Mr. Stone as assistant city editor.

Edgar Reinhart, formerly in charge of the A. P. Bureau at Salt Lake City, is

WILL HONOR VETERAN THURSDAY NIGHT

A TESTIMONIAL dinner will be given at the Waldorf-Astoria next Thursday night in honor of James F. Corrigan, the veteran reporter of the New York City News Association, who has seen nearly fifty years' active duty in the newspaper profession.

When "Jim" landed in New York in 1870, it looked at first as if he were destined to become a decorator and sign writer. A chance meeting with the late Congressman James Brooks, part owner of the Evening Express, turned him to running the elusive story to its lair. In later years, poor health sent "Jim" on a tour of the Southwest and Mexico. After his return from these wanderings about 1895, he became connected with the New York City News Association as a general reporter and was assigned to the Federal building, where he is still in harness.

William G. Henderson, treasurer of the New York City News Association, 30 Church street, is acting in a similar capacity on the Arrangements Committee, which is composed entirely of newspaper men.

now Associated Press manager at Portland, Ore., succeeding H. W. Thompson, who is now news editor of the Portland Telegram.

Gardiner T. Hart, city editor of the New Bedford (Mass.) Times, has resigned to become night editor of the Waterbury (Conn.) Republican, succeeding Albert W. Keane, who is going to California.

Arthur W. West, lately of the copy staff of the New York Sun, has been appointed Shanghai correspondent of the Japan Advertiser and the Trans-Pacific Magazine. He will sail for the Far East, from Seattle, May 3.

Elmert M. ...-timer, court reporter and musical critic of the New Bedford (Mass.) Times, is at St. Luke's Hospital critically ill.

Vivian Grey, assistant Sunday and

hunt editor of the Cleveland Plain Dealer, was called to Muskegon, Mich., last week by the death of his mother, who was killed in an automobile accident.

Henry Moe, former police reporter for the St. Paul Dispatch and now a lieutenant in the navy, is the second former Dispatch man to be awarded a Rhodes scholarship, Ray Anderson being the other. He is the only American for whom the rigid age limit and other rules for awarding such honors have been disregarded in the interests of merit.

J. Lynn Fredenberg, news editor of the St. Paul Pioneer Press and formerly of the Milwaukee News, and Miss Helen Neumer of Milwaukee were married recently.

Francis J. Oppenheimer, better known to readers of Sunday newspapers as "Francis Opp," has become connected with the Magazine of Wall Street, New York, as an associate editor in the field.

W. F. Keefe has resigned as assistant sports editor of the St. Paul Dispatch-Pioneer Press to fill a similar position with the St. Paul Daily News.



JAMES F. CORRIGAN



J. L. STURTEVANT

Dash and pep—just like the Record-Herald, a newspaper published at Wausau, Wis. By the way, he is second vice-president of the A. P.

Facts about the Haskin Service

The San Francisco Bulletin has signed a contract for the Haskin Service for one year

This Service is the central which connects every reader with the government departments

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



R.M.



57 NEWSPAPERS INCREASE AD RATES

FOR the week ending April 10, 1920, Barbour's Advertising Rate Sheets, Inc., issued new sheets covering rate increases and other information of 57 daily newspapers. Of these, 36 were changes in the general advertising rates and 21 were changes in other than the general rates. On the changes in the general rates of the 36 papers

The new minimum agate line rate is \$1.37  
The old minimum agate line rate was 1.12

Net increase amounts to .25 per agate line or 22.32 per cent of the previous minimum rate.

These changes affect a total net paid weekday circulation of 327,292. This is the second change since October 1st on 19 of these papers.

The Norman (Okla.) Transcript shows an increase of 100 per cent over their previous minimum rate.

The Ogden (Utah) Examiner and the Standard have been consolidated and are now issued as the Standard-Examiner, published morning and evening daily and Sunday morning.

The tabulated statement follows:

City and Paper	Net Paid Circulation	New Rate Effective	Minimum Ag. Li. R.	Last Rate Effective	Last Min. Ag. Li. R.	Increase Per Line
Alabama—			.025*	12/1/19	.0178572*	.0071429
Huntsville Times .....	2,496	5/1/20	daily rate.			
Montgomery Journal .....	No change in		.07*	2/1/20	.06*	.01
Sunday edition .....	20,364	4/1/20	.025*		.0353572	\$.0103572
*Selma Times-Journal .....		3/29/20	.0142858	1/1/18	.0125*	.0017858
California—						
Anaheim Herald .....	1,200	1/1/20	.0178572*	10/1/19	.0107143	.0071429
Hanford Sentinel .....	1,275	4/1/20	.08*	1/1/20	.07*	.01
Sacramento Bee .....	34,456	5/1/20	.05	2/15/20	.04	.01
Connecticut—						
New Haven Times-Leader...	15,724	7/1/20	.025	12/1/19	.0225	.0025
Stamford Advocate .....	7,552	4/1/20	.025*	6/1/19	.0142858	.0107143
Florida—						
Orlando Sentinel .....	1,856	5/1/20	.06	8/1/18	.05	.01
Georgia—						
Macon Telegraph .....	19,904	5/1/20	.025	1/1/19	.0175	.0075
Illinois—						
Ottawa Republican-Times...	3,793	4/1/20	.0178572*	6/27/19	.0107143*	.0071429
Indiana—						
Bedford Mail .....	2,470	4/12/20	.0142858*	8/1/19	.0107143*	.0035715
Columbia City Post .....	1,250	3/1/20	.025	12/1/19	.0214286	.0035715
Louisiana—						
Baton Rouge State Times...	3,560	4/1/20	.20*	10/15/19	.15*	.05
Massachusetts—						
Boston Record .....	40,392	4/15/20	.01	9/1/17	.0085715	.0014286
North Attleborough Chroni- cle .....	1,615	3/20/20	.0142858*	12/1/19	.0128572*	.0014285
Mississippi—						
Greenville Democrat-Times...	1,821	1/1/20	.06	11/1/19	.05	.01
Missouri—						
St. Joseph Gazette .....	14,158	4/1/20	.07	11/1/19	.06	.01
Sunday edition .....	11,672	4/1/20	.015	9/1/12	.01	.005
New Hampshire—						
Portsmouth Times .....	3,560	12/1/19	.02	2/1/20	.0178572	.0021429
New Jersey—						
Morrisstown Jerseyman (est)	2,000	3/1/20	.04	8/1/19	.035	.005
New York—						
Niagara Falls Gazette .....	12,521	4/10/20	.03*	12/18/18	.02	.01
North Carolina—						
Durham Herald .....	5,928	4/1/20	.0107143*	3/1/20	.0078572	.0028572
Ohio—						
Delphos Herald .....	1,343	4/1/20	.0125*	1/1/19	.0085715	.0039285
Marysville Tribune .....	1,527	7/1/20	.015*	1/1/20	.0107143*	.0042858
Mt. Vernon Republican-News	3,236	7/1/20	.025*	1/1/21	.02*	.005
Sandusky Star-Journal .....	6,401	2/1/21	.20	12/15/19	.17	.03
Toledo Blade .....	86,033	4/1/20	.0142858*	1/1/20	.0107143*	.0035715
Troy News .....	2,652	7/1/20	.0125*	8/1/19	.0107143*	.0017857
Van Wert Times .....	2,090	7/1/20	.0178572*	11/7/17	.0089286	.0089286
Oklahoma—						
Norman Transcript .....	1,150	4/17/20	.0107143*	3/31/19	.0089286*	.0017857
Perry Sentinel .....	800	3/31/20	.03	3/1/20	.025	.005
Pennsylvania—						
Sharon Telegraph .....	5,764	4/1/20	.0214286	3/1/19	.0142858	.0071429
Tamaqua Courier .....	3,250	4/1/20				
South Dakota—						
Aberdeen American .....			.05*	12/1/19	.04*	.01
Aberdeen News .....		7/1/20				
Utah—						
Ogden Standard-Examiner...			.06*		.055	.005
Virginia—						
Norfolk Virginian-Pilot .....	32,041	7/1/20	.08	1/1/20	.07	.01
Sunday edition .....	38,267	7/1/20	.10	1/1/20	.08	.02
Wisconsin—						
Marquette Eagle-Star .....	3,474	5/1/20	.02	10/1/19	.0178572	.0021429
<b>Total</b>	<b>327,292</b>		<b>\$.1373572</b>		<b>\$1.1161294</b>	<b>\$.2571435</b>

\*Flat rate. (est) circulation figures estimated. \$Less.

The Journal and the Times of Selma, Alabama, have been consolidated and are published as the Times-Journal (evening except Sunday). The former minimum rate total .0353572 per agate line and for the consolidation, the agate line rate is .025\*, showing a decrease of .0103572 per agate line.

The Examiner and the Standard of Ogden, Utah, have been consolidated and are now issued as the Standard-Examiner (morning and evening daily and Sunday morning). The former circulations were as follows: Examiner, 5,469; Standard, 7,921. The former minimum agate line rates total .055; and for the consolidation, the rate is .06\*, showing an increase of .005 per agate line.

GOLDSTROM JOINS WHEELER

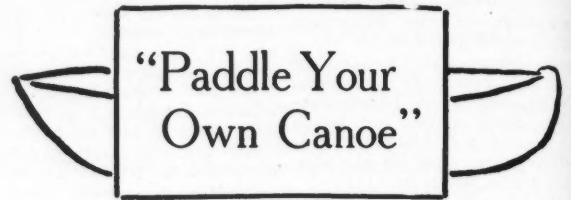
As Managing Editor, He Is Associated with Irwin Barbour

An association begun when both were in the service at Camp Gordon, Georgia, was resumed this week when John Goldstrom became associated with Irwin Barbour in the management of the Wheeler Syndicate, Inc., of New York. Mr. Barbour is general manager and Mr. Goldstrom assumes the duties of managing editor.

Mr. Goldstrom began newspaper work

as a reporter in 1909 and was later identified with the Pittsburgh Dispatch, the Pittsburgh Gazette-Times, the Cleveland Leader and the Chicago Examiner, which he left to join the army. Preceding his connection with the Examiner he was for about two years associate editor of the Iron Trade Review.

The Wheeler Syndicate is centering its activities upon a "paper shortage service" of short space features, which it is introducing at the publishers' convention, and to exploit which Mr. Goldstrom, after the convention, will make a field trip.



Why not take your vacation in Wisconsin, the beauty spot of the United States, in more ways than one? You can paddle your canoe in hundreds of little lakes, hither and yon, by dips and swells in the most picturesque rolling country, highly cultivated. Neither fields nor minds lie fallow in Wisconsin, nor money either, for they keep it moving.

Once you KNOW Wisconsin you will be boosting your goods in its daily newspapers, that have straight roads to every city and rural home and farm.

Papers

	Circulation	Rate for 5,000 lines
*Appleton Post-Crescent .. (E)	7,570	.2975
Beloit News .....	7,029	.025
Eau Claire Leader-Telegram (ME&S)	8,776	.03
Fond du Lac Commonwealth (E)	6,463	.025
†Green Bay Press Gazette... (E)	11,011	.025
Kenosha News .....	4,594	.0178572
La Crosse Tribune and Leader-Press .....	12,452	.035
†Madison (Wis.) State Journal (E)	13,729	.035
†Madison (Wis.) State Journal (S)	10,650	.035
*Milwaukee Wisconsin News.. (E)	76,294	.15
Milwaukee Journal .....	101,320	.16
Milwaukee Journal .....	93,847	.16
Milwaukee Sentinel .....	75,905	.13
Milwaukee Sentinel .....	60,840	.13
Racine Journal News..... (E)	7,631	.035
*Superior Telegram .....	18,154	.04
Wausau Record Herald .... (E)	5,286	.025

Government Statements, October 1st, 1919.

†A. B. C. Statement, October 1st, 1919.

\*Publishers' Statement.



**THIRTY PER CENT MARCH GAIN BY N. Y. DAILIES**

**G**REATER New York newspapers in the month of March printed 13,944,828 agate lines of advertising, or 363,312 lines, or about 30 per cent more than they printed in the same month last year, according to statistics just issued by the New York Evening Post's Statistical Department. During the month 13,158 pages were printed by 17 dailies, as against 10,379 pages in March, 1919. The totals by papers follow:

	1920	1919	Gain
American	909,846	552,455	147,391
Brooklyn Eagle	1,136,076	913,611	223,065
Brooklyn Times	299,918	.....	.....
Commercial	294,350	173,462	120,888
Evening Journal	881,622	705,092	85,630
Evening Mail	565,832	298,044	267,788
Evening Post	437,716	353,948	84,068
Evening Sun	759,264	633,298	155,966
Evening Telegram	685,504	749,147	63,343†
Evening World	911,514	583,580	327,934
Globe	849,540	661,570	187,970
Herald	.....	738,272	.....
Standard-Union	755,974	562,598	193,376
Sun and Herald	1,011,764	481,618	530,146
Times	2,041,630	1,491,791	550,139

Tribune	904,524	565,822	308,702
World	1,678,472	1,435,480	242,992
Totals	13,944,828	10,581,516	3,363,312††

\*No Sunday edition.  
†Loss.  
††Net gain.  
Herald and Brooklyn Times figures not included in totals.

In the Evening Post analysis of the above figures, showing the classifications of the advertising carried by all papers listed, a steady gain is shown in practically all important classes. Proprietary medicine advertising shows a decline, as does the copy of publishers, newspapers, affiliated advertising, and office advertising. Want ads and undisplay advertising show a considerable gain, with slighter advances in local and foreign display classifications. Railroad advertising reflects the return of the roads to private ownership in a gain of several hundred per cent, and wines and liquor copy, of small volume a year ago, has completely disappeared. The tabulated statement follows:

	MORNING		EVENING		SUNDAY	
	1920	1919	1920	1919	1920	1919
Total space	6,930,886	5,768,900	7,303,900	5,550,888	3,361,308	3,249,728
Amusements	234,728	264,562	223,395	214,446	121,936	158,744
Art	34,410	25,070	7,738	24,632	29,452	17,874
Auction sales	144,140	105,720	11,840	9,345	18,288	22,556
Automobiles display	199,412	215,418	171,214	229,938	155,296	201,670
Automobiles undisplay	28,212	47,952	86,696	51,598	17,516	26,514
Boats and shoes	43,472	44,426	80,459	70,424	24,424	18,810
Building material	5,350	590	1,054	114	1,932	328
Candy and gum	30,904	24,884	56,040	87,230	12,368	2,474
Charity and religious	48,710	98,440	74,052	102,540	2,466	22,090
Dancing	10,792	12,420	4,844	7,578	5,708	5,110
Deaths, etc.	32,364	62,184	21,634	28,206	16,244	20,254
Druggist prep.	75,694	79,274	82,398	62,034	70,162	63,250
Dry goods	1,177,060	1,135,621	2,788,048	1,858,629	919,702	917,761
Financial	585,942	403,456	371,666	289,521	69,872	65,358
Food stuffs	113,502	123,958	276,800	263,143	40,476	40,324
Furniture	161,046	139,646	139,630	106,748	170,478	155,454
Hotels and restaurants	28,476	49,010	70,156	82,388	13,464	31,896
Jewelry	17,274	15,089	25,578	12,856	5,646	8,206
Legal	20,040	48,564	152,136	108,472	.....	.....
Men's furnishings	254,123	132,012	310,796	209,796	33,392	21,932
Medical instruction	2,510	6,331	7,974	7,441	3,492	7,249
Musical instruments	103,890	50,988	169,940	105,410	78,312	69,900
Miscellaneous display	453,924	492,010	291,938	180,410	230,276	160,784
Miscellaneous undisplay	242,153	215,132	330,832	285,926	106,452	124,696
Newspapers	14,436	26,622	54,066	45,132	560	456
Office appliances	28,774	27,854	1,066	1,852	520	948
Prop. medicine	65,526	96,732	189,128	198,632	31,164	63,706
Public service	27,850	33,731	29,596	40,390	4,750	10,078
Periodical (magazine)	45,840	31,124	26,618	36,976	12,214	88
Publishers	77,068	113,348	34,639	31,800	62,168	56,412
Railroads	16,954	452	26,876	1,028	100	.....
Real estate	563,064	334,140	321,332	197,233	421,410	285,880
Resorts	36,058	33,646	18,854	21,430	16,256	14,490
S. & S. and travel	242,218	97,146	58,152	20,482	28,490	13,450
Schools and colleges	40,822	38,844	9,240	9,828	29,472	37,988
Tobacco	117,052	86,366	148,924	118,482	2,692	1,618
Wants	1,301,026	987,702	207,616	106,736	881,928	361,720
Wines and liquors	.....	5,682	.....	7,938	.....	2,668
Non-intoxicating beverages	1,046	6,342	9,310	12,279	368	634
Women's spec. shops	247,934	217,228	382,194	292,506	233,774	216,354
Foreign advertising	1,453,750	1,318,093	1,497,530	1,449,167	572,150	651,139
Local display	3,466,790	3,039,093	4,968,595	3,461,262	2,165,926	2,062,035
Local undisplay	2,019,346	1,411,716	937,805	640,459	685,232	536,536
European	606	1,198	.....	390	96	176
Brooklyn	222,874	204,426	265,066	186,024	223,048	201,290
Harlem and Bronx	58,508	42,940	22,870	3,330	50,108	42,940
New Jersey	6,930	17,016	.....	10,090	6,930	12,362
Undisplay advertising	2,019,346	1,411,716	937,805	640,459	685,232	536,536
Display advertising	4,920,540	4,357,184	6,366,095	4,910,429	2,676,070	2,713,172
Rotogravure section	214,492	188,340	12,140	.....	226,632	188,340
Affiliated advertising	3,238	5,016	17,058	10,326	3,238	5,808
Office advertising	39,008	70,902	21,286	47,185	11,956	29,587
Total pages	5,482	5,925	6,148	5,312	2,694	3,210

**THE STATE OF**



is the Master Key that opens the Markets of the West

The population of Illinois, 6,152,257, is six per cent of the population of the United States.

Out of this, 76.7 percent are native born whites; 21.4 percent foreign born and 1.9 percent negroes.

Illinois, as a manufacturing state, ranks away up toward the top of the heap—as a railroad state, it is the king pin and as a farming state, the Illinois farms invoice higher per acre than do the farms of any other state.

From Chicago on the north to Cairo on the South; from Danville on the East to Quincy on the West; Illinois is made up of 58,980 square miles of "Business Opportunity."

In manufacturing, alone, Illinois producers merchandise to the tune of \$2,000,000,000.

Tryout campaigns in Illinois daily newspapers pay big profits. Win Illinois and you standardize your product throughout the Great West. Use these daily newspapers listed here and get your share of this business.

	Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
*Champaign Daily News-Gazette.. (E)	9,568	.035	.035
**Chicago American .....	(E) 398,489	.60	.60
Chicago Herald-Examiner .....	(M) 312,862	.38	.31
Chicago Herald-Examiner .....	(S) 594,287	.53	.46
Chicago Daily Journal .....	(E) 115,932	.26	.24
†Chicago Daily News.....	(E) 373,000	.48	.48
Chicago Evening Post.....	(E) 51,327	.25	.12
†Danville Press .....	(M) 10,856	.025	.025
Moline Dispatch .....	(E) 10,133	.035	.035
Peoria Journal Transcript.....	(M&E) 32,964	.09	.055
Peoria Star .....	(E) 22,364	.05	.04
*Rock Island Argus.....	(E) 7,881	.03	.03
Sterling Gazette .....	(E) 5,085	.025	.025
Total Circulation .....	1,881,701	\$2.56	\$2.28

Government Statements, October 1st, 1919.

\*A. B. C. Report, October 1st, 1919.

\*\*Government Statement, April 1, 1920.

†Publisher's Statement.

††Publisher's Sworn Statement, January 1st, 1920.

**BILINGUAL LAW ENJOINED**

**Final Decision on Oregon Statute Now Up to Supreme Court**

PORTLAND, Ore.—Temporary injunction against the enforcement by the State of Oregon of the bilingual law requiring foreign newspapers to print English translations has been granted in the Federal Court here. The speedy decision in the hearing, which had been under way for several days, came as a surprise. It was made to expedite the final decision in the Supreme Court, it was announced by Judge William B. Gilbert in handing it down. It is expected that the State will appeal immediately.

Four publishing firms are listed as complainants against the new law, contending that it will ruin their business. They are St. Benedict's Abbey of Mount Angel, Ore.; Western Workmen's Publishing Company of Astoria, publishers of Toveri; the German Publishing Com-

pany of Portland, and the Swedist Publishing Company of Portland.

**Lancaster Merger Effectuated**

LANCASTER, PA.—The combined Examiner and the Daily New Era made its first appearance April 12. S. R. Slaymaker, owner of the Examiner, purchased the controlling interest in the New Era on April 1. The management personnel of the new paper consists of: J. R. Gilbert, general manager; Oliver J. Keller, editor, and M. J. Trapnell, advertising manager. Hamilton-De Liser, Inc., will represent the paper in New York and Fisher & Hightower in Chicago.

**Grand Rapids Press Raises Price**

GRAND RAPIDS, MICH.—The Press last week increased its subscription rates from 10 cents per week to 12 cents per week, both city and State circulation. The street sales price remains 2 cents.

**OVER 2,000 REGISTERED FOR A. A. C. W.**

**Sidney S. Wilson Elected Vice-President of Central District—Indianapolis Program Approved by Executive Committee**

The fact that 2,000 prospective delegates already have paid for first day hotel accommodation at Indianapolis and that 500 running feet of exhibit space in the Indiana State House already have been taken by exhibitors, indicates that the 1920 convention of the Associated Advertising Clubs of the World is going to be one of the most successful from the standpoint of interest and attendance that has ever occurred. This is the belief of members of the executive committee of the A. A. C. W., who met in Cleveland recently.

The program, shaped by Jesse H. Neal of New York, chairman, and other members of the program committee, was heartily approved by the executive body. It provides for an inspirational meeting Sunday, June 6, the first day of the convention, general sessions on Monday, Tuesday and Wednesday mornings, departmental sessions on Monday and Tuesday afternoons, inter-departmental meetings on Wednesday afternoon and Thursday morning, and a general business session Thursday afternoon. The exhibit of advertisements, in the State House—which will be featured at a general evening session Wednesday— evening entertainments and other features will round out the program.

Delegates are instructed to apply for Indianapolis hotel reservations through local advertising clubs, whether they are members or not. In case there is no club in the district, business and advertising men and women desiring to attend the convention may make reservation through the Indianapolis Convention Board, Indianapolis.

Sidney S. Wilson, Cleveland, treasurer of the Western Reserve University, was elected vice-president of the Central District by the Association's executive body, to fill the vacancy resulting when Reuben H. Donnelly was elected president of the A. A. C. of W. to finish the unexpired term of E. T. Meredith, who resigned when he took office as Secretary of Agriculture. Mr. Wilson is past president of the Advertising Affiliation and a past president of the Cleveland Advertising Club.

**URGES USE OF NORTHWEST**

**Secretary Meredith Calls Paper Situation Most Critical in History**

In a letter to the American Pulp and Paper Association's Convention in New York, Thursday, Edwin T. Meredith, Secretary of Agriculture, called the pulp and paper situation "the most critical in the history of the United States." Secretary Meredith wrote in part:

"The most disturbing phase of the matter is that ten years ago when the development of our industry stopped, the United States

was practically self-supporting in news print production. Today we are dependent on other countries for the equivalent of two-thirds of the pulp wood, pulp or news print which goes into American newspapers. Our news print industry is concentrated largely in New England, New York and the lake States. The predicted life of the industry in the northeast States is alarmingly short. I am told that 60 per cent of the pulp and paper concerns in New York have no stumpage of their own and that less than five have enough timber land for future continuous operation.

"Independence in news print manufacture can be accomplished only by two measures—the development of the industry in the Pacific Northwest and in Alaska, where we have large quantities of suitable news print woods, and the large scale growing of timber in New England and the lake States."

George W. Sisson, of the Racquette River Pulp & Paper Company, was re-elected president of the A. P. & P. A.

**I. P. EARNS \$13.24 A SHARE**

**1919 Annual Report Shows Decrease in Company's Revenues**

The International Paper Company earned \$13.24 a share on \$19,803,920 of its outstanding common stock in 1919, against \$18.47 a share in 1918, according to its annual report issued Thursday. Net income after charges and Federal taxes was \$4,121,494, against \$5,152,577 in 1918.

After payment of preferred dividends, the surplus was \$2,621,494, increasing the final profit and loss surplus from \$19,104,763 at the beginning of the year to \$21,726,257 at its close. Notwithstanding a decrease in total income from \$8,194,884 in 1918 to \$7,170,594, the depreciation charge was the largest in the company's history, the report showed.

Increases in the cost of labor and materials and lack of transportation facilities are given as the reasons for the differences between the 1918 and 1919 figures. The company's mills produced 305,708 tons of news print in 1919. With the completion of the new mill at Three Rivers, Quebec, the total production will be increased to over 1,900 tons.

**Down to 8 Pages in Cleveland**

CLEVELAND.—Because of the shortage of print paper due to the strike, the Cleveland Plain Dealer cut the size of its first edition Thursday night from 22 pages to 8. Practically all advertising was eliminated.

**Robert H. Deery Dead**

Robert H. Deery, superintendent of the New York World's composing room, died Thursday after a long illness.

**Pevear Heads Ads Affiliation**

CANTON, Ohio.—Manufacturers' and retailers' advertising came in for emphatic consideration at the convention of the Affiliated Advertising Clubs in this city April 9 and 10. Three hundred and

fifty delegates from clubs in Rochester, Buffalo, Pittsburg, Columbus, Canton and Hamilton, Ont., were the guests of the Canton Ad Club on the occasion. Theodore F. Pevear of Rochester was elected president and Hamilton, Ont., won the 1921 meeting.

**ADBUREAU PLANS BOOK ON NEWSPAPER**

**Choosing of Logical Markets for Selling Goods Basis of Volume Which Will Soon Go to National Advertisers**

"Newspaper Advertising and National Merchandising" is the title of a book which will be issued during the next month by the Bureau of Advertising of the American Newspaper Publishers' Association, William A. Thomson, director of the Bureau announced upon his return to New York from Chicago this week. The book will contain an exposition of the power of newspaper advertising and will tell why manufacturers have found it profitable, with summaries of the experiences of individual manufacturers who have sold their goods through the advertising columns of the daily newspapers.

Special chapters have been written specially for the Bureau by W. Livingston Larned, art director of the Ethridge Company, entitled "The Making of Foolproof Newspaper Illustrations." Mr. Larned has included examples of what he calls good and bad illustrations and gives reasons for so classifying them.

The logical market idea, to the development of which EDITOR & PUBLISHER has given much time, effort and expense during past years, is stressed throughout the book. Illustrated charts and maps are given to explain the idea of choosing profitable markets for given merchandise and the circulation of advertising media is analyzed with reference to the population of market territories.

The Bureau will distribute the book to national advertisers as one achievement of several years of research, the preparation of such a work having been under discussion for a considerable period. Its preparation and publication were not possible until the increased membership of the Bureau during the past year provided the necessary funds.

**N. Y. STATE DAILIES TO MEET APRIL 23**

**Members Will Be Guests of F. A. Merriam in Mt. Vernon After A. N. P. A. Convention Adjournment**

JAMESTOWN, N. Y.—H. M. Hall, secretary of the New York Association of Dailies, announces that the extra spring meeting of his association, as provided by resolution adopted at the January meeting held in Albany, will be held at Mount Vernon, N. Y., Friday, April 23. Mr. Hall's call to N. Y. A. D. members says:

"The date selected by the officers is convenient in view of the A. N. P. A. meeting in New York the week of April 19. President F. A. Merriam, who was asked to arrange for a meeting place in New York responded with an invitation to the association to meet in Mount Vernon which is about 15 minutes' ride from the Grand Central Station in New York City. Mr. Merriam has proposed the following itinerary, which will be carried out:

- Program for Friday, April 23**
- "10:06 a. m., railroad time, or 11:06 a. m. city time—Leave Grand Central Station, New York, level, by New Haven R. R.
- "10:35 a. m. railroad time, or 11:35 a. m. city time—Arrive in Mount Vernon.
- "11:35-12:20—Reception and inspection by Daily Argus plant.
- "12:20—Leave Argus office for Hotel Gramatan, Bronxville.
- "12:30—Luncheon at Hotel Gramatan. Members will be guests of Stiles & Merriam.
- "1:30—Meeting in lecture hall of Mount Vernon Public Library.
- "5:53 p. m., city time, or 4:53 railroad time—Leave New Haven R. R. Station for New York.
- "6:23, city time, or 5:23, railroad time—Arrive in New York.

"The general subject for discussion will be economies put into effect by members to the care of the paper shortage situation and prospects for the future in the paper situation. The meeting will also discuss plans to meet the heavy government tax problems and page increases."

**Total Volume**

of advertising carried by The Plain Dealer during February amounted to 1,817,634 lines—nearly two million in one short month. The Plain Dealer actually gained 50% of the next Cleveland paper's total lineage for the month. The Plain Dealer leads in results as well as in lines.

**THE PLAIN DEALER**  
Cleveland

**NEW HAVEN REGISTER**  
NEW HAVEN, CONN.

**27,800 Average**  
Paid Circulation DAILY & SUNDAY

Nearly twice as much as its nearest competitor.

**IT COVERS THE FIELD!**

**FIRST IN 1000 NEWSPAPERS**

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

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

**REVISED ROUTE LIST**

of **RETAIL GROCERS**  
LANCASTER COUNTY, PA.

Write for Copies, Gratis

**INTELLIGENCER**  
and **NEWS JOURNAL**

LANCASTER, PA.

**The Pittsburgh Post**

has the second largest morning and Sunday circulation in Pittsburgh.



The Houston Chronicle is the Leading Medium in the **Rich Field of Texas**  
Houston is the Great Railroad, Cotton Oil, Lumber and Rice Center of Texas. Has a population of 175,000.

**The Houston Chronicle**

Led all Papers in the entire State for the year 1919  
**FIGURES TALK**

Paper	Agate Lines Advertising
<b>Houston Chronicle</b> .....	<b>12,260,346</b>
San Antonio Express.....	11,494,364
Ft. Worth Star Telegram.....	11,148,266
Dallas News.....	11,009,770
San Antonio Light.....	8,816,372
Houston Post.....	8,808,072
Ft. Worth Record.....	8,702,696

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

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

**John M. Branham Company**

**FIRST**  
in 3c circulation

The News has largest 3 cent evening circulation in America. It probably has as intensive a circulation in its field as any paper in the world.

**THE INDIANAPOLIS NEWS**

Use Newspapers on a 3 Year Basis

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



## KELLOGG HEADS BOARD TO DISTRIBUTE DIVERTED TONNAGE OF I. P. CO.

**Leading Publishers Co-operate—Advertisers on Advisory Body—Palmer Awaits Proof of Profiteering—Paper Makers' Wages Rise 20 Per Cent**

DISTRIBUTION of newsprint diverted from the tonnage of contract customers of the International Paper Company to newspapers without supply is expected to start shortly under the direction of a joint committee, composed of representatives of newspaper publishers and newsprint manufacturers. R. S. Kellogg, secretary of the Newsprint Service Bureau, is chairman of the joint committee, which is composed at present of the following members:

Wil V. Tufford, secretary of the Inland Daily Press Association; H. C. Hotaling, field secretary of the National Editorial Association; Charles I. Stewart, chairman of the paper committee of the Southern Newspaper Publishers' Association and general manager of the Lexington (Ky.) Herald. Benjamin H. Anthony, publisher of the New Bedford Standard, was asked to serve as representative for the New England field, but declined.

It is planned to have also an advisory committee composed of one publisher and representatives of the American Association of Advertising Agencies, Audit Bureau of Circulations and Association of National Advertisers, to more closely cement relations between publishers and users of advertising space, so that conservation of the latter may be effectively carried out.

Willard E. Carpenter, publisher of the Lincoln (Ill.) Courier-Herald, is chairman of the advisory committee, which so far includes John Sullivan of the A. N. A. and James O'Shaughnessy, secretary of the A. A. A. Stanley Clague, managing director of the A. B. C., has not yet accepted the invitation to serve as a member of the committee.

### Many Profiteering Charges

Meanwhile, newsprint prices on the spot market continued to soar, aided by the stringency of supply caused by the railroad strike, quotations of 14 cents a pound being heard several times during the week in New York. Charges of profiteering are being made by publishers throughout the country against the makers and sellers of newsprint, and EDITOR & PUBLISHER telegraphed Attorney General A. Mitchell Palmer, asking whether the Department of Justice had taken any recent action to prosecute those making undue profits at the expense of the country's press. Mr. Palmer's reply, dated April 14, was as follows:

"The department has heretofore instituted both criminal and civil proceedings against certain newsprint paper manufacturers. The civil case resulted in a decree and agreement, with which you are doubtless familiar. This department some time ago requested the

**Federal Trade Commission to make an investigation and report whether the decree and agreement have been violated. If either has been violated, appropriate action will be taken. The Department of Justice feels that it has done and is doing all that can be done under the existing law to relieve conditions in the newsprint paper market."**

The decree and agreement to which Mr. Palmer refers was executed in 1917, and provides that paper shall be sold at a fixed price until three months after the end of the war. The Attorney General is trustee for the publishers under the agreement, which was rendered practically inoperative by superseding agreements in 1920 contracts between the important paper manufacturers and many of their newsprint customers.

### Mill Workers Get 20% Raise

Newsprint was not a leading subject at the convention of the American Pulp and Paper Association in New York this week, except between officials of the unions representing pulp and paper mill workers and leading newsprint manufacturers, who renewed their existing agreements for the next year, with a general advance of 20 per cent in wage scales. Representatives of the following newsprint manufacturers, having a combined daily output of more than 3,000 tons of newsprint, took part in the conference:

De Grasse Paper Company, Finch Pruyn & Co., High Falls Pulp & Paper Company, International Paper Company, Minnesota & Ontario Paper Company, Northwest Paper Company, St. Regis Paper Company, Spanish River Pulp & Paper Mills, Taggart Paper Company, Tidewater Paper Mills Company, Union Bag & Paper Corporation.

### Drastic Methods Start

With demands on advertising space increasing geometrically, publishers are realizing that conservation measures in force for the last six months will not put enough paper into storage to carry them over the expected enormous demands of next fall. Drastic measures were put into effect throughout the country this week because of the railroad strike, as noted in other columns of this issue, and the prospect is that "some of it will stick."

Meanwhile, the talk of the hour is "more paper." That means more pro-

duction, which, if arrived at by the normal method of building new mills and installing new machines exclusively for the manufacture of newsprint, will be deferred for the greater part of two years. Extra production for the present market is what publishers from all parts of the United States are seeking, they inform EDITOR & PUBLISHER, which this week asked R. S. Kellogg, secretary of the Newsprint Service Bureau, for information on this point.

Mr. Kellogg's data, gathered from reports of members of the bureau and statistics of the Federal Trade Commission, show a monthly production of

practically 9,000 tons by mills whose product is normally other grades, but which have been attracted to the newsprint market by the fancy spot prices that have been prevailing during the past six months.

New machines that will be installed during 1920 will give an approximate increase of 715 tons of newsprint daily, or 87,000 tons a year, which will go a long way to alleviate the shortage which would otherwise be calamitous in the latter months of the year. Statistics of new and expected production during the next eighteen months, as tabulated by Mr. Kellogg, follow:

Company	In 1920		In 1921				
	New Machines	Daily Capacity	Start	Output in 1920	New Machines	Daily Capacity	Start
Abitibi	1	85	Sept.	8,000	1	85	Sept.
Consolidated	1	60	Oct.	3,000	1	60	Jan.
Crown-Will	1	60	Aug.	6,000	..	..	..
Cushnoc	1	50	Aug.	6,000	..	..	..
Escanaba	1	50	Jan.	11,000	..	..	..
Washington	1	50	May	7,000	..	..	..
Great Lakes (Port Arthur)	..	..	July	7,500	..	..	..
International (Three Rivers)	..	..	..	..	2	110	Oct.
Laurentide	..	..	..	..	4	200	Sept.
Menominee	1	45	Dec.	..	..	..	..
Manistique	1	50	March	10,000	..	..	..
Ontario	1	50	Octo.	2,500	..	..	..
Price Bros.	1	55	March	13,000	*4	260	Dec.
Spanish River	1	50	Feb.	10,000	..	..	..
	1	55	Oct.	3,000	..	..	..
<b>Total</b>	<b>13</b>	<b>715</b>		<b>87,000</b>	<b>14</b>	<b>815</b>	

\*Expected to be eventually increased to eight machines.

### Marcellus Foster Marries

HOUSTON, Tex.—Marcellus E. Foster, publisher of the Houston Chronicle, and Clare Collier La Barge were married in San Antonio on March 9, according to an announcement just made. They will make their home in Houston, where Mr. Foster has resided for many years.

## The New Orleans Item

Statement of Circulation for the period ending April 1, 1920:

Daily ..... 68,530  
 Sunday ..... 84,717  
 Average ..... 70,630

Circulation counts! We know; and we have it; but one hundred per cent merchandising and distribution connections are likewise essential to advertising success. Our Trade Extension Department will tell you how to get them, too.

**Right Features**  
 are the Safest Space  
 Economy

**INTERNATIONAL**  
**FEATURE SERVICE,**  
 Inc.  
 NEW YORK

**The True News**  
**FIRST**

*Always—Accurately*  
 International News Service  
 World Bldg. New York

## PRESTIGE

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

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

Write or wire for rates.

**The Associated Newspapers**  
 170 Broadway New York

## Revelations of a Wife

By Adele Garrison

—Read by Millions—

**NEWSPAPER FEATURE**  
**SERVICE**

New York

## New Era Features

30 E. 42nd St., New York City

Forty Leading Papers  
 print Our Service

Send for our Headline History  
 of the World War

## Ask Me! Renewals

The following important newspapers have renewed their contracts for Carolina Jewett's ASK ME!—the successful home page, information column:

Atlantic City Press, Pasadena Star-News, Bloomington Bulletin, Mitchell Gazette, Sioux Falls Argus-Leader, Long Beach Press, Fort Collins Courier, Clinton Journal, Laredo Record, Brownsville Herald and Athens Banner.

Second year of Success

**FAIR & JEWETT, Ltd.**

Clara L. Fair, President  
 1544 Aeolian Hall, N. Y. City

### NOTE

This is a six-times-a-week feature. It answers all questions. Letters enclosing stamped envelop get a PERSONAL reply that bears local postmark. Space occupied daily; eight inches or less. Price \$3 a week.

## HOUSE DEFERS ACTION ON FESS BILL

**Representative Newton Introduces Amendment to Repeal Pending Increases on Second-Class Mail—Passage Is Unlikely**

(Special to EDITOR & PUBLISHER)

WASHINGTON.—The House Committee on Post Offices and Post Roads has again deferred action on the Fess bill, introduced at the request of Victor Rosewater, for modification of the postage rates on second-class mail matter though retaining the zone system.

At an executive meeting of the committee on April 13 the committee considered various contingencies operating against any reduction in the postage rates because of the opposition not only of Treasury Department officials but of the Republican leaders in both the Senate and House against any diminution in the revenues accruing from existing tax laws.

As a counter proposal to the reduc-

tions proposed in the Fess bill, Representative Cleveland A. Newton, Republican, of Missouri, offered an amendment which would have the effect of repealing all increases provided for in existing statutes. The Newton amendment, in effect a substitute for the Fess bill, would eliminate the statutory provisions for further increases on July 1 of this year and July 1, 1921, leaving current charges as the permanent rates.

Members of the committee were represented as being opposed to both the Newton proposal and the Fess bill, and it was Mr. Newton's realization of the apparent impossibility of favorable action on the Fess measure that led him to suggest the continuance of existing rates as a compromise. It is not likely that any legislation of this character will be enacted at this session of Congress.

In an effort to persuade members of the committee of the inequalities of rates on newspapers and magazines as compared with parcel post and freight charges for similar weight and like distances, Mr. Newton prepared the following table:

**Comparison of Rates for Transporting Newspapers and Periodicals (50 per cent advertising) and Catalogues in Bulk Packages**

Zones.	Second Class Mail.			Parcel Post.	Freight.	New York to Cities Named Below.
	Now 100 Lbs.	July 1920 100 Lbs.	July 1921 100 Lbs.			
First (50 miles) . . .	\$1.50	\$1.625	\$1.75	\$1.08	\$0.50	Philadelphia.
Second (150) . . .	1.50	1.625	1.75	1.08	.50	Harrisburg.
Third (300) . . . . .	1.75	2.00	2.25	....	.50	Buffalo.
Fourth (600) . . . . .	2.25	2.75	3.25	....	.59	Pittsburgh.
Fifth (900) . . . . .	2.50	3.125	3.75	....	.99—1.07	Chicago, Minneapolis, Charleston, Des Moines, New Orleans.
Sixth (1,200) . . . . .	2.75	3.50	4.25	....	1.54	Denver.
Seventh (1,600) . . . . .	3.25	4.25	5.25	....	2.125	Seattle, San Francisco, Los Angeles.
Eighth (2,000) . . . . .	3.50	4.625	5.75	....	2.565	

NOTE.—Private enterprises are offering to deliver weekly and monthly publications in cities situated in each of the eight zones at one-half cent a copy.

## AD AGENT COMMENDS BAY STATE SURVEY

**Adds a Few Other Points of Information About New England and Prospects for Record Year of Newspaper Advertising**

By CHARLES J. O'MALLEY,

President, O'Malley Advertising and Selling Company, Boston, Mass.

I was very much impressed with the splendid showing of EDITOR & PUBLISHER'S recent surveys of the advertising situation in New England. It certainly was an exhaustive analysis of the situation. People living in New England believe it is the best section of the United States in many respects. Facts and figures seem to bear them out regarding its prosperity. Certainly the industrial situation, minus the industrial unrest, is far better off in New England than in any other section of the country.

I have been personally interested in locating industrial plants through-

out New England. A great many inquiries came from the West and from firms anxious and willing to locate desirable sites in this section. The greatest difficulty, I find, is in the lack of building facilities for these industries.

In a survey of sixty of the larger towns of New England in the early part of last year there was about 12 per cent. of vacant property available. This space was quickly taken. Then began a building crusade amounting to over \$18,000,000, which appears phenomenal, considering the high cost of wages and materials. Many of the buildings have been completed or are under construction, and by the latter part of this year there will be sufficient buildings to meet the urgent needs of industrial development. The wartime structures, which became vacant at the signing of the armistice, are now mostly occupied.

The textile trade and the shoe trade, which are the most important ones in this section, have had phenomenal financial success. Prices have soared

sky high and there are prospects that they will not come down for some time. Today the textile trade is apportioning its goods and is not seeking buyers. Raw materials are scarce. Even when a manufacturer has enough on hand to keep his plant going full time he finds more customers than he can supply, being thus compelled to distribute his goods as a favor. The demand seems to increase daily. The same conditions prevail in the shoe trade.

### Newspapers All Gain

Under these circumstances the newspapers boomed in 1919, but 1920 gains are away ahead of last year—in fact unprecedented.

The white paper situation is of vital concern to the newspapers of New England. Rumors have had it for some time of the consolidation of many New England papers, and it is hardly possible that the best wisdom of the newspaper fraternity will not mean concentration.

Here and there there is the customary rumor of a new paper being established. The only one in Boston that seems to have crystallized is the efforts of a Lynn newspaper man, who promises to give Boston a new morning paper, backed, it is understood, by a former candidate for governor. Those on the "inside" know full well that Boston is oversupplied with dailies, but the claim that "there is always room on the top" may be the incentive.

Summing up the whole situation, I believe that New England will experience as great, if not greater, advertising prosperity this year than last; but the day is coming, and not far distant, when the present speculative spirit and extravagance of the general public must terminate. Then, and not until then, will people return to sane living.

### Moss Here for Conventions

W. E. Moss, of the Central Division of the King Feature Service and former business manager of the Universal Service, ended a five-month swing around the circle by his arrival in New York a few days ago for the publishers' conventions. He reports a prosperous trip throughout the Middle West in the interests of the Hearst news and feature services.

### Canadian Publishers Discuss Postage

(By Telegraph to EDITOR & PUBLISHER)

TORONTO, Ont., April 15.—Directors of all three Canadian press associations are holding emergency meetings on the new postal bill shortly to be introduced at Ottawa. The proposal is for a rate from a quarter cent to a cent a pound in a new 300-mile zone, and two cents outside this zone. Directors of the Daily Association will interview the Postmaster General tomorrow and decline to divulge their policy until after this meeting. Other associations are acting independently.

### Cobb Completes Business Tour

"Will" J. Cobb, of the Haskin Newspaper Service, has just completed a business tour of the country and is back in New York for the A. N. P. A. convention. He says that publishers today are worried about newsprint and labor conditions, but unlike in the old days their troubles are not financial. "Formerly," he said, "it was hard to make people read daily papers. Now it's to be just as hard to print enough."

## BOSTON AMERICAN

### LEADS

all other Boston evening newspapers in

### Department Store ADVERTISING

A sufficient recommendation to ANY space buyer.

Users of high class goods, fine pianos, Turkish rugs, special automobile bodies, steel wheels, pleasure craft—those accustomed to the best in life can be reached through

### The Santa Barbara Morning Press

Santa Barbara, California

### 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

### The Paper That Dominates the North Jersey Shore

Of nearly 5,000,000 lines of advertising carried by the

### ASBURY PARK PRESS

during 1919 more than 4,000,000 lines were inserted by local merchants.

These figures speak volumes for the confidence enjoyed by The Press among the people who know it best.

Standard Rate Card. Member A. B. C. FRANK R. NORTHRUP, Special Representative 303 Fifth Avenue, New York City Association Building, Chicago J. LYLE KINMONTH, Publisher. Asbury Park, N. J.

Dominates Its Field

LOS ANGELES

### Evening Herald

CIRCULATION

123,305

DAILY

Member A. B. C.

### Tried and Found True

Whether as a household necessity for the family or a productive salesman for advertisers

### The Pittsburg Dispatch

has stood the test for generations.

Branch Offices:

Wallace G. Brooke, Brunswick Building, New York The Ford-Parsons Co., Marquette Building, Chicago, Ill.

If you ask, "Why is

### Beloit, Wisconsin

the test town of the country for the foreign advertiser?" the answer is—

It is marvelously industrialized, it is a highly educated community, it is intensely American, it is wealthy—an average of \$425 in bank for ever person, young and old. It has but one paper—

### Beloit Daily News

Circulation, 7,700 Rate, 3½c per line.

## NEW YORK JOURNAL

Average Daily Net Paid Circulation for six months ending March 30th, 1920

712,778

This is greater than the entire population of the eight largest cities in the state of Connecticut.

The largest daily circulation of any newspaper in America.

The New York Evening Journal is a member of the A. B. C.



## URGENT INCREASED WAGE FOR MAIL CLERKS

Inter-State Circulation Manager Association Wants Better Morale in Post Office—Michener Named President

(Special to EDITOR & PUBLISHER)

HARRISBURG, Pa.—Resolutions urging that the present inefficient mail service be improved by adopting a higher wage scale in order to retain the employees were passed at the closing session of the Inter-State Circulation Managers Convention here last week.

J. D. Hardy, chief clerk of District 9, of the Railway Mail Service, with headquarters in Harrisburg, spoke at the meeting and told of the discouraging decrease in the efficiency of the department. Mr. Hardy explained that in the past year more than 1,600 employees have resigned on account of the meager wages paid to the men and the lack of co-operation which was accorded them.

He also declared that his service was doing everything in its power to assist the circulation managers of newspapers in getting their papers out on time, but that without the necessary co-operation through orders from Washington headquarters, he was powerless to prevent the constant increase in inefficiency.

Copies of the resolutions were sent to members of the Postal Wage Commission and to Pennsylvania and adjacent state senators and representatives.

A. R. Michener of Harrisburg Telegraph was elected president for the coming year; C. C. Bauer, Philadelphia Record, vice-president; H. C. Carpenter, Lancaster Intelligencer and News-Journal, secretary-treasurer; board of directors: Fred I. Cook, Scranton Republican; J. H. Miller, Jr., Pittsburgh Gazette-Times; H. C. Carpenter, Lancaster Intelligencer and News-Journal; A. I. Finley, Atlantic City Gazette Review. Membership committee: Royal W. Weiler, Allentown Herald and Item; W. A. Schindle, Lancaster Examiner and The Daily New Era; F. E. Main, York Gazette and Daily; Charles Black, Washington Herald; David R. Black, Altoona Times-Tribune. Program Committee: C. C. Baner, Philadelphia Record; L. G. Bradle, Lancaster Intelligencer and News-Journal; J. M. Lannenbergh, Philadelphia Press; F. E. Starkweather, Wilmington Morning News; J. L. Stackhouse, Easton Express.

Philadelphia was chosen for the next meeting place with the Hotel Adelphia as the headquarters.

### "3-I" Meeting in Chicago

CHICAGO.—The fourth annual meeting of the Three-I Circulators' Association representing the states of Illinois, Indiana and Iowa) will be held at the Hotel La Salle, this city, Tuesday, April 20. Besides the formal program, impor-

tant association matters are to be voted on, including revision of constitution and by-laws, selecting next meeting place and election of officers.

## FEDERAL PAPERS FOES TO PRINT ECONOMY

Publications Which Grew in War-Time Washington Like Mushrooms Used Advertising Columns for Selfish Propaganda

BY ROBERT T. BARRY

[By Telegraph to EDITOR & PUBLISHER]

WASHINGTON, D. C., April 16.—The controversy between Senator Reed Smoot, of Utah, chairman of the Joint Congressional Committee of Printing, and George Creel, over the accuracy of statements made by the former relative to the transfer of the official U. S. Bulletin to Roger W. Babson, has cast its shadow over the revelations of the waste of newsprint by Government publications.

Chief among the disclosures contained in the Smoot report was a showing that during the war when newspaper publishers were "cutting to the bone" to save paper and conform to the spirit of the War Industries Board Regulations, Government publications were springing up like mushrooms. The report offered further evidence of the fact that despite the growing shortage of newsprint resulting in widespread agitation in Congress for statutory limitations upon the size of daily newspapers, the publishers of the Government fought every step of the Congressional Committee on Printing to reduce the monetary expenditures and eliminate some of the waste of newsprint.

Absent in the matter of advertising were no less serious, according to the Smoot charges, some of the statements in the report making it appear that while American newspaper publishers and Government officials were promoting "honest advertising" campaigns, some of the Government organs were violating every tenet of the program.

At a time when the Federal Trade Commission received space from newspapers in its campaign against wild cat schemes, one army publication was carrying advertisements which sought to persuade soldiers to invest their bonuses and savings in such speculative ventures. Others disregarded the economies urged by the Federal Reserve Board and other agencies and entered upon elaborate illustrations rivaling, the committee stated, the Ladies' Home Journal and Vanity Fair.

Regardless of the outcome of the row between Senator Smoot and Mr. Creel, the report, it is believed, will serve useful ends by calling attention to the activities of the Government in the publishing business and lead to some sort of effective action looking to a check up on such extravagances in the future.

The committee presented an amazing showing not only of the amount of paper used by Government publications, but of the 1,700,000 pounds of paper consumed in the printing and distributing of speeches by Federal officials, other than members of Congress, at a cost to the Government of \$440,000.

## PAPER PROBE ASKED IN HOUSE BILL

Christopherson Calls on Palmer to Prosecute Profiteers—Hearing on Underwood Bill by House Week from Monday

(By Telegraph to EDITOR & PUBLISHER)

WASHINGTON, D. C., April 16.—Representative Charles A. Christopherson, of South Dakota, a publisher, introduced a resolution calling upon the Attorney General to institute a "sweeping and thorough" investigation of the newsprint situation with a view to instituting prosecutions.

His resolutions follows:

"WHEREAS certain manufacturers and dealers in print paper have and are taking advantage of the shortage now existing in the supply of print paper and are charging exorbitant prices for the supply not contracted for, and;

"WHEREAS this situation is a great burden on the publishers of small papers and on publishers who have not been able to contract for their supply, therefore be it

"RESOLVED, by the Senate and House of Representatives that the Attorney General be and is hereby directed to make a sweeping and thorough investigation of the manufacture, distribution and sale of print paper, and to institute criminal proceedings against all those who have violated the law in the matter of sale and distribution of print paper, and who are guilty of profiteering in this commodity."

The House Committee on Foreign Affairs will hold a hearing on Monday, April 26, on the Underwood resolution providing for the appointment of a commission to confer with officials of the Canadian and Provincial Governments relative to removal of the restrictions upon exportation to the United States of paper and wood pulp.

## WOMEN TO FEATURE INLAND PROGRAM

Chicago Purchasing Bureau May Be Established—Outline of Cost Finding System New Being Worked Out

(Special to EDITOR & PUBLISHER)

CLINTON, Ia.—Secretary Wil V. Tuford of the Inland Daily Press Association announces that the Spring, or May, meeting of the I. D. P. A. will be held in Chicago, at the Hotel La Salle, Tuesday, May 11, and will possibly extend over to May 12, and it has been found advisable of late to hold two-day sessions and omit the August meeting.

As the Inland has been steadily acquiring quite a list of newspaper members, who have lady managers, it is the intention of President Sundine to feature them on the program of the May meeting as discussing some live phase of newspaper making. Among these executives are Mrs. Zell Hart Deming of the Warren (Ohio) Tribune; Mrs. M. S. Shaw of the Dixon (Ill.) Telegraph; Mrs. Allyne V. Carpenter of the Lincoln (Ill.) Courier-Herald, and Mrs. J. T. Galbraith of the Carbondale (Ill.) Free Press.

Since the annual meeting of the Inland in February, applications for membership have been received from the Minneapolis Tribune, Fostoria (Ohio) Review, Hamilton (Ohio) News, Quincy (Ill.) Whig, Paducah (Ky.) Sun, Wabash (Ind.) Times-Star, Independence (Mo.) Examiner.

## PUBLISHERS

"If you are having trouble Collecting Agency Accounts, due to 'Missing Proofs of Insertion,' YOU NEED the Schworm-Mandel Page Delivery Service."

Covers New York and Chicago Agencies Send for Particulars and List of Subscribers

Schworm - Mandel, Inc. 456 4th Ave. New York, N. Y.

## The Boss says:

We carry the greatest volume of national advertising in Northern West Virginia and (cribbing the good stuff of one of our national advertisers) "there's a reason" which we'll gladly explain.

## The West Virginian

The Evening Newspaper Published at Fairmont, W. Va. Population 25,000—December A. B. C. Circulation 5,363 Represented by MacQuoid Agency 103 Park Avenue, New York

## The Dominating Force

In a manufacturing territory famous for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.

## The Bridgeport Post Standard-Telegram

Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.

### FOREIGN REPRESENTATIVES

I. O. Klein, Metropolitan Bldg., New York. John Glass, Peoples' Gas Bldg., Chicago, Ill.

## Perth Amboy, N. J.

Most Rapidly Growing City in East

Thoroughly Covered by the

## Evening News

Member A. N. P. A., A. B. C. A. P. Reasonable requests for trade information given prompt attention.

F. R. Northrup, 303 5th Avenue New York City

## THE PEOPLE OF NEW LONDON, CONN.

have money to spend for nationally advertised goods. The city was never as prosperous as it is today.

Advertise your goods at dawn and sell them before dark

The NEW LONDON TELEGRAPH JULIAN D. MORAN, Pres. and Mgr. Representatives

Payne-Burns & Smith, New York—Boston J. Logan Payne Co. Chicago—Detroit

## A Denominational Weekly

can only prosper so long as it deserves the loyalty of its readers.

## The Congregationalist

for over a century has served with distinction its readers.

Advertising in its columns receives the benefits of this loyalty.

14 Beacon St., Boston

## The Pittsburg Press

Daily and Sunday

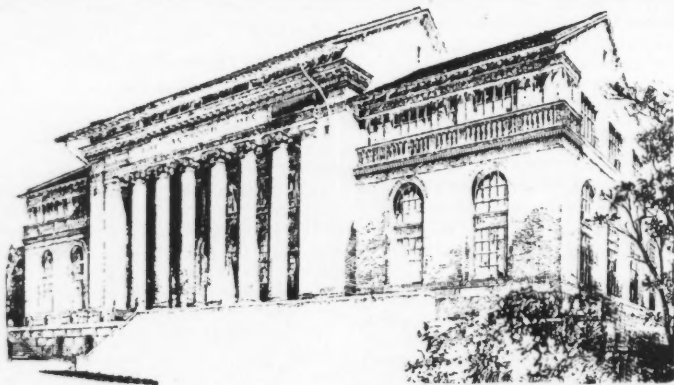
## Has the Largest

CIRCULATION IN PITTSBURG

Member A. B. C.

Foreign Advertising Representatives Metropolitan Tower, Peoples' Gas Bldg. I. A. KLEIN JOHN GLASS. New York. Chicago.

**A Classic in Newspaper Plant Architecture**



WITHIN a few months the Hartford (Conn.) Times will be occupying a building which will combine the latest and best features of newspaper plant layout with architectural beauty. The Times building is to face upon a boulevard which runs from Main street between the Municipal building and the Morgan Memorial Museum. The new building was planned by Donn Barber of New York and the facade of the building is to be adorned with the classic pillars taken from the Madison Avenue Presbyterian Church in New York.

For working purposes Mr. Barber plans a remarkably efficient arrangement of the various departments. The lower floor will contain the pressroom, news-boys' room, mailing, shipping and storage rooms. The pressroom will be 26 feet high, with an observation gallery and delivery service space at the north end on a mezzanine elevation on street level. The street floor will be given over to the business and advertising offices; the second floor will contain executive offices, news room, editorial rooms, private offices, library, telephone and telegraph rooms, conference room and job printing department. On the third floor will be the composing room, proof room, stereotyping, machinists' rooms and the electricians' room.

IN one of the corridors of the Waldorf-Astoria Hotel there is a flower booth, so small that its keeper has scarcely room to move about. For this he pays \$10,000 a year rent. Two blocks away where fifty times as many people pass, he could hire a store five times as large at half the rent.

The answer to why he stays in a booth off the corridor in the Waldorf is simple. It is because the Waldorf introduces this tiny florist stand to a select group of purchasers where everybody who looks is interested and can afford to buy: while thousands of people who never think of buying an orchid are hurrying down the street two blocks away.

Now, the Waldorf-Astoria is to that tiny flower store what Editor & Publisher is to men interested in newspaper making and advertising. Your classified advertisement in Editor & Publisher will reach the thinkers and doers of your world of business: not promiscuous readers: but readers intensely interested in everything connected with newspaper making.

The smallest message in Editor & Publisher is read by people you want to reach.

**EDITOR & PUBLISHER**  
World Building • New York City

**INCORPORATIONS**

NEW YORK.—Inventors Publishing Company; \$5,000; H. Wibel, L. S. Furman, A. W. Feber, 337 East 68th Street.  
Rankovich Printing Co.; \$50,000; A. P. Anderson, M. L. Doran, J. Bramwell, 34 Nassau Street.  
Fairway Advertising Corporation; \$50,000; L. Fairman, H. A. Weisberger, M. Pfeiffer, 1734 Stanhope St., Brooklyn, N. Y.  
American English Literature Society; publishers; S. V. Penfold, G. B. Read, L. T. Noonan, 165 Broadway.

Who's Who In Finance; publishing; \$10,000; S. B. Joseph, F. F. Chippy, J. W. Leonard, 375 Fulton Street, Brooklyn, N. Y.  
Kennedy Paper Mills; \$40,000; W. C. Ridgeway, I. S. Slot, N. W. Byers, 188 Gates Ave., Brooklyn, N. Y.  
Greenwich Paper Company; \$25,000; H. Stein, S. Olesky, E. M. Kirshman, 2929 West 32nd St., Brooklyn, N. Y.  
Houston, Tex.—The Contractor Publishing Company; \$8,000; Eli Marks, C. D. Waite and Hugh Potter.  
NOWATA, OKLA.—Nowata Times Publishing Company; \$10,000; E. E. Sams, Sam R. Braselton and A. T. Anglin.

**SUPPLIES & EQUIPMENT**

For Newspaper Making

**EQUIPMENT FOR SALE**

Advertisements under this classification thirty cents per line. Count six words to the line.

**EQUIPMENT FOR SALE**

Advertisements under this classification thirty cents per line. Count six words to the line.

**For Sale**

12 page Hoe-Bullock rotary press in excellent condition. Speed 10,000. Page size, seven 13/8 cm column, 22 1/2 inch long with complete stereotyping outfit, ten turtles, chases, head rules, column rules, chipping block, metal pot, double steam table, gas boiler, tail saw, matrix paper and supplies. Further information and picture of press on request. Consolidation forces this press on market. Outfit will be sold at right price. D. W. Stevick, Champaign, Ill.

**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.

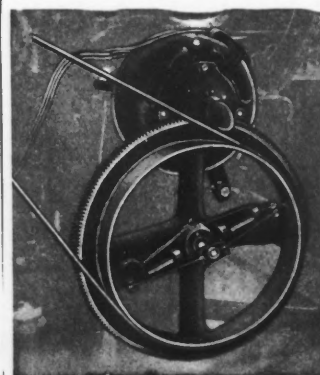
**For Sale**

Duplex press; Columbia model; good running condition. \$1,500 on floor. Reporter, White Plains, N. Y.

**PREMIUMS**

for merchandise and newspaper circulation campaigns, with plans and service. Plans and premiums to fit your need and price. Free circulation and advice. Send for circulars and information before you make any other plans. Distribution problems solved. **HILL & KING, Peoples Gas Bldg., Chicago, Ill.**

**THE CUSHMAN**



**OFFSET LINOTYPE MOTOR**  
Has No Equal

for

**EFFICIENCY and SERVICE**

and **STURDY CONSTRUCTION**

We want to give you the benefit of our fourteen years' experience in manufacturing linotype motors.

Write for prices. Address: **CUSHMAN ELECTRIC CO. CONCORD, N. H.**

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 For Sale**

About 50 tons newsprint 16 1/2-inch jumbo rolls—April and May delivery—standard domestic grade 10 1/2 cents paid F. O. B. mill net cash. Subject to prior sale. Write or wire us for any newsprint requirements.

**SUPERIOR CARD & PAPER CO.**

196 JUNIUS ST., BROOKLYN, N. Y.  
Tel. East New York 7883

**For Sale**

Two Hoe Sextuple Presses with two folders. Each press prints an 8-column standard size newspaper, is in good condition and can be inspected at any time. Hoe Matrix Rolling Machines can be shipped at once.

**Walter Scott & Company**  
PLAINFIELD, N. J.

**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



## CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of Editor & Publisher you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

### SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

#### Business Building Publisher Wants to Build Another

Made the weak newspaper of the field the big, dominant, profit-maker despite hard competition. Also, as head of departments for other papers, made them efficient and profit-producers. Trained experience in every phase of all business and editorial departments and thorough knowledge of mechanical end. Made successes in East and West; prefer to establish in West. References as to ability, character and accomplishment from every person with whom now or previously connected. Now making good in big way with large Eastern daily and Sunday with brilliant prospects but wish to connect where there is opportunity for even bigger things or of acquiring, through efforts, a substantial interest. Replies treated in strictest confidence. Interview in New York during A. N. P. A. Convention may be arranged. Box B741, Editor & Publisher.

#### Advertising Manager, Solicitor or Assistant to Business Mgr.

Age 28, married, 8 years' experience advertising and business end. Good copy writer. Best of habits and references. Now employed, desire to connect with organization offering permanent position with good future. Box 737, care of Editor & Publisher.

#### Business Manager

A live wide awake business manager, thirty-four years old and with fifteen years' experience, is looking to make a change either as assistant general manager or manager of newspaper plant in city of thirty to forty thousand. Have excellent record. Will exchange references. Personal reasons for desiring change. No \$30 or \$40 per week jobs considered. Can make good, being familiar with every department. Can also handle job printing end and make money. Address, B-720, care of Editor & Publisher.

#### Managing Editor

WANTED—Position as managing editor of news editor in city of over 50,000. Nothing under \$3,000 can be considered. References exchanged. Applicant is young man graduate oldest school of journalism in United States and has had six years' practical experience. Full of pep with plenty of originality. Now employed but ambitious for next step upward. Address Box 733, care of Editor & Publisher.

#### Managing Editor

Seeks connection with newspaper in town not too big to live in. Young, aggressive, original, ripe experience in news, editorials and make-up. Two years managing editor of paper in eastern city of 25,000; now on staff of leading paper in 700,000 citl. Not afraid to take hold of trailing paper, but in no hurry to make change and salary and future must be exceptionally attractive. Please state proposition fully. Box 736, care of Editor & Publisher.

#### Business or Circulation

15 years' varied newspaper experience, metropolitan and smaller cities, as assistant to publisher, office manager, circulation manager, and advertising manager, and advertising salesman. Want place as business, assistant business, or circulation manager on substantial, modern newspaper requiring reliable, able man. Please outline your proposition and make inquiry to Box B-742, care of Editor & Publisher.

#### Cartoonist

Wishes position with large or small daily. Political cartoons, comics and layouts. Six years' newspaper experience. Samples on request. Address Box 734, care of Editor & Publisher.

#### Editor

Wanted—Situation as editor of Republican afternoon daily. Experienced telegraph editor and editorial writer, for Central or Western State. Address Box 739, care of Editor & Publisher.

#### Editorial Writer

One of the foremost editorial writers, now connected with the most influential trade paper publishing company in its field, is open for proposals in New York City or Chicago. Address B-716, care of Editor & Publisher.

#### Proofreading

Experienced competent proofreader can give services four hours every evening to author or publisher, New York or Brooklyn. Address Box 707, care of Editor & Publisher.

### SITUATIONS WANTED

#### This Advertisement Should Interest Newspaper Publishers ATTENDING A. N. P. A. MEETING

My present position has paid me better than \$7,000 a year for the past five years, as representative of the advertising department of the foremost daily newspapers in a city of 800,000 population, but it is one of those permanent jobs lacking bigger possibilities demanded by ambition. I would be interested in an offer from a Newspaper Publisher needing a business or advertising manager. Over 18 years of experience in all departments of a daily newspaper, covering both Northern and Southern conditions. Wide personal acquaintance with National Advertisers and Advertising Agents, An American, 36 years of age, married. An interview in New York during A. N. P. A. meeting can be arranged at mutually convenient time, by addressing:—"Bigger Possibilities," c/o Chandos St. Jobn Brenon, 574 9th Street, Brooklyn, N. Y.

### HELP WANTED

Advertisements under this classification twenty-five cents per line. Count six words to the line.

#### Advertising Solicitor

Wanted at once on small daily where advertising ability, energy in selling same and experience in placing small as well as large contracts are essential. No inside or detail work, only copy-selling man wanted. Should be experienced in selling feature advertising. Steady situation. We want a man who can take over the local advertising, handle it as a department and make a success of it. No limit to earnings as we pay on percentage basis. Give full details regarding qualifications, references, and drawing account desired. Address B-712, care of Editor & Publisher.

#### Wanted

Two live wire reporters to work suburban towns of 10 to 15 thousand population on progressive Evening Daily. State experience and salary expected also when you can report for work. EVENING TRIBUNE, Beaver Falls, Pa.

#### Can You Sell Newspaper Features?

A rapidly growing feature syndicate needs a live, aggressive, young salesman who is looking for a connection where his progress is limited only by his own ability. An interview will be granted immediately upon application. Address B735, care of Editor & Publisher.

#### Classified Salesman Wanted

Leading evening paper in large eastern city has an unusual opening for an unusual young man. Must be clean-cut, ambitious and experienced in soliciting general classified. Position is permanent and filled with opportunity for the right young man. One who is making good in smaller city preferred. Give full particulars including salary expected in first letter. Box 731, care of Editor & Publisher.

#### Business Manager Wanted

Trained and experienced executive. Must understand modern methods of accounting, advertising, circulation. This is a position that requires exceptional ability on a large daily newspaper with over 50,000 circulation, New York State. Highest references required. State salary to start. Address "Confidential," Box 738, care of Editor & Publisher.

#### Newspaper Reporter

Wanted newspaper reporter who knows news and knows how to write interesting story. Special assignment. Leading newspaper in Central New York. Should be able to ride motorcycle. Address stating reference and salary. Address Box 708, care of Editor & Publisher.

#### City Editor Wanted

By afternoon paper in growing Wisconsin city of 35,000. Must be capable of training reporters and developing news. Chance for promotion to young man with original ideas, energetic and clean habits. References required. State salary expected. Address Box B-743, care of Editor & Publisher.

#### Linotype Operator Wanted

Either young man who prefers country life, or older man tired of big city, can find permanent work in Open Shop; no Ladlow Operator wanted. Address Box 732, care of Editor & Publisher.

## HELP WANTED

### Salesmen

Wanted, salesman to call on newspapers with sideline. Good money. Address with full particulars and references. B-718, care of Editor & Publisher.

### BUSINESS OPPORTUNITIES

Advertisements under this classification forty cents per line. Count six words to the line.

#### Business Opportunity

An experienced newspaper man who can take an interest in a morning daily to be established in a city in the Central West. A good manager with circulation experience or editor preferred. Big field, success assured. Give experience, age, amount available for investment in first letter. Address N. Gallagher, 751 W. 77th St., Chicago, Ills.

#### For Sale

An old established daily newspaper, high standard, doing a nice volume of business, located in Central Pennsylvania in a county seat of 12,000 to 15,000 population, situated in a rich agricultural and manufacturing community. Well equipped plant with job department. Can be purchased on reasonable terms. Reason for selling present owners unable to devote entire time to business. For particulars address B-686, care of Editor & Publisher.

This Is Selling Space  
And I Want to Sell

## BRAINS

### NEWSPAPER BRAINS

Twelve years' development  
Still Learning  
Still Advancing  
That's Why  
I want a brand new job.

I've outgrown this one and it doesn't pay the money.

Capable of taking full charge of your news end. I have:

Experience  
Judgment  
Character  
Health  
AND  
LOTS  
OF  
PEP

Address Box 740, Editor & Publisher

## Advertising Salesman

Wanted by the  
DETROIT JOURNAL

A "go-getter" who wants to build a career on a foundation of solid, constructive salesmanship. Write details to Ralph C. Horn, Advertising Manager, Detroit Journal.

\$70,000 or less for investment in one or more newspaper properties.

Locations in southeastern section of the United States preferred. Proposition U. K.

### CHARLES M. PALMER

Newspaper Properties  
225 FIFTH AVE., N. Y.

## EASTERN TRADE PAPER

Dominant trade journal serving rapidly growing field, with tremendous possibilities.  
Net earnings last year \$50,000.00. Current year promises substantial increase in both gross and net business. Can be purchased on about 20% basis—large portion of purchase price required in cash.

Harwell & Cannon  
Newspaper and Magazine Properties  
TIMES BUILDING, NEW YORK

### UNFAIR USE OF TITLE

#### Kansas Supreme Court Protects Name of Merged Paper

(Special to EDITOR & PUBLISHER)

TOPEKA, Kan.—When a newspaper suspends publication through a merger, it becomes an unfair trade practice for another newspaper in the same field to assume, in any manner whatever, the name or the practice of the suspended publication, according to a decision of the Kansas supreme court here Saturday, in affirming the district court of Montgomery County in issuing an injunction against A. J. Valentine, of Coffeyville, who changed the name of his paper, The Earth to The Sun when the old Coffeyville Morning Sun was merged with the Journal, the afternoon paper, by Hugh J. Powell and Stanley Platz, owners.

After the Sun, a morning paper, suspended, Mr. Valentine, who was beginning the issuance of a morning paper, used the name The Sun for the new paper. Powell and Platz secured an injunction against the use of the name. Mr. Valentine in his petition stated that they were not using the name The Sun in the merged paper, it being simply known as The Journal.

When Powell and Platz secured an injunction the case was taken to the supreme court.

### Fraud Statute Kills Suit

JANESVILLE, Wis.—Declaring that even if the contract were made it would be void under the statute of frauds, Judge George Grimm threw the \$7,000 suit of J. L. Mahoney against John E. Kennedy and T. P. Burns, members of the Janesville News Publishing Company, out of court. Mahoney based his suit on an alleged agreement made between the three men, whereby Kennedy and Burns were to buy the controlling interest in the Janesville News, now defunct, for \$7,000, but failed to make payment within the two weeks' time limit.

### Indiana Newspaper Drops Advertising

SOUTH BEND, Ind.—For the first time in forty years the Tribune issued a 4-page paper on April 8. Due to an acute shortage of newsprint it was found necessary to eliminate all advertising and run a straight news folio.

## EARLY BEAUX STARTED HELEN ROWLAND

(Continued from page 8)

World, which was printing these epigrams each day and also syndicating them. Now and then, I grew tired of writing only that special line and I would ask the editor for another assignment, when he would invariably reply with a smile:

"You are not feeling well today; you go home and be funny."

In reply to my comment that many men, who so often scorned women writers, seemed to read with eager interest the epigrams, Miss Rowland replied:

"Yes, I have had hundreds of letters from men who seem to appreciate them. You know men love their little faults and seem rather pleased than otherwise that I have discovered them. Bozeman Bulger, the sporting editor of the Evening World, once said to me: 'Miss Rowland, my wife says you write about me every single night.'

### Knowing Men

"And that only goes to prove my original statement that if a woman knows one man well, she can understand all men. Here was a striking example. I did not know Mr. Bulger well, and yet his wife recognized him each evening in my 'Sayings of Mrs. Solomon.'"

When asked where she got all of her ideas for her epigrams, Miss Rowland said they came from many different sources. She said that when she first started, her beaux furnished much copy, though they did not know it, and that she drew them out as to their opinions on marriage, love and their ideal woman, and as soon as they took their departure she hurried to her room to write her impression, which then or later came out in print. After eleven years on the staff of the New York Evening World, which Miss Rowland declared were the happiest of her life, she left to go with the Wheeler Syndicate, and now devotes most of her time to that, doing all of her work at home. Her lovely apartment faces Central Park, at one of its most picturesque points, and after hours of writing, she finds the view a restful one.

### A Real Friend

She has the happy faculty of making one feel immediately at home, for her cordial handshake, charming manner, and bright smile make one feel she has really found a friend. She is not fond of being interviewed, and but for the fact that a cup of tea brought us together most informally, I would not have discovered half so much about her. She is the perfect Irish type, with the blue eyes and dark hair, and her roguish smile suggests a rare bit of humor.

According to her own statement, she has the Irish temper, though she seldom loses it. In the writing world she is Helen Rowland, but in real life she is Mrs. Frederick Kinney Noyes, the very happy wife of the associate editor of the New Adventure Magazine. Mr. Noyes is the son of Charles D. Noyes, publisher and part owner of the Norwich (Conn.) Bulletin.

When I suggested to Mrs. Noyes that it would seem to me an ideal arrange-

ment for a woman who writes to marry a man having the same vocation, she disagreed with me, laughingly saying, "Oh, no, my dear; to marry an editor is all right, but a writer, no; they are too temperamental. I only married Mr. Noyes when he told me that he was not writing then, and never expected to write again."

She evaded the question as to the amount of her yearly income from her writings, only saying that while she was doing splendidly, there were other feature writers who probably made more. Papers throughout the United States are printing her epigrams, and next year they will go into Australia.

Helen Rowland has one great ambition, and that is to write poetry, and she says that when she has just a little more time she hopes to fulfill her desires. She has written a few verses which she modestly insists are not poetry. One of these which brought forth much praise at the time was a tribute to the late Joseph Pulitzer, whom she grew to love while on the World. Many of her friends are writers of fiction and she thinks that field a most interesting one, though she has not yet tried her hand at fiction.

"I think the opportunities in the magazine and newspaper work today are simply wonderful and that New York is a most inspiring city of all to the young writer," she said.

Miss Rowland is the author of four books: "Reflections of a Bachelor Girl," "The Widow (to Say Nothing of the Man)," "The Rubaiyat of a Bachelor" and "The Sayings of Mrs. Solomon." All were first printed in daily newspapers throughout the country.

The movie fans who spend more time in film land than in reading also have an opportunity to enjoy her wit, as one of the largest film companies has bought the rights to her epigrams.

### Educating Correspondents

PORT HURON, Mich.—"Thumb Prints" is the title of a little publication just started, and which will be issued "every once in a while," by the Times-Herald Company for the benefit of its correspondents. It aims to explain newspaper organization problems to the outside staff and to cultivate a spirit of co-operation through better mutual understanding.

### Reported Reed Is Put to Death

CHICAGO.—An unconfirmed report that John Reed, magazine and newspaper writer, has been executed in Finland has been received here. Reed is under indictment here. He is charged with conspiracy to advocate the overthrow of the Government by force.

### Swaffer Leaves Cross-Atlantic

Hannen Swaffer has resigned as editor-in-chief of the Cross-Atlantic Newspaper Service, Inc., of London and New York, according to cable advice received by Holman Harvey, general manager, in New York.

The amalgamation of the two leading progressive Jewish newspapers of New York

## THE DAY AND THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

**דער טאג**  
The National Jewish Daily

## MORE WAR HONOR FOR CORRESPONDENTS

### King George Again Recognizes Journalists' Services in Conferring Appointments in Order of British Empire

By HERBERT C. RIDOUT

(London Editor of EDITOR & PUBLISHER)

Of peculiar interest and satisfaction to British journalism is the fact the March 31st list of war honors includes many of the British war correspondents, whose untiring energy and resource, ceaseless vigilance and impersonal service, gave the British Empire (and in many cases American readers, too) the news of the events of the war. Among the journalists honored with appointments in the Order of the British Empire are the following, and so that the American readers may recognize the new honor in each case, the new title or honor is used. Thus we have:

Sir Herbert William H. Russell, K.B.E. (Reuter's and Press Association). A son of W. Clark Russell, the famous writer of sea novels. As correspondent on the western front for Reuter's and the Press Association, he was the means by which the greater part of the civilized world, through agencies affiliated with Reuter's, followed the stirring march of events.

Sir Philip Hamilton Gibbs, K.B.E. (Daily Chronicle and Daily Telegraph). The charming and sympathetic writer who analyzed the effect of the war on men's minds in vivid despatches and in two striking books, "The Soul of the War" and "Realities of War."

Sir William Beach Thomas, K.B.E. (Daily Mail and Daily Mirror). For the best part of four years he represented the Daily Mail with the British Forces on the Western Front, and with the exception of the German offensives in the spring of 1918 all the principal engagements were made vivid by his pen. At the front he never thought of sparing himself any exertion whether in the field or in the writing of his despatches, for which, by the way, he had to learn the use of the typewriter.

Sir Harry Perry Robinson, K.B.E. (The Times and Daily News). After representing the Times as special correspondent in Belgium on the outbreak of war in 1914, he escaped from Antwerp at the last moment. In 1916 he became war correspondent for that journal on the western front. His lucid and vivid descriptions of the different historic phases of the Battle of the Somme are classed among the best literature concerning that tremendous clash.

Sir Percival Phillips, K.B.E. (Daily Express, Morning Post, and Daily Graphic). Master of a vigorous descriptive style, he has described many historical events for his newspapers, including the Coronation Durbar and the King's tour of India and the Olympic Games at Stockholm.

Herbert Warner Allen, C.B.E. (joint correspondent of Morning Post, Daily Graphic, Daily Express, and Daily News with the French armies).

Gerald Fitzgerald Campbell, C.B.E. (joint

correspondent of the Times, and the Daily Mail with the French armies).  
Edmund Candler, C.B.E. (accredited war correspondent Mesopotamia Expeditionary Force).

Fergus James Ferguson, C.B.E. (accredited war correspondent Salonica and Cairo).  
Lieut.-Col. Arnold N. S. Strode Jackson, C.B.E., D.S.O., services to Press Section, British Delegation, Peace Conference.  
William Thomas Massey, C.B.E. (war correspondent in Egypt).

George Ferris, C.B.E. (joint war correspondent Daily Chronicle and Daily Telegraph with the French armies).

Lester J. H. Lawrence, C.B.E. (Reuter's Special Correspondent with British Fleet at Dardanelles and later with the French armies).

Arthur Wallis Myers, C.B.E., editor in Publicity Department, Ministry of Information.  
Louis Tracy, formerly O.B.E., now C.B.E., journalistic work in America.

Peter Augustus Goudie, O.B.E., editor of the Continental Daily Mail, Paris.

Other services connected with war publicity or propaganda have been recognized in the case of the following:

Philip de Gylpyn Benson, C.B.E., member of the firm of Messrs. S. H. Benson, Ltd., advertising agents.

Gerard Yorke Twisleton-Wykeham-Fiennes, C.B.E., Director of Publicity Department, National War Aims Committee.

Henry Simonis, C.B.E. (advertising director of the Daily News and Star), honorary director of the Government Information Bureau.

Barrington Hooper, C.B.E., services in connection with the Victory Loan campaign.

Harold Idris Bell, O.B.E., editor of the Food Supplement of the Daily Review of the Foreign Press.

Second Lieutenant Ernest Brooks, O.B.E., official photographer to the War Office.

Frank Leslie Lascot, O.B.E., on staff of the Daily Mirror; services to the Victory Loan campaign.

William Warren, O.B.E., of the Daily Express Chery Fund, who by his writings as "Orion" in that paper raised some thousands of pounds for sending sports outfits and musical instruments to the British troops at the front.

Never in history has journalism and advertising found such handsome recognition for the services of their representatives.

## BUFFALO NEWS

EDWARD H. BUTLER  
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives  
KELLY-SMITH COMPANY  
220 Fifth Avenue Lytton Building  
NEW YORK CHICAGO

Few Papers—if any—surpass the  
TRENTON NEW JERSEY TIMES

AS  
A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.  
Wednesdays and Sundays four auto pages  
Tuesday Music Page  
Circulation 26,649. Member A. B. C.

KELLY-SMITH CO.  
Marbridge Bldg. Lytton Bldg.  
New York Chicago

## THE ANNALIST

Readers of The Annalist—bankers, brokers, merchants and executives in important financial manufacturing and mercantile establishments—make this magazine an effective advertising medium for manufacturers or distributors of goods having an appeal to these influential buyers.  
Advertising rates on application.

## THE ANNALIST

EVERY MONDAY  
Published by  
The New York Times Company  
Times Square New York

## Randolph W. Madison

SPECIAL WESTERN REPRESENTATIVE

OF

Editor & Publisher  
ROOM 802

TITLE INS. BLDG.  
LOS ANGELES, CALIFORNIA

We can increase your business—you want it increased.

You have thought of press clipping yourself. But let us tell you how press clipping can be made a business-builder for you.

## BURRELLE

145 Lafayette St., N. Y. City  
Established a Quarter of a Century

YORK, PA.

POPULATION 60,000  
An ideal manufacturing city of ideal homes and labor conditions.

"You'd like to live in York"

The York Dispatch  
York's only Evening Paper



Work up good will  
by newspaper adver-  
tising and you will  
**HOLD** the business



Most of the Money that now  
crowns Cotton King  
will be spent in the  
South!

The world must buy our cotton and  
pay billions for it.

800,000,000 orientals  
are heavy users of cotton goods;  
hundreds and thousands of Euro-  
peans, and MILLIONS of people  
here and abroad.

The South now raises diverse  
crops, makes goods of its own  
products of field and mine and is  
no longer dependent upon Cotton for  
its prosperity. But Cotton HELPS.

Surprising that MORE National  
Advertisers from the North do not  
"follow their leaders" and publish  
human interest advertisements in the  
Southern dailies, where they can get  
the most for their money!

	Circulation	2,500	10,000
	lines	lines	lines
<b>ALABAMA</b>			
Birmingham Age-Herald (M)	22,300	.07	.05
Birmingham Age-Herald (S)	27,405	.08	.06
Birmingham Ledger (E)	34,018	.07	.07
*Birmingham News (E)	45,343	.10	.10
*Birmingham News (S)	48,070	.12	.12
Mobile News-Item (E)	10,132	.03	.03
Mobile Register (M)	23,709	.05	.05
Mobile Register (S)	33,137	.06	.06
Montgomery Advertiser (M)	24,127	.05	.05
Montgomery Advertiser (S)	24,736	.06	.06
<b>FLORIDA</b>			
Jacksonville Metropolis (E)	18,740	.05	.05
Florida Times-Union, Jack- sonville (M&S)	26,915	.07	.08
Palatka Morning Post (M)	1,450	.0122	.0122
Pensacola Journal (M)	6,485	.025	.025
Pensacola Journal (S)	7,300	.025	.025
Pensacola News (E)	5,425	.03	.03
<b>GEORGIA</b>			
*Atlanta Georgian (E)	39,386	.06	.08
*Atlanta Sunday American (S)	33,177	.12	.12
*Augusta Chronicle (M)	11,074	.03	.03
*Augusta Chronicle (S)	10,008	.035	.035
*Augusta Herald (E)	15,993	.04	.04
*Augusta Herald (S)	11,154	.04	.04
Columbus Ledger (E&S)	7,592	.03	.03
Macon Telegraph (M)	23,450	.04	.04
Macon Telegraph (S)	19,321	.04	.04
Savannah News (M&S)	21,130	.055	.05
Savannah Press (E)	15,357	.04	.04
<b>KENTUCKY</b>			
**Louisville Herald (M)	48,716	.08	.08
**Louisville Herald (S)	53,503	.08	.08
Paducah News Democrat (M)	6,972	.0225	.018
<b>LOUISIANA</b>			
*New Orleans Times-Picayune (M)	76,171	.15	.15
*New Orleans Times-Picayune (S)	92,360	.18	.18
*New Orleans Daily States (E)	41,925	.10	.08
*New Orleans Daily States (S)	37,563	.10	.08
*New Orleans Item (E)	74,541	.12	.12
*New Orleans Item (S)	90,488	.15	.15
<b>NORTH CAROLINA</b>			
*Asheville Citizen (M)	11,985	.03	.03
*Asheville Citizen (S)	9,704	.03	.03
*Asheville Times (E)	7,236	.025	.02
Charlotte News (E&S)	10,849	.03	.03
*Charlotte Observer (M)	18,360	.055	.03
*Charlotte Observer (S)	18,557	.065	.04
Durham Sun (E)	5,325	.02	.02
*Greensboro Daily News (M)	15,975	.05	.04
*Greensboro Daily News (S)	21,117	.06	.04
Greensboro Record (E)	3,000	.025	.025
Raleigh News and Observer (M)	22,273	.05	.04
Raleigh News and Observer (S)	22,210	.05	.04
*Wilmington Dispatch (E)	4,498	.02	.02
*Wilmington Dispatch (S)	3,540	.02	.02
*Winston-Salem Journal (M&S)	5,353	.025	.02
*Winston-Salem Sentinel (E)	6,956	.03	.03
<b>SOUTH CAROLINA</b>			
Anderson Mail (E)	4,431	.02	.02
Charleston American (M)	7,603	.03	.03
Charleston American (S)	12,991	.03	.03
*Columbia Record (E)	12,007	.03	.03
*Columbia Record (S)	21,091	.05	.05
Columbia State (M)	8,485	.025	.03
Greenville News (E)	4,735	.02	.02
Spartanburg Journal & Carolina Spartanburg Herald (E)	2,958	.04	.04
Spartanburg Herald (M)	4,416	.04	.04
Spartanburg Herald (S)	5,262	.04	.04
<b>TENNESSEE</b>			
*Chattanooga News (E)	14,349	.05	.05
Chattanooga Times (M)	26,988	.07	.07
Chattanooga Times (S)	23,466	.07	.07
Knoxville Sentinel (E)	21,290	.06	.05
*Knoxville Journal-Tribune (M)	19,174	.06	.05
*Knoxville Journal-Tribune (S)	78,214	.14	.12
Memphis Commercial Appeal (M)	109,031	.17	.15
Memphis Commercial Appeal (S)	42,984	.07	.07
*Nashville Banner (E)	26,047	.08	.08
*Nashville Banner (S)	16,110	.08	.08
*Nashville Tennessean (M)	29,570	.08	.08
*Nashville Tennessean (E)	29,570	.08	.08
*Nashville Tennessean (S)	29,570	.08	.08
<b>VIRGINIA</b>			
†Bristol Herald Courier (M&S)	8,750	.04	.04
Danville Register and Bee (M&E)	9,451	.035	.035
Newport News Times-Herald (E)	10,354	.04	.04
Newport News Daily Press (S&M)	6,476	.04	.04
Norfolk Ledger Dispatch (E)	38,494	.08	.08
Roanoke Times (M&S)	9,570	.06	.05
Roanoke World-News (E)	10,315	.06	.05

Government Statement, October 1st, 1919.  
\*A. B. C. Report, October 1st, 1919.  
†Includes Bristol, Tenn.  
\*\*A B C Report April 1st, 1920.

# THE NEW YORK GLOBE

180,000 daily circulation among a class  
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advertised goods.

## The Globe Sells Advertising As a Commodity

at the same price to all comers for like  
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MEMBER  
A. B. C.

## The New York Globe

JASON ROGERS, Publisher

180,000  
A DAY



