



EDITOR & PUBLISHER



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

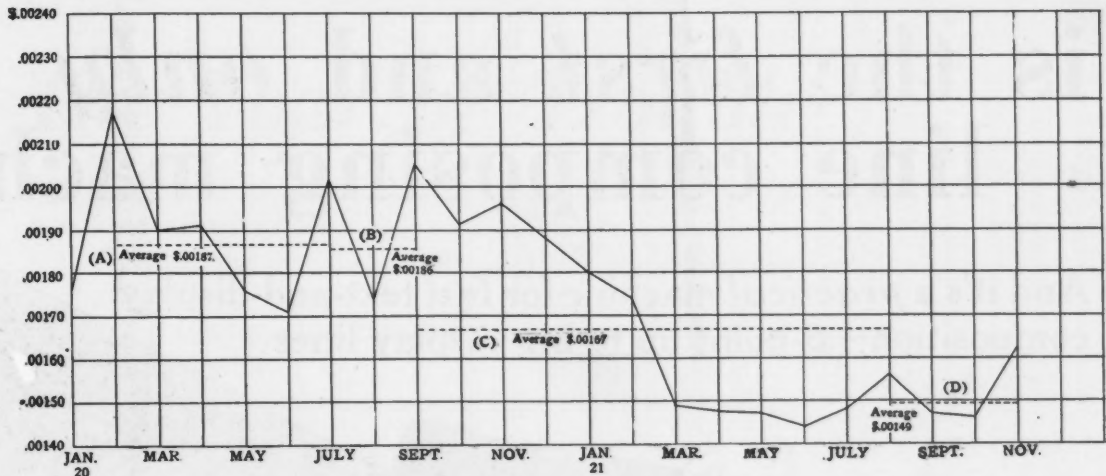
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Vol. 54 No. 26

NEW YORK, SATURDAY, NOVEMBER 26, 1921

By Mail in Advance \$4. U. S. A.; \$4.50. Can.; \$5. For. 10c. Per Copy

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p. 1



As the Rates Go Up The Cost Comes Down!

THE above chart illustrates graphically the increasing value of the Daily News as an advertising medium. With every increase in rate, subsequent circulation gains have consistently reduced the cost per agate line per thousand copies.

In February, 1920, with an average circulation of 184,399, and a rate of 40c., the cost per line per thousand was \$.00217. By June, 1920, this cost had fallen to \$.00171.

In July, 1920, with a circulation of 247,855, and a rate of 50c., the cost per agate line per thousand was \$.00201, which fell in August to \$.00174.

In September, 1920, with a circulation of 292,905, and a rate of 60c., the cost per agate line per thousand was \$.00205. By July, 1921, with the same rate and a circulation of 405,449, the cost per agate line per thousand had dropped to \$.00148.

In August, 1921, with a new rate of 65c. and a circulation of 416,527 copies, the cost per line per thousand was \$.00156. By Octo-

ber the circulation had grown to 443,712, and the cost had fallen to \$.00148.

In November, with a new rate of 73c., the cost per line per thousand, based upon October circulation, is \$.00164. Before long the line cost will again be at low level because of increased circulation.

To summarize briefly—while the rate was 40c., the average line cost was \$.00187 (A) 50c., the average line cost was \$.00186 (B) 60c., the average line cost was \$.00167 (C) 65c., the average line cost was \$.00149 (D)

Despite the advantage of the tabloid page, the superior reader attention, the limited amount of advertising and the high responsiveness of Daily News readers, the cost of advertising in the Daily News has been consistently lower. Every advertising contract had greatly increased in value before its expiration.

History will repeat itself. Advertisers will do well to buy on a rising market.

For all details, specific facts and instances, apply



ADVERTISING OFFICES

512 Fifth Avenue, New York

Tribune Building, Chicago

DAILY NEWS

NEW YORK'S PICTURE NEWSPAPER

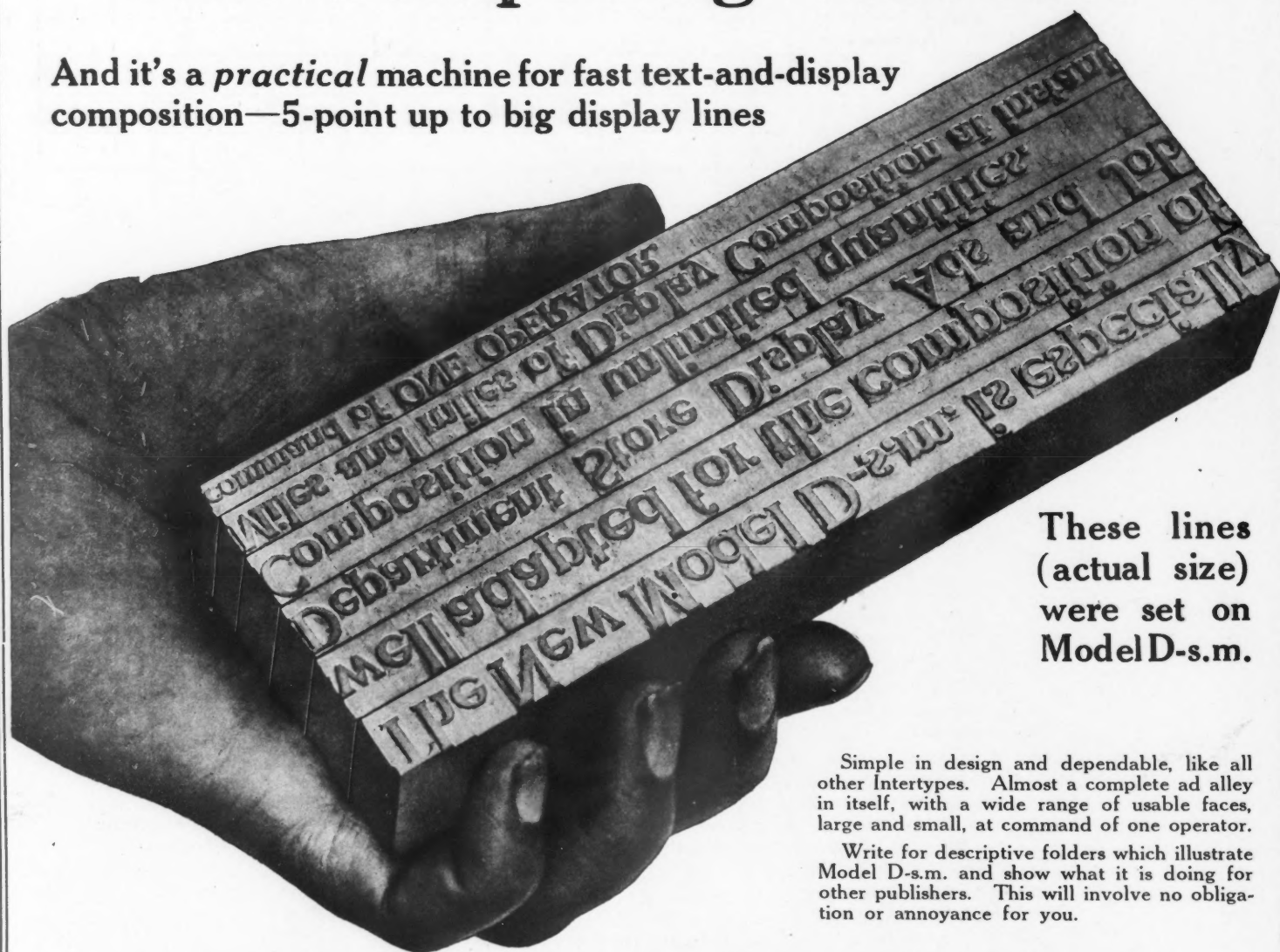


INTERTYPE

Wide Measure Model D-s.m.

is the *first* and *only* 42-em
line composing machine

And it's a *practical* machine for fast text-and-display
composition—5-point up to big display lines



These lines
(actual size)
were set on
Model D-s.m.

Simple in design and dependable, like all other Intertypes. Almost a complete ad alley in itself, with a wide range of usable faces, large and small, at command of one operator.

Write for descriptive folders which illustrate Model D-s.m. and show what it is doing for other publishers. This will involve no obligation or annoyance for you.

INTERTYPE CORPORATION

General Offices: 805 Terminal Building, Brooklyn, N. Y.

Middle Western Branch - - - 548 Rand-McNally Building, Chicago

Southern Branch - - - 301 Glaslyn Building, Memphis

Pacific Coast Branch - - - 301 Aronson Building, San Francisco

Canadian Agents:

TORONTO TYPE FOUNDRY CO., Ltd., Toronto, Montreal, Winnipeg, Regina

BATTEN



The Year of Trouble

THE business year of 1921 will pass into history with a very black name.

Certainly the first three quarters of this year have caused trouble to many men.

But it is a long lane that has no turning, and certain facts call for attention.

We have the following reports from the large majority of our clients:

Fourteen report business still poor.

Sixteen report business poor but improving.

Nineteen report business good after a depression.

Seventeen report business best (either in dollars or in units of sale) they ever had.

Two report they felt no depression this year.

These firms represent practically every type of industry.

As for ourselves, we are thankful to state—

That a greater number of important new clients have come to us this year than in any previous year.

That we were never in better condition as to organization or financial position.

As our work gives us unusual opportunities for observing general business trends, we feel it our duty to announce these facts, which make our anticipations for our own immediate future and for that of American business, optimistic.

ONCE a month, or more frequently, we issue a publication called Batten's Wedge. Each issue is devoted to a single editorial on some phase of business. If you are a business executive and would like to receive copies, write us.

George Batten Company, Inc.
Advertising

Boston
10 State Street

381 Fourth Avenue
New York

Chicago
McCormick Bldg.

Moulding favorable public opinion for articles or services that deserve it



Aeroplane View Looking West from the Camden Ferries on Market Street, Philadelphia.

Market street is one of Philadelphia's main business thoroughfares and is 9 miles long. In the foreground are shown the Strawbridge & Clothier, Gimbel Brothers, Lit Brothers, Snellenberg and Wanamaker department stores. The towering dome in the centre is the City Hall, from the top of which a vast bronze figure of William Penn (the founder of the State of Pennsylvania and the City of Philadelphia) overlooks the "City of Homes." Philadelphia covers an area of 129½ square miles. It contains 390,000 separate dwellings and 70,000 other buildings, including factories, churches, hotels, apartment houses and office buildings.

Philadelphia is the biggest "home town" in the United States

Government Census figures show that nearly half of all the dwellings in Philadelphia are owned by the families that live in them.

That's why Philadelphia (the third largest market in America) is such a quick market for articles of home use and consumption.

Dominate Philadelphia

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

The Bulletin

Net paid daily average circulation for October:

487,392 copies a day

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

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

(Copyright, 1921, W. L. McLean)





EDITOR & PUBLISHER

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



Vol. 54

NEW YORK, SATURDAY, NOVEMBER 26, 1921

No. 26

SHALL JOURNALISM HAVE A SUPREME COURT?

In Most Important Decision Affecting American Press the U. S. Supreme Court Practically Ruled Journalism Is Not a Profession—Can It Be Placed on That Plane?

By PHILIP R. DILLON

THE UNITED STATES SUPREME COURT, in October, ruled that Hector Elwell, managing editor of the Milwaukee, Wisconsin, News, must pay a fine of \$500 or go to jail, because he refused to tell a judge, or jury, the name of the person who gave him the information which was printed in his paper (then the Chicago American) to the effect that a certain Dr. William H. Sage, then head of the "Narcotic Squad" of Chicago, was to be indicted by a grand jury. The truth of the printed statement was not questioned.

Editor Elwell's lawyers pleaded that the editor had a legal right to hold and keep as a secret the sources of his information and was in duty bound to do so, when such information was given in confidence as the word confidence has been commonly understood for centuries. They pleaded that the editor's right and duty as to confidential enlightenments is identical with the right and duty of the priest, the doctor, the lawyer, the military officer, the teacher—these five being recognized as members of legally distinctive "professions."

Reduced to its simplest terms, the U. S. Supreme Court has declared that journalism is *not* a profession in the sense that the word is used to distinguish those who are officially licensed to engage in the work of the Church, the Law Courts, the Army and Navy, and in the practice of healing by medicine and surgery, and teaching in the public schools.

The highest law court has not yet directly answered the question—Why is not journalism a profession? The Court did not choose to hear the question.

Individuals may, if they care to, offer the best known facts showing how journalists differ from priests, lawyers, doctors, military officers, and teachers, viz:

Journalists are not licensed;

Any person may become a journalist without formal training and without formal examination in ethics;

There is no code of ethics governing journalism, while there is a set of stated ethical rules governing each of the recognized professions.

The decision of the Supreme Court in the Elwell case is the most important act of a Government court of law bearing on the American press in a hundred years.

Gentlemen of the press, what are you going to do about it?

Do you desire that journalism shall be one of the "profession"?

If so, do you desire, to begin, that journalism shall have a stated code of ethics?

A code of ethical rules, or laws, must, palpably, be administered by an authoritative instrument.

Shall there be, in the United States,

a Supreme Court of Journalism outside legalistic civic government, to adjudicate questions of ethics that arise within the profession of Journalism?

I believe there is need for such an institution.

Let it be understood as a first premise that such a court would judge only the character and acts of living persons in the flesh.

It is an axiom of law, or at least a truism, that Guilt is Personal. Nations, corporations, newspapers may not be indicted; cannot be punished in strict justice. Sometimes, such bodies, or concerns, are punished *symbolically*, by selecting one or several persons, individuals, and putting these individuals in disgrace. This is punishment by proxy. It is never just, but only expedient.

Let it be understood, at the beginning, that any Supreme Court of Journalism shall not have power to judge newspapers or other publications as entities, nor to pass upon the printed utterances of such newspapers or other publications.

Consider, gentlemen of the press: That Upton Sinclair, a professional Socialist and propagandist, has collected the specific charges against American journalism made by Charles A. Ross in the Atlantic Monthly eleven years ago when muck-raking by magazines was in fashion, and the specific charges made by Charles Edward Russell in La Follette's Magazine eleven years ago, and to these has added specific charges prepared by himself out of his alleged experience, and has published the total

collection in a book "The Brass Check" which is the most serious pamphlet against American journalism ever published, and is today steadily, if slowly, centrifugating its thought in the whole of this country and beyond the seas.

Consider that: The Carnegie Foundation for the Advancement of Teaching, within a short time, in defense of its pamphlet "Justice and the Poor," charged that lawyers of relatively great reputation, practitioners in large causes before the high courts, were given the editorial columns of newspapers to defend, under mask, the legal profession against the criticisms published in "Justice and the Poor."

Consider that: President William H. Johnston of the International Association of Machinists, charges that Samuel Rea, President of the Pennsylvania Railroad, gave "to the newspapers" on April 17, 1921, an "interview," in manuscript form, seeking to justify the contract between the Pennsylvania Railroad Company and the Baldwin Locomotive Works for the repairing of 200 locomotives; that this interview was given to the press and sent to members of Congress two days before the Interstate Commerce Commission began its inquiry into the Pennsylvania Railroad contracts; that this particular contract "cost the Treasury of the United States \$3,500,000;" that this interview included misstatements vitally affecting the matter in controversy, and that Mr. Rea, a few days later, in testifying orally before the Interstate Commerce Commission,

admitted that he was not fully conversant with the facts set forth in the interview, and that the interview was prepared by his chief publicity agent, Mr. Harley, collaborating with Ivy Lee.

If, however, the great majority of newspaper owners and writers decide to ignore Sinclair, what shall be done about the charge made by the officers of the Carnegie Foundation for the Advancement of Teaching? Here is no single litterateur bent upon self-advertisement, but representatives of an institution generally accorded character for dignity and responsibility. They write—"Newspaper editors, in the kindness of their hearts, sometimes lend the use of their editorial columns to their friends." A mild, suave charge, taken at its word. But every sensitive journalist feels the satire and reads the hardly-concealed scorn. Gentlemen, what are you going to do about it?

But perhaps many newspaper owners and writers may hold that there is nothing inherently wrong in taking a prepared manuscript from a leading lawyer and printing it as an unsigned editorial, provided it does express the opinion of the newspaper owner. Then let us take up the third case: What about Mr. Harley and Ivy Lee, who are charged with preparing an "interview" for Samuel Rea, setting forth matter which is alleged to be false, designed to influence members of Congress engaged in an inquiry affecting a large section of organized labor, and using the newspapers to that end? Are Messrs. Harley and Ivy Lee newspaper men? May they, as newspaper men, engage in the business of writing interviews for other men and getting such interviews printed as "news," and not advertising? Shall Mr. Harley and Mr. Ivy Lee be tried before a Supreme Court of Journalism?

Let us turn to higher related causes: What do journalists mean when they write the phrase "a sovereign press"? It is just a euphemism? If "sovereign," how does its sovereignty function? Perhaps by "sovereign press" is meant a "free press." Well then, how does our "free press" function as to its freedom?

A vague phrase—"free press," for there be statute laws well known, laws made by representatives, usually lawyers, of the people, and generally expressing, in a twisted way, what we call "public opinion." If newspapers create this public opinion, they do function, in so far, sovereignly and freely. If they cause the making of statute law we then live under government by newspapers.

In August, 1909, Lord Northcliffe, shortly after his purchase of the London Times, began his policy of personal and

(Continued on page 36)

LET THEM UNDERSTAND AMERICA

IT IS THE hope of America that great good measured by world peace based on understanding will come out of the present Conference on the Limitation of Armaments.

It should not be forgotten, however, that aside from the accredited representatives of governments gathered in Washington today, there is also assembled the greatest congress of newspaper writers in the history of journalism.

They are the men who make public opinion, even though their influence may at times be indirect. Administrations come and go, but newspapers battle on through generation after generation.

Diplomats from other nations will diplomatically meet and come to understand official America, but it is just as important that visiting newspaper men shall meet and come to understand America and her ideals as represented in the street, the workshop and the home. It is only through the lasting printed word that world-wide understanding can be established. The duty of establishing this understanding falls rightly upon the newspaper men of America.

That is why a tour, at least as far west as Chicago, is now being contemplated. This is a matter of newspapers.

EDITOR & PUBLISHER has undertaken the arrangement of short trips of visiting newspaper men to great American cities and would be glad to undertake the organization of such a party for newspapers of any city interested.

CAN. EXPORT PRICE \$75 FOR 1ST QUARTER

Reported International Rate of \$70 Not Confirmed by Dodge-Mead and Great Northern Deny Quoting \$75

Newsprint prices for the first quarter of 1922 were the subject of many rumors and one definite announcement this week. The Canadian Export Paper Company set a price of \$75 per ton for the first quarter, in an official announcement November 21. Rumors, which the companies concerned denied, stated that the Mead Company had also set this price for the first quarter and that the Great Northern Paper Company had quoted the same rate for the entire year.

The Mead Company replying to EDITOR & PUBLISHER'S inquiry, stated that it was "not yet prepared to make announcement." At the Great Northern office, it was said that H. Merton Joyce, treasurer and sales manager, would be absent until next week and that no announcement could be made until his return.

Reports from several sources had it that the International Paper Company had sent out contracts quoting a price of \$70 for the first quarter with a guarantee that the rate would not exceed \$75 during the year. Philip T. Dodge, president, said that the company had "made no public announcement of any price on newsprint for next year and would not for several days.

The Minnesota & Ontario Company's contracts with many of its customers provided that its price is to be based on those of the International, Canadian Export Paper Company and G. H. Mead Company. Pending formal announcement of these prices, the M. & O. rate remains in abeyance.

The Canadian Export Co. has also announced that its reorganization plans are now complete and that E. L. Crooker of the Laurentide Co. is in charge of its affairs, assisted by a permanent board of management representing Price Brothers and the Brompton Pulp & Paper Company. The reorganization it is announced, was brought about by a desire to bring the mills which export products through the company's agency into closer relationship with their customers. The company now controls for export purposes about 800 tons of newsprint a day, the output of three large Canadian companies.

Mr. Crooker has long been associated with paper affairs, for several years as sales manager of the Laurentide Company, Ltd., in which capacity he has represented the company in the United States, Canada and Great Britain.

No definite word has been received from the newsprint manufacturers who met with a group of newspaper publishers in New York last week up to the scheduled time of the joint meeting November 23 and the meeting was postponed until November 30.

BIBLE PARABLES GREATEST ADS.

Church Advertising Subjects of New York Ad Club Speakers

"The greatest advertisements were never written, but spoken, and they were the parables of Jesus Christ," Bruce Barton told the Advertising Club of New York at its weekly luncheon November 23rd, when the subject of "Church Advertising" was discussed from various angles. Continuing, Mr. Barton said that if the churches were going to advertise, they should tell

through the press, of the service which the church is rendering to mankind, rather than stating the subject of the sermon. If they advertise effectively they must follow the pattern set for them by the founder and dramatize the life of the people with whom they are working and speaking.

Ivy Lee, publicity expert, said that the advertising man should show the clergy how to picture to his people the delights of religion, for many of the churches have lost their old-time hold and the ministers are not getting their message over. He said that the activities of the world war were now directed to enmity and hate, and that only by establishing the principles of the Christian religion could this world be made a fit place to live in. He also deplored the system of advertising used by some ministers in attending cabarets and then scoring them.

"Until you re-establish faith in men, you'll never have prosperity and every advertising man has a real message to carry to his church," said Mr. Lee.

Dr. Christian Reinsner, who presided at the meeting, read a message from Joseph P. Day, who was unable to attend. Dr. Reinsner who has been in the ministry for twenty-seven years spoke in enthusiastic praise of church advertising, stating that "the church has the goods to sell that the world needs."

New Ad Club Directors

At a meeting of the Board of Directors of the Advertising Club of New York November 22, George Ethridge of the George Ethridge Company was elected vice-president, succeeding S. E. Leith, resigned. Russell R. Whitman, publisher of the New York Commercial was elected a director to succeed Sidney Clark, also resigned.

N. Y. Ad Women Dance Dec. 10

The New York League of Advertising Women will give a costume dance at the Cafe des Artistes, December 10.

PRESS AND HERALD JOIN IN PORTLAND

New Paper Combines Press, Founded in 1862, and Herald, Started in 1803, as Morning Press-Herald—Few Staff Changes

(Special to EDITOR & PUBLISHER)

PORTLAND, Me., Nov. 21.—The Portland Daily Press, established in 1862, and the Portland Herald, which a year ago succeeded the Daily Eastern Argus, established in 1803, have been combined. They ceased to exist on Nov. 19, and the new paper, named the Portland Press-Herald, made its initial appearance with 24 pages today. The consolidation followed closely the sale of the Daily and Sunday Press by United States Senator Frederick Hale to Guy P. Gannett, head of the publishing house of that name at Augusta, and one of the owners of the Herald. He is the Maine member of the Republican National Committee.

The new paper was issued from the plant of the Press in Monument Square, several doors from the Evening Express, its only competitor in the Portland field.

The owners of the Press-Herald have placed an order for a new press, and announced that as soon as it is delivered they promise to publish a larger and better morning newspaper than Portland has ever known. The price of the paper is two cents a copy.

Col. Harry M. Bigelow, for several years managing editor of the Press, with which he has been connected more than 25 years, holds the same position under the new management. Miss Helen Haverer, city editor of the Press, also will be continued in that position. Joseph H. Fahey, the Press sporting editor, holds that position, with Harold Anderson, the Herald sports editor, as his assistant.

E. C. Bowler, general manager of the Independent News Publishing Company,

publishers of the Herald, and one of the prime movers in the consolidation, is treasurer of the combined papers. Frank K. Barnes, who recently rounded out 50 years with the Press, remains in charge of the composing room.

Mr. Gannett was in war work overseas several months, has served in the State Legislature and is regarded as exerting considerable influence in politics. He is said to have abundant means for carrying out his purposes in the newspaper publication enterprise in which he has become interested, and knows considerable of the business by association with his father, William H. Gannett, a wealthy Augusta magazine publisher.

SCIENCE TRUSTEES LOSE

Massachusetts Supreme Court Dismisses Plea For Injunction

BOSTON, Nov. 23.—The Supreme Court today dismissed a bill brought by Herbert W. Eustace and other trustees of the Christian Publishing Society against Adam H. Dickey and others, directors of the First Church of Christ Scientist, to restrain the latter from interfering with the publishing society.

The court dismissed the suggestion of the State Attorney General that it had no jurisdiction and that under deeds of Mrs. Eddy a public charitable trust was created.

Recognition for Boston Agents

Boston newspaper publishers have voted to recognize John W. Queen Advertising Agency, 244 Washington street, conditionally upon his furnishing by January 30, 1922, a detailed statement of assets and liabilities. Mr. Queen is a partner of the John Buchanan Advertising Agency, but is to end that connection January 1, 1922, and establish an independent agency under the above name. Recognition was extended also to James J. Cotter, 93 Oliver street, Boston, and it was voted to cancel recognition as an advertising agency to Rachlin Advertising, Inc., Samuel M. Rachlin, 44 Bromfield street, inasmuch as he has filed a petition in bankruptcy.

N. E. A. Buys Printer-Journalist

Arrangements have been made by the executive committee of the National Editorial Association for the purchase of the National Printer-Journalist, which was established by the late B. B. Herbert, as a result of a resolution adopted by the N. E. A. at Denver in 1887. The magazine has since been the official organ of the association, although individually owned. Benjamin S. Herbert, publisher of the magazine, relinquishes the ownership with the current issue, but continued as vice-president of the association for Illinois. It is reported that a committee on publication has been selected, consisting of Wright Patterson, John C. Brimblecom, Paul Harber, Will Wilke and H. C. Hotaling. The publication office will be in Chicago.

Salt Lake Churches to Advertise

The near future may see advertisements in the Salt Lake City newspapers urging people to "Go to Church." The matter has already been discussed by the Salt Lake Ad. club which has pledged its support to the movement. Plans for getting the ministers and advertising men together are being made. One or two poster ads. have appeared already.

Farm Papers Merge

The Free Press Prairie Farmer, Winnipeg, Man., has purchased the circulation of the Farmers' Telegram for the provinces of Manitoba, Saskatche-

BECK MADE NO STATEMENT

Montreal, November 21, 1921.

TO EDITOR & PUBLISHER: The statement appearing on page 6 of your issue of November 19 as having been made by me is, I regret to say, a fabrication from beginning to end.

I have given no such statement or anything like it to your correspondent or anybody else. Its appearance in your publication and your comment on the same are calculated to do me personally and the industry I represent a great deal of injury.

CANADIAN PULP & PAPER ASSOCIATION,
EDWARD BECK, Secretary.

MR. BECK refers in the above-quoted letter to a Montreal dispatch and editorial comment thereon printed in EDITOR & PUBLISHER last week, which quoted him as saying that the paper manufacturers could not hope by any propaganda to maintain the price of newsprint at \$80 a ton for 1922 and that he considered \$60 to \$65 a fair price on contracts. The dispatch was received from a correspondent whose reliability had never been questioned and it was accepted as an authentic, albeit unusual, statement issued by Mr. Beck. Investigation during the past week by EDITOR & PUBLISHER, however, developed the following details:

The statements attributed to Mr. Beck were actually made several weeks ago by E. P. Adler, chairman of the newsprint committee of the American Newspaper Publishers' Association.

They were erroneously attributed to Mr. Beck by the Financial Times of Montreal last week and a day or two later were printed as a statement credited to Mr. Beck on the financial page of the Montreal Herald, under a page-wide heading.

The Montreal Herald's story was taken at its face value by the Montreal correspondent of EDITOR & PUBLISHER, who was unable to locate Mr. Beck for explanation or verification of the statement, and telegraphed, reaching this office on publication day.

Retraction was made the following day by the Herald's financial editor, but no word of this retraction reached EDITOR & PUBLISHER before its edition was printed and in the mails, with no opportunity for correction of the error.

EDITOR & PUBLISHER regrets the false position in which Mr. Beck and the paper industry of Canada have been placed by the misrepresentation of their viewpoints, and any resultant injury or inconvenience, and extends sincere apologies to its readers for this unintentional deviation from truth in the presentation of vital news.

KEEPING NEWSPAPER REVENUE AHEAD OF COSTS

Accounts That Supply Monthly Statement of All Expenses, Fixed and Fluctuating, and All Incomes Give Publisher Timely Warning of Needed Increases in Selling Prices

By WILLIAM J. PAPE

EDITORIAL NOTE.—Mr. Pape is publisher of the Waterbury (Conn.) Republican and president of the Publishers' Buying Corp. This is his second and final article on cost of newspaper production. The first was published last week.

BUT still another crisis has developed on its newsprint supply. The remaining stock of 7 cent newsprint will last until May 20, and this being early in April, another order must be placed. The hopes and promises of normal newsprint prices in the spring have vanished. Spot newsprint is 10½ cents a pound at the mill. On the basis of March advertising and newsprint consumption this will increase the production cost per inch 11 cents, so that an increased selling price of at least 12 cents is necessary to break even, provided there is no resulting shrinkage in business.

An increase of 20 per cent will produce 14.4 cents per inch and may produce a slight surplus, which, however, will be speedily exhausted by necessary small bonuses to employees to meet the higher cost of living in the spring of 1920 and keep the organization intact. Profits are again in peril, but the business will remain solvent,—always providing the advertiser can stand it. The reader stood an increase of 50 per cent in subscription prices during 1919 to meet war and post-armistice costs and cannot be approached again.

The cost sheet for July, 1920, shows a cost per inch of 80.57 and a selling price of 85.02 on a volume of 45,000 inches and gives a slight improvement in the net over March. Thereafter during 1920, the newspaper sails on an even keel. When it comes into the market for its next instalment of newsprint in August, foreign newsprint is available at slightly lower prices and in the fall the spot market breaks suddenly. The management breathes easier. But if it imagined it would have a chance to recoup itself for lost profits it is disappointed, because as newsprint bills decrease, advertising falls off and one offsets the other.

Having put our newspaper in a position to figure its costs monthly and thus enabled it to survive a period of ruinous prices for newsprint, we will jump forward a year and see what the cost sheet tells us during a period of declining prices and declining volume in advertising. In July, 1921, it has a newsprint contract at 4¾ cents a pound f. o. b. mill. There is a substantial saving in the paper bill over the corresponding month in 1920, although this expense is still materially greater than for any month in 1919. The pay-roll has not receded since the peak which came in July, 1920, largely because the labor unions have as yet declined to agree to any reduction in the wages-scales. In fact, it has gone up because here and there a man has been added. There has been a shrinkage of over 15 per cent in the volume of advertising.

Taxes, insurance, freight, cartage, maintenance costs, leased wire assessments and editorial features were raised in 1920 and have not yet gone down. Except newsprint, which is still dearer than in 1919, every item of cost is as high or higher than in 1920. A "loose" newspaper is now being printed so that even with lessened advertising, the annual newsprint consumption is back to 1,000 tons, circulation being slightly higher than in 1919.

The drop in advertising sales comes particularly hard because it is so largely

in classified, and amusement and other transient display all paying more than the average rate. The newspaper is equipped to produce 50,000 inches monthly and sold 600,000 inches in 1920 but its volume for 1921 is evidently going to be only 500,000 inches or 41,666 monthly.

The average advertising rate has lagged behind the theoretical by reason of contracts still unexpired and because of the drying-up of some profitable channels of business so that in spite of increases of 25 and 20 per cent, the actual sales price per inch is only 39 per cent higher than in 1919. Only 38,000 inches have been run in July, 1921. This produces the following cost sheet for the month:

| JULY, 1921 | |
|---|---------|
| Expenses | |
| FIXED ESTIMATES | |
| Depreciation | \$1,000 |
| City and State Taxes | 500 |
| Bad Debts | 450 |
| Interest & Discount | 100 |
| Plant Insurance | 250 |
| Maintenance & Repairs | 250 |
| Executive Salaries | 1,500 |
| | <hr/> |
| | \$4,050 |
| Fluctuating Expense | |
| Office Payroll & Exp. | \$4,250 |
| Editorial Payroll and Exp. | 8,500 |
| Mechanical Payroll & Exp. | 10,500 |
| Bldg. Expenses | 1,600 |
| Circulation P. R. & Exp. | 2,500 |
| Advertising P. R. & Exp. | 2,200 |
| Paper, Ink & Metals | 8,660 |
| | <hr/> |
| | 42,260 |
| Less Circulation Income | 12,500 |
| | <hr/> |
| | 29,760 |
| \$29,760 divided by 38,000 in. equals 78.32 cents per inch equals 5.39 cents per line Newsprint figured at 4.75 cents per lb. plus freight and cartage. | |

Now this has been an efficient newspaper. It met an increase of as high as 180 per cent on its raw materials out of an increase of 39 per cent on its average advertising rate. Yet with the emergency advertising rate still in force on a volume of business still 76 per cent of normal, why is it still running so close to the wind? Some advertisers think that its rates should be reduced, but a reduction of 10 per cent would bring insolvency and a reduction of 5 per cent would mean a selling price of 79.75 cents for a product which costs 78.32 cents.

If we take the July advertising costs which were \$29,760 and the July sales average of 83.94 cents we find that the

receipts from the first 35,454 inches were required to pay the month's expenses and that if our newspaper should produce only 35,000 inches of paid advertising in August, it would lose money. And it will lose money, because any newspaper which produces 500,000 inches in 1921, will fall below 35,000 inches in August, 1921.

Suppose on the other hand that business were normal and this newspaper could produce its normal 600,000 inches a year which would mean a quota of about 45,000 inches for July. Its total cost of production would not have varied greatly from the \$29,760 actually spent for a much smaller volume in July. It could have produced the 45,000 inches at 66.13 cents an inch without

| ADVERTISING COST AND SALES | | | |
|----------------------------|---------------|--------|--------|
| Advertising Sales | | | |
| | Class. | | INCHES |
| DAILY | Local | 4,500 | 4,500 |
| | Foreign | 18,000 | 18,000 |
| | | <hr/> | 22,500 |
| | | | 29,500 |
| SUNDAY | Local | 1,000 | 1,000 |
| | Foreign | 7,000 | 7,000 |
| | | <hr/> | 8,000 |
| | | | 38,000 |
| TOTAL | Class. | 5,500 | 5,500 |
| | Local | 25,000 | 25,000 |
| | For. | 7,500 | 7,500 |
| | | <hr/> | 38,000 |
| Sales | | | |
| CLASSIFIED | LINE | | INCH |
| \$5,400 for 5,500 in. | = 6.88c | | 96.36c |
| LOCAL | | | |
| \$20,500 for 25,000 in. | = 5.85c | | 82.00c |
| FOREIGN | | | |
| \$6,000 for 7,500 in. | = 5.71c | | 80.00c |
| TOTAL | | | |
| \$31,900 for 38,000 in. | = 5.99c | | 83.94c |

material additional expense because the additional 7,000 inches would simply have taken up the slack in the facilities of the organization. There would have been a margin of 18 cents an inch instead of 5 cents and the advertiser could have been given a reduction in rate of 10 or 12½ per cent, which if it stimulated volume, would again reduce the production cost.

As it is, its cost per inch in July, 1921, with 4¾ cent newsprint is much higher than for March, 1920, when it had 7-cent newsprint and only slightly below its cost for July, 1920, when it used 10½-cent newsprint.

It becomes apparent to the publisher that he has been earning in normal times

a fairly satisfactory profit on a margin which proves to be incredibly small, and, that unless he can keep his business working at or near capacity his advertising costs get absolutely beyond his control. A 15 per cent decrease in business has offset a saving of 55 per cent on his newsprint bills.

This newspaper used to retail at 2 cents and raised its price to 3 cents during the war. Its wholesale price went up from \$1.25 a hundred to \$2.00 a hundred copies, an increase of 60 per cent. Its advertising rates were practically stationary for some years before the war, and were raised only slightly from 1914 to 1918 because the war stimulated general business and increased circulation and advertising volume sufficiently to leave a satisfactory margin over the increased expenses. Roughly, the payroll doubled during the war period. Newsprint, like all other supplies, doubled in price, going from \$36 a ton in 1915 to \$75 a ton in 1919. In 1919, the hypothetical newspaper had increased its price to the reader 50 per cent, to the advertiser 10 per cent and was paying 100 per cent increase on everything it bought. This was possible only because of a greatly increased volume of circulation and advertising. It was running on its overload. It should have raised adequately its advertising rates prior to 1919 when all other lines of business were necessarily raising prices. But it didn't and practically no other newspaper in the United States increased its rate per line per 1,000 circulation during that period.

The writer talked intimately and confidentially with hundreds of newspaper publishers in 1920 and 1921 and all of them were worried. Scores of them had actual problems resembling those of our hypothetical newspaper. Only a few of them had the clue to the simple method of figuring advertising costs and sales results which has been described. Yet a cost system, which may be as simple as this or infinitely more elaborate, will if adequately handled, throw a priceless ray of light upon a newspaper's manufacturing and selling price problems and will constantly give the publisher valuable advice and invaluable warnings.

This is why the workings of a simple cost system for a hypothetical but typical newspaper over a period of twenty strenuous months are set forth here at such length and with such elaboration that there is danger of giving the reader a headache.

Newspaper publication is usually conducted at or near the margin of profit and sustained volume is necessary to prevent costs from rising abnormally.

No other product, except possibly transportation, has been produced in the United States, in the period of 1914-1921 on such slender margins.

A newspaper enterprise is capable of sustaining an overload, but must be operated at or only slightly below normal capacity to avoid losses.

Newspapers in the United States did not increase their prices from 1914 to 1920 by anything like the percentage in which labor, services, materials and supplies were increased to them. Selling prices per copy and per line per 1,000

(Continued on page 35)

SHOW YOUR ADVERTISERS WHAT IT COSTS

WILLIAM J. PAPE has set forth the cost of newspaper production in a way that any person can understand. There is no answer to facts and that is what the author has written into these articles from the books of the Waterbury (Conn.) Republican.

Place a copy of these articles in the hands of every one of your advertisers, both local and foreign. They are being held in type for a limited time and reprints carrying the name of your paper on the title page will be supplied at cost.

For details write

EDITOR & PUBLISHER

TODAY

ARMS CONFERENCE PUBLICITY METHODS DO NOT SATISFY

Correspondents May Organize a Rebellion Against Present Order of Things—More is Being Told, But Secret Diplomacy Still Has Upper Hand

By ROBERT BARRY

WASHINGTON, D. C., Nov. 24.—A few more days of the prevailing methods of news distribution and the reading publics of half a dozen well-known nations are apt to hear a few things from their correspondents now in Washington.

The system is working as well as any possibly could, which has for its basic principle a closed conference room with a marine doing guard duty in the corridor outside. The saving grace of an aroused conception of the value of public sentiment alone has preserved a show of acquiescence on the part of the newspaper correspondents in the processes of secret diplomacy.

The system is not uninteresting. On those days the conference has no plenary session in D. A. R. Hall, the reporters seek their information through personal contact with spokesmen for delegations. The official communiques are far more informative than were those which issued from the councils of the "Big Four" at Paris, but it simply is the most natural thing in the world that they fail to go anywhere near far enough to satisfy the men who must strive to tell the whole story to the public.

Three times daily do the correspondents assemble in the press section of the British delegation. Twice daily they encounter the sharp and pleasant evasiveness of Lord Riddell, the personal publicity representative of David Lloyd-George. Lord Riddell is a master in his special line. He is a genuine aid to the correspondents no less than to his government. He is in touch with the British leaders. He is able to give information of value to the press. He is careful to give that point of view which is calculated to be most helpful to the purposes of Great Britain in this conference.

But it is not always pleasant for American correspondents to be relying on him for the information. It is not that he represents Great Britain. Not at all. It is simply that he is the spokesman of a foreign government.

The correspondents desire the American slant on things. In addition to the two Riddell conferences, some one of the British delegates meet the press every afternoon.

Admiral Baron Kato, the actual leader of the Japanese delegation, has been very generous in giving time to seeing newspaper men. Almost every afternoon he leaves pressing matters to stand before a hundred or more correspondents and submit himself to the ordeal of a cross-examination expressed in a language foreign to his own.

Spokesmen for other nations are only slightly less alert in seeking the ear of the world public through the medium of the press. One of the delegations has embarked on a program that is certain to guarantee attendance. Caviar sandwiches and a choice of red wine or "Scotch" greet the reporters at the conferences with the spokesmen for that country.

Mr. Hughes does everything possible to keep the correspondents advised. It was believed for a while it would become advisable for him to restrict his press conferences to a smaller body of newspaper men, but thus far he has not

agreed to any such program. The result is, he talks literally to a mass meeting. He is as frank and as communicative as could be expected of a man on whose shoulders repose the double responsibility of chairman of the American delegation and the president of the conference.

The Japanese, Chinese, French and Italian delegates who meet the correspondents are being quoted. The Americans and British are not. The latter contend that absence of quotation makes for frankness and better working understanding, but it is rather hard to decide that there is any noticeable absence of the adroit fencing that distinguishes the replies of the others.

So, it is seen the reading public gets just what the delegates want to tell the reporters—that is, the delegates think so.

The system is just the same old, old story of a thousand years of diplomatic procedure which its defenders contend produces the best results but which never yet has lived up to the faith imposed in it. It may be that men deal more frankly with one another across a conference table which is protected from the outer world, but the results thus far in this Washington conference have not established that honesty of purpose and the spoken word are any keener under those conditions.

In all fairness to the secret sessions, it must be said that the second and third plenary sessions were notable for the volume of words which concealed more than they revealed of the true intent of the nations represented. Those two meetings produced a deluge of words, nothing more. One had to go back to the private conversation to discover what the nations really thought about the matters at issue. The open debates were productive of beautiful pleasantry. Here and there one detected some choice phrases laden with sarcasm, but on the whole they were just harmless blaa, to use a current expression.

It remains to be seen whether the correspondents will be content to be herded from one committee room to another to engage in non-productive banter with masters at the game of talking freely yet saying nothing. Already one overhears in the corridors of the Navy Building rumblings of discontent and threats to indulge in a little knocking of the processes of publicity. It is doubtful whether anything can be done about it. There is no more forward looking man in public life of any nation than Secretary Hughes, yet he is yet to be convinced that the best results are to be gained through public debate. Twice since this conference began he has belied the principle of the secret session by coming squarely out into the open to lay the American case right before the world public. Each time fairly astonishing success has been the reaction to his method. It will not surprise journalistic Washington to awaken some fine day in the near future to find he is going to play the same game with the American policy in the Pacific and the Far East. As yet he has not done so.

In the meantime the newspaper men are being feted in a manner which is proving ruinous to their digestion and their energies. Most of them are in attendance every night at some function.

The lateness of the news development in the afternoon, the amount of copy to be produced and the fleeting passage of time, all combine to render necessary some quick changing in the Washington bureaus. Some of the leading correspondents have two and three engagements every day, lunches, dinners, and receptions.

THE PRESS SECTION IN ACTION

HEYWOOD BROUN of the New York World has a hair-cut that is so pronounced that H. G. Wells, a much featured holder of a reporter's ticket, observed it—the hair-cut.

SPEAKING of Wells, it is common talk that his attack on the French desires as announced by Premier Briand the early part of the week was caused by a very pretty member of the worshipped sex who also is a member of the official delegation from Paris. When Mr. Wells made his grand entry he found the pretty member in his seat. When the expression "his seat" is used in reference to the press gallery it means "one." Loud wails meant nothing to her and the pretty member refused to move. Nobody blames Wells for the way he feels, and that's that.

SPEAKING of the French and international sensations, Pertinax, political expert of L'Echo of Paris, lost his stick—commonly called a cane—at a reception given this week by one of America's foremost correspondents. He kept his monocle, however, and that saved the day for his host. More than that, in fact, for Pertinax's monocle means more to him and world peace than a mere stick. He wears a monocle so well that Cyril Arthur Player—Detroit News, but born in England and graduate of Oxford—spoke of him as a perfect Englishman after watching him for more than one hour the other evening. He (Pertinax, and not Player) wears a monocle so well that he never finds it necessary to replace the bloomin' thing and some say he doesn't take it off at night.

SOME of the newspaper men have resented the military atmosphere that has prevailed around the Press Section of the Conference. Several complained to Phil Patchin, representative of the State Department in Press Relations, last week. The basis of their demand was the fact that the marine on the door would not let them in until they showed their passes, although they had been stopped not less than three times before they reached the door.

"Go ahead and yell," shot back Patchin with a smile. "If you don't like it make a formal complaint and we will take the marines off guard and hire a few newspaper office boys—I guess you fellows are not used to being treated like gentlemen."

Representatives Appointed

Cone, Hunton & Woodman, Inc., have been appointed United States and Canadian representatives of the United Rotogravure Sections, Inc.

The Goldsborough (N. C.) Argus has appointed Frost, Landis & Kohn, Chicago, New York and Atlanta, as its national advertising representatives.

London Office for Paul Block, Inc.

At a conference of the representatives of all the offices of Paul Block, Inc., held in New York this week, it was announced that a London office probably

will be opened next Spring to handle the European business of the firm.

STRIKING PRINTERS ENJOINED

Cessation of Conspiracy to Injure Ordered in Bridgeport

The Bridgeport (Conn.) Post Publishing Company, issuing the Post (evening), Telegram (morning) and the Sunday Post, has procured an injunction against Typographical Union No. 252 in a suit for \$25,000 damages. The union, several individuals and the Central Labor Union are made defendants. The restraining order, issued by the Superior Court, Judge John W. Banks, orders cessation of conspiracy to injure the plaintiff under penalty of \$5,000.

The situation is the outgrowth of the printers' strike of late summer. The plaintiff sets forth that there is now no strike at its plant, that it has a full complement of workers, but it accuses the defendants with various offenses usual in labor disputes, such as picketing, ridiculing, threatening, frightening, annoying and intimidating, making false statements, making threats, compelling employees to leave town.

N. Y. CLUB OUT OF A. A. C. W.?

Report Has Only One Director Opposed—Special Meeting Today

A strong rumor in advertising circles is that the Advertising Club of New York is about to resign from the Associated Advertising Clubs of the World. At Tuesday's meeting of the board of directors, according to the report, a vote was taken on the resignation and there was only one ballot recorded against it. A special meeting of the directors has been suddenly called for today and persons who presume to know the "inside" say it pertains to a final consideration of the resignation. All officers of the club questioned by EDITOR & PUBLISHER declined to confirm the report, but none denied it.

Alaskan Timber Resources

A report entitled "Regional Development of pulpwood resources of the Tongass National Forest, Alaska," bulletin No. 950 obtainable from the department of Agriculture at Washington, has been prepared by the forest service to give information on the timber resources of this Alaska forest to indicate the capital need for the development of Alaska pulp and paper mills and to outline the conditions of purchase of timber of this National Forest.

Cartoons Exhibit in Philadelphia

The original drawings of a number of well-known newspaper cartoonists are on exhibition in the Philadelphia Central Y. M. C. A. This collection includes the work of Fontaine Fox, Briggs, Louis Hanlon, Ad Carter, Wellington, Voight, Hoban, Webster, Tom McNamara, Arnot, Herman, Swinnerton and Charles Bell.

New Ship Board Ad Manager

WASHINGTON, D. C., Nov. 24.—M. B. Clausen succeeded D. Earl Brundage as advertising manager of the U. S. Shipping Board. Mr. Clausen is from New York, where he was formerly with the American Express Company.

Adds New Publications

Robert E. Powell, publishers' representative, 47 W. 34th street, announces that he has added to his list of publications for eastern representation; Blast Furnace & Steel Plant; Forging & Heat Treating and Coal Industry.

BALTIMORE SUNS RECALL FRONTIER DAYS FOR FOREIGN WRITERS

Van Lear Black and Other Officers of Those Papers Hosts at Folly Quarters, Near Baltimore—Plantation Songs, Sioux Chiefs, Rodeo and Barbecue Filled Day

REPRESENTATIVES of eighteen nations, including correspondents of newspapers in all quarters of the globe, attended an American barbecue and wild west show given in honor of

added to the picturesqueness of the entertainment.

Among the guests were H. G. Wells, Luigi Barzini of the Corriere della Sera of Milan, Italy; Louis Dassee of

in the South. Several hundred acres of beautiful rolling country form a part of the estate, which is about 22 miles west of Baltimore.

It is ideally situated for such an entertainment as Mr. Black gave his foreign guests.

And that entertainment was such a setting forth of American life as many of the guests saw for the first, and perhaps in some cases for the last time, for the West was literally moved East for their benefit and scenes peculiarly American were staged for them.

Refreshment tents were in position in the fields a short distance from the house and an ox was roasting all day on a log fire in the open.

The visitors alighted from their automobiles under a row of magnificent old pines lining the driveway up to the house, where Mr. Black and the reception committee stood. Standing close to the house when the party began was a group of negroes in plantation dress who sang such old American songs as "Suwanee River," "Old Folks at Home," "Old Black Joe." The correspondents were escorted to the refreshment tents by members of the staffs of the Sun and the Evening Sun as soon as they arrived. There were tables heaped with such good things as Howard County ham, roast turkey, oysters.

Luncheon occupied about two hours. The negro singers wandered over the grounds singing their plaintive melodies while this was going on and at 2:45 the party was led to the rodeo field, a band at the head of the procession. Here a genuinely western exhibition of steer-throwing, lariat-throwing, broncho-busting and wild riding was given with blood curdling thrills.

Before this began, however, the Sioux Chief Clement Whirlwind Soldier staged an unexpected part of the program. He presented Mr. Black, the host, with a peace pipe smoked by the Indians and the whites in the settlement of the Pine Ridge Reservation

uprising in 1890 and belonging before that to Whirlwind Soldier's grandfather, Spotted Tail, who was also a Sioux Chief. A tobacco pouch made of elk skin and decorated with beads sewed on with elk's sinews accompanied the pipe, which is of South Dakota redstone and decorated, on the stem, with little green turtles. The turtles signify that the possessor of the pipe must never turn back from his enterprises. Mr. Black was also decorated with the eagle's feather. He smoked the pipe at once and wore the feather in his hat for the rest of the day.

The field in which the wild west exhibition was given was a rolling piece of ground several acres in extent which gave each one of those occupying seats in the grand stand erected for the occasion an excellent opportunity to see every detail of every trick that was performed.

"Cyclone" Kiser, a steer-tamer of genuine accomplishments, caught steers by the horns, twisted their necks until he threw them and tied them while the crowd yelled its enthusiasm. Chester Byers, world champion lariat man, lassoed horses going at top speed and ridden by cowboys or cowgirls. Tom Kernan, famous for the same sort of work, did the same. Bronchos which really knew how to buck threw or tried to throw "Ken" Maynard, Pete Whitecloud, Art Boden, Dot Vernon, Rose Clark, Lottie Shaw, Fannie Neilson, Red Sniblet. John Agee was the master of horse for the occasion. All orders of trick riding were exhibited. The riders were brought to Maryland especially for this occasion and put up at "Folly Quarters" some days in advance of the entertainment.

At the end of this entertainment and when the guests had refreshed themselves by visits to the roasted beef and the lunch tents, they re-entered the automobiles in which they had been taken to "Folly Quarters" and were returned to the point of assembly in Washington.



At parties it is the usual thing to find the host about the only person not having a perfectly wonderful time, fearing that some one will upset the coffee or walk through his pet geranium bed. Not so with Van Lear Black, chairman of the board of the Baltimore Sun, last Sunday. He is the happy man facing you. To the right of him, we have R. Brent Keyser, Harry C. Black, his brother, and Rear Admiral Walter McLean. Yes, at the extreme left—he of the go-get-'em expression—is Robert Barry, Washington correspondent of Editor & Publisher who also writes pieces for the Philadelphia Public Ledger.

the correspondents covering the Limitation of Armaments Conference by Van Lear Black at his country home, "Folly Quarters," Howard County, Md., on Sunday, November 20. Mr. Black is chairman of the board of directors of the Sun and the Evening Sun.

It was a "newspaper man's party," in which guests and hosts were newspaper men. All of the correspondents on the lists of the Standing Committee on Correspondents were asked to attend. No one connected in an official capacity with the conferences was invited. The reception committee was composed of Mr. Black, Harry C. Black, his brother, and one of the owners of the Sun and Evening Sun; R. Brent Keyser, another owner of the papers; Paul Patterson, president of the A. S. Abell Company, which publishes the papers; Rear Admiral Walter McLean, a contributor to the Sun on the conference; and members of the staffs of the morning and the evening editions.

There were about 200 Washington guests. Automobiles were provided to convey them from Washington to "Folly Quarters." They arrived at noon and stayed until 5 o'clock, with something happening during every minute of their stay.

Chief Plenty Coups, who laid a coupstick on the bier of the unknown soldier buried in Arlington Cemetery on Armistice Day, and a number of Indian chiefs in full Indian regalia

the Havas Agency, France; W. F. Bullock of the London Daily Mail; Albert R. Carman of the Montreal Star; Gregory Clark of the Toronto Star; Philippe Millet of the Petit Parisien; Henry W. Nevison of the Manchester Guardian; W. T. Wang of the Shun Pao, Shanghai; S. Wattanabe of the Tokyo Asahi; D. J. de Baluseck of Algemeen-Handelsblad, Amsterdam; Synod Hossain of the Bombay Chronicle; Masinari Ito of Jigo Shimpo, Tokyo; M. Komatsu of Chugai, Tokyo; Wilmot Lewis of the London Times; Georges Le Charprier of Le Journal des Debats, Paris; W. W. Hawkins, president of the United Press; Frank B. Noyes, proprietor of the Washington Star and president of the Associated Press; David Lawrence, Frank Simonds, Arthur Bennett, Herbert Corey, Samuel L. Blythe, Kenneth L. Roberts, William Allen White, Frederick Palmer, Louis Coolidge, Mark Sullivan, Harry S. Heath, and W. O. Messenger, president of the Gridiron Club. All members of the Gridiron Club were there, as were the officers and directors of the National Press Club and of the Overseas Writers.

Folly Quarters is one of the show places of Howard County, having been built by Charles Carroll of Carrollton, one of the signers of the Declaration of Independence, for one of his granddaughters. The house, of cut stone with pillared portico, is one of the best examples of Colonial architecture



While it may look as if there is going to be a massacre, regardless of the facial expression, don't be alarmed. It's serious though, for these Sioux chiefs are leading Van Lear Black out to present him with a pipe that was first smoked in 1890.

TRAVEL - ACCIDENT POLICY PREMIUMS MAKE HAPPY INSURANCE MEN

**But Newspaper Competition in Their Use Often Leaves Circulations
Unchanged, With Whole Town Insured and Publishers
Paying All Costs**

EDITORIAL NOTE—This story was written by a newspaper man who has had opportunities to observe the operation of the travel-accident insurance policy scheme as a newspaper circulation-boosting stunt in many cities throughout the United States. While, because of local circumstances, his name must be held confidential, EDITOR & PUBLISHER can vouch for his reliability and the credibility of his statements.

THE up-to-date newspaper publisher these days is expected not only to present stew pans, brooms and carving knives to prospective subscribers, but also to give them accident insurance policies, make them daily gifts of handfuls of gold coin and go in for other extensive and liberal forms of humanitarianism. Such, at least, is the conclusion one reaches after a survey of some newspapers.

The accident insurance idea in particular has hit circulation promoters like an epidemic of measles. Some very staid, sober publications are now breaking out all over with their insurance offers to the wary and elusive subscriber.

Meanwhile, the insurance men are indulging in many a snicker up their hartschaffnermarxian sleeves.

The newspapers are selling their insurance policies for them. Each paper in the town is likely to be peddling a policy. And the result is they swap a few readers and end up where they started, after giving away pages of advertising space to the insurance companies, not to mention other expense and annoyance.

Fine for the insurance companies, null and void for the newspapers. But even in the vigor of this exposé one must pause for a moment to smile a little. Here's what happened recently in one city.

First, one of the newspapers issued an advertisement offering a travel-accident insurance policy to any person who would take a year's subscription to the paper and pay, in addition, 75 cents.

Following this, the next newspaper offered a similar policy in another company for a six months' subscription plus 65 cents. Finally the remaining newspaper, to protect itself, offered a similar policy to any who cared to have it, for just 50 cents (which is what these policies sell for) but no subscription requirement was made. The public could read the newspapers it preferred, but anyone could get the policy, whether a regular newspaper reader or not.

There's a smile in that situation, but the only chap who gets a real laugh out of it is the insurance man.

The three newspapers are selling insurance, but none is benefiting. Their circulation tonic has turned out to be a watery solution of stale near beer.

One of these days, perhaps, the newspaper publishers of the country will call a disarmament conference of their own. They will realize that some forms of competition are mutually destructive. They will refuse to be played for suckers by insurance men, premium peddlers and showers-of-gold experts. If let alone, the reader will be willing to provide himself with insurance and to buy his kitchen utensils. The editor need not worry about that.

It has not been generally known that there are at least three insurance companies issuing these special newspaper travel-accident policies. When one paper starts the plan, the other papers in the city usually find it advisable to follow suit. This naturally neutralizes its value. No one gains except the insurance companies. The only cities in which this has not occurred are those whose

publishers did not know the existence of more than one of these forms of travel-accident policies.

In putting on the plan the insurance company tries to force the publisher to contract for 10,000 policies which he must pay for, whether sold to readers or not. But as a matter of fact, when convinced that it is impossible to get a guarantee of 10,000 policies, the insurance companies have contracted for smaller quantities and in some cases publishers have been allowed to use the plan without any contract calling for a stated number of policies. The insurance men try to get you for the 10,000 guarantee if they can. If they can't, they take what they can get.

Policies cost 40 or 50 cents. On top of this some newspapers charge a "service fee" of 15 or 25 cents. The local registered agent gets about 10 cents

FALSE DIGNITY HALTS BUSINESS PROGRESS

MORE advertising, calculated to back up the efforts of bond salesmen, is urged by A. E. Bryson, of Halsey, Stuart & Co. He declares that ultra-conservatism and false dignity alone stands in the way of good advertising by bond houses, and advises everybody interested in bond distribution to forget both and go to the business just the same as merchants who have other kinds of goods to place with the public. Mr. Bryson's views follow:

"The advertising problem, I regard as the most important question in the problem of increasing bond distribution. More sales must be made and every sale must be made more easily and more quickly than before if the efforts of our salesmen are to continue productive. More and better bond advertising can accomplish this.

"Our present advertising method is a cold statement of statistical facts, with absolutely no selling punch; it is addressed almost wholly to the larger and more experienced buyer who today is not the most important factor in the market. One of the largest single opportunities for increasing the effectiveness of bond advertising lies in this one field of flotation advertisements, which with proper handling can be made to fulfill their present purpose, while at the same time reaching out and interesting and selling a vast new market, which present methods entirely neglect.

"This is equally true of bond circularizing, which ordinarily consists of a formal circular describing in analytical fashion the terms of the issue, and accompanied by an equally uninviting letter. Both are prepared for the large and experienced buyer, and both fail miserably to produce, under existing conditions. I cite these as two outstanding, vulnerable points in present day bond advertising.

"What we need is more and better advertising. Let's get away from the idea that we have to produce a tangible dollar of results for each dollar of ad-

vertising expended. With our salesmen confronted with the problem of increasing their production, isn't there more value to giving them proper backing than to attracting a few inquiries and making an occasional direct sale? Is the example of other merchandizers in their generous use of printer's ink of no value to us?

commission. Thirty or forty cents reaches the insurance company. While the policy may be worth the price paid for it, yet it is evident that it must be extremely limited in its scope and perhaps misleading to the public which is usually unfamiliar with legal phraseology. The newspaper risks its goodwill and in effect guarantees the stability of the insurance company it works with. The friction and bad feeling sometimes shown during the adjustment of claims, too, will react against the newspaper.

Let it be freely admitted that where one newspaper alone offers the insurance plan and the other newspapers of the town remain dormant, there will be circulation increases achieved.

But when all the papers offer similar inducements, the result is no progress for any of them.

While this objection might be raised against any circulation promotion scheme, yet it should be remembered that even premium-giving does not place a newspaper in the position of guaranteeing to its readers the financial stability and fairness of the company manufacturing the premium. If a set of dishes is broken, after years of use, the reader does not blame the newspaper. But if an insurance claim is not satisfactorily adjusted, there are sure to be heated conferences with the editor. He undertakes a moral hazard, risks his most precious asset, which is good will.

It is significant that, so far, only three insurance companies have dabbled with this cheap travel-accident policy for newspaper exploitation. The old line companies like the Travelers, Aetna and others are "not interested." More than one of these has been invited to offer similar policies by newspapers and definitely and positively refused to undertake the risks involved.

There is said to be no truth in the statement that Ring Lardner or George Ade were called in to help write these special limited (Oh, so limited) newspaper policies. But readers with a keen sense of humor might gain some enjoyment from their perusal. That much, at least, is in their favor.

Insurance for newspaper readers is an English idea. It is stated that the insurance idea is now costing Lord Northcliffe between \$400,000 and \$500,000 a year. Other English publications are expending a proportionate amount. American publishers with painfully swollen bank accounts may welcome this opportunity to free themselves from excess cash.

Here and there, circulation managers' organizations are getting together and declaring against travel-accident insurance in newspaper promotion and it may be that soon similar action will be taken generally. When this happens, then newspaper publishers will be free to plough along in their carefree way until some new master mind works out a plan to give free diapers for infants or free medical treatment for the chronically alcoholic or—possibly free prescriptions for the thirsty.

LONDON'S NEW MORNING DAILY

**Starmer's Westminster Directed by Well
Known Fleet Street Figures**

Further details that have come to hand concerning the new daily, The Morning Westminster, which made its initial appearance in London on Nov. 7, show that Sir Charles Starmer, managing director, has assembled a well-known group to direct its fortunes. J. A. Spender, political editor, was at Balliol College with Lord Curzon and is a friend of Viscount Grey.

The acting editor is J. B. Hobman, who has been associated with the Starmer group of papers for twelve years, latterly as editor of the Birmingham Gazette. A. H. Watson, formerly of the Westminster Gazette, is managing editor, and William Agar, of the Starmer group, is news editor. The chief sub editor is William Fone, late of the Daily News and the Daily Mail, and the city editor is Llewellyn Williams, late of the editorial staff of the London Financial News.

One of the attractive features of the new daily is J. P. Tumulty's "Woodrow Wilson as I Knew Him," which is appearing in its columns simultaneously with its publication in American newspapers.

Senate Wouldn't Confirm Bissell

Although he twice passed the U. S. civil service examination with a grade higher than that of any other candidate, Raymond Bissell, acting postmaster at Buffalo and business manager of the Buffalo Commercial, failed to receive permanent appointment to the position. Because he is a Democrat in politics, Mr. Bissell was refused confirmation by the U. S. Senate when his nomination was sent to that body by President Wilson. His temporary appointment remained effective at that time but a new examination was ordered. Mr. Bissell again headed the list, but the appointment went elsewhere.

NEED FOR ACCURATE ADVERTISING DATA GREATER THAN EVER BEFORE

Both Buyers and Sellers of Space and Service Must Plan and Work in Utmost Harmony if Previous Eras of Business Depression Are Not to Be Repeated

By O. C. HARN

EDITORIAL NOTE.—This article was adapted for EDITOR & PUBLISHER by Mr. Harn from his presidential address before the annual convention of the Audit Bureau of Circulations at Chicago.

THE importance of the analysis and verification of circulations will be more visible in the coming years, I am convinced, than it has been in the past or is at the present. The value of military data, of knowledge of the science of war, of the genius of war, is appreciated most when the war cloud has lowered and hell has broken loose. Similarly, it will need trying times to bring out fully the value of circulation data.

Business has entered upon a period the like of which we have not seen before. I don't know who it was who first pointed it out, but anyone who has studied the lessons of the past must know that all of us who entered upon a business life in the last twenty-five years are fated to finish out our business careers under conditions which will be new in important particulars.

PRICES DROPPED SHARPLY

Perhaps you have seen charts of price trends during the last century, and a little more, covering the wars of 1812 and 1861 and the late World War. I have one in my mind now. There are three slender, lofty peaks, each marking a war period.

After the war of 1812 there was a sharp drop in the price curve—then a slight hump—then a more gentle descent. The slender peak arose to its greatest height in the midst of the war. The first decline, sharp and covering but a year, represented the deflation period. The hump represented a short period of reaction, which steadied the line temporarily—and then began that gradual decline of prices, which ended in the early forties. Then began a gentle rise in prices, until the Civil War peak shot up, a period covering about twenty years.

From the peak of 1865 there was a curve practically duplicating that of the descent from 1812 to 1845. There was the sudden drop or deflation period. There was the steadying hump—and finally the gradual descent to the middle nineties.

Then began a gradual ascent, until the sudden shooting up of the peak marking the World War, beginning in 1914 and culminating in 1920.

WHAT'S IN THE FUTURE?

A curtain is hung between our eyes and the hand which is tracing the curve from that time on into the future. What is going to be its trend and contour?

We have already seen it follow the tendency of both the previous post-war periods. In other words, we have had the steep drop marking deflation. Are we to have a duplication of the rest of the curve? Most business men and economists confidently expect it. If so, then we are in for a period of at least ten years, and probably twenty, of steadily declining prices.

What does this mean to us, the sellers and users of advertising space.

It means, first, that those who have had all or most of their business lives since 1895 have learned some things which they may have to unlearn, or

suffer shipwreck. It means we will have to make new charts or perhaps hunt up old ones belonging to the previous corresponding periods.

It means that manufacturers may have to buy differently and sell differently. It means that the advertising agent and counsellor will have to study the problems of his client anew, and perhaps revise entirely the general policy which he will recommend. A revision of fundamental policy may require an entire revamping of the details of advertising—media, copy, follow-up and the merchandising which the advertising supports.

It means that publishers will have the same problems in their production departments that other manufacturers will have. No longer will publishers be able to buy paper and other raw materials with confidence that mistakes in estimating quantities will probably prove lucky rather than unlucky.

ALL CANNY AND CAUTIOUS

It means that the seller of space will have to meet more nearly the ideas of the advertiser. In this I do not refer to the rate per line or page. That, as always, will be regulated by competition and the balance of supply and demand. I refer more particularly to the question as to whether advertisers will wish to buy for the future or from hand to mouth; whether they will use pages or quarters; whether they will advertise every day, every week and every month for publicity, or seasonally for quick sales. In other words, we might sum up the whole thing and describe the period we have entered in the words "A Selling Period."

In a period of rising prices the sales man, whether of soap or advertising space and service, has one great force working for him all the time—the consciousness on the part of the buyer that

he is in no great danger of loss if he buys. All the salesman has to do is to convince him that the buyer can use what he is asked to buy and that it is as good as anything on the market.

In a period of declining prices there is always lurking that shadow, that buyer's fear of being caught with something he doesn't need or could have bought cheaper if he had waited.

The seller of an advertised article will be confronted constantly with this antagonistic influence. He will have to learn selling as he has never known the art. Naturally the man who tries to sell advertising space to him, or any other selling aid, will have the same increased antagonistic pressure to overcome. More conscious than ever of his need for something to help him overcome a new sales resistance, he will be keener to get the right thing when he buys advertising space. His dollar will come harder and publishers are going to find it harder to pry that dollar loose from him.

THERE'S A BRIGHT SIDE

But the picture is not all dark. In fact, it is not dark at all to connoisseurs of business pictures.

Especially to all who are either sellers or buyers of advertising service "the new selling period" upon which we have entered should be a happy hunting-ground; to you, first, who have advertising space or service to sell, because there will be greater need than ever for your commodity; to you who represent manufacturers or merchants, also, because you represent the selling end of your business. It is your day. Your business will prosper or fail according to the measure of your skill and courage.

It will be a fight, yes; but the fighters are not all dead. In a tabulation of automobile statistics I saw some time since, hearses were classified as pleasure vehicles. So let it be. Let those who shrink from the real work of the future ride in them. Most buyers and sellers of space are still able to sit at the wheel and step on the gas; yes, and mend a tire if necessary.

And now, what specifically can we say about circulation data and the Audit Bureau of Circulations in the new era?

It seems to me that organization got started just in time. Its founders builded better than they knew, for not

one foresaw this period. Yet, what more practical thing could have been done in preparation for a period when every one will be biting every coin to see if it is genuine; when every one will be figuring with the sharpest of pencils; when every shoddy thread will be relentlessly searched out? What more intensely practical thing could have been done in preparation for such a period than the establishment of an authoritative organization whereby the careful buyer of advertising space can be assured?

NO TIME FOR INEFFECTIVES

This is going to be a period of the survival of quality products. Publications which show exactly what they have to sell are coming into their own.

Again, the A. B. C. builded better than it knew when it began this past year to educate more deeply the buyer of advertising space and service on the significance of the various facts which the A. B. C. audit reveals.

The Audit Bureau should press on along the trail already surveyed and partially blazed. Every fact should be dug up about publications which will be useful for the advertiser to know in his new fight for business; publishers should be shown how to eliminate waste; let advertisers know what every fact signifies.

In this war of the next twenty-five years, the man with the most facts at his command, the liveliest imagination and the greatest ability to shift his methods will win. This is not the time for a man with hardening of the business arteries, glass arms of frozen thinking apparatus. Neither will hunches answer the place of A. B. C. audits.

The A. B. C. should likewise be made to measure up to the demands of the period. It cannot rest on past accomplishments. It dare not balk at taking advanced ground, if, in the light of the new conditions, it will be for the general good of those fighting for life in a difficult new period.

Verdict Against Scranton Times

A verdict for \$8,900 was returned in the Federal Court at Scranton, Pa., recently in favor of Robert Farr, son of former Congressman John R. Farr, of this city, who sued E. J. Lynett, owner and editor of the Scranton Times, for libel. He asks for \$50,000 damages, alleging his reputation had been injured through the publication of a cartoon by the Times. The cartoon was published during a political campaign in which the elder Farr was a candidate for Congress. Appeal will probably be taken.

New Fort Collins Daily

The Fort Collins (Colo.) Daily News is a new daily newspaper started by J. W. Sturdivan, Russell L. Gorrell and R. E. Wilson as owners and publishers, and Mr. Wilson as editor. The new paper is a six-column paper, with International News service. An automobile subscription contest is being run, the prizes totaling \$3,500 in value.

Nitro's Ad Cost was .006 Per Cent

The Charleston Industrial Corporation which purchased Nitro, W. Va., from the Government, during the last year sold through advertising machinery equipment valued at \$1,500,000, with an advertising cost of \$9,500.

Change Page Size in San Francisco

The San Francisco Examiner and the Chronicle on November 23 reduced the width of their columns to 12 ems, on an eight-column page.

CAPITAL MAY INCLUDE CIRCULATION OUTLAY

NEWSPAPER publishers everywhere are gratified at the decision rendered last week by the Internal Revenue Bureau that newspapers may add to their invested capital amounts spent out of earned surplus or current earnings in building up their circulation.

Committees representing newspaper associations met in Washington and a hearing was held by the bureau in August, at which arguments were made by former Senator Hoke Smith of Georgia, representing the Southern Newspaper Publishers' Association, and by Arnold Guessmer, of Minneapolis, on behalf of the American Newspaper Publishers' Association. In addition to oral arguments elaborate briefs were filed with the commissioner, and since that time the matter has been under advisement.

The contention of counsel for the newspapers was that the property of largest value to a newspaper was its circulation lists; that the circulation of a newspaper was its edifice, and that money spent in building this

edifice was as much an investment as the money spent for bricks in erecting a building; and that, since this was clearly an investment, those publishers who had charged the cost of building up circulation to expense should have the right to change it to investment account, and that this amount should be recognized as invested capital. The present bureau ruling sustains this contention. The ruling has not yet been published, but Senator Smith has been advised of the action of the committee on appeals and review, of the income tax unit, to whom the matter was referred for decision.

The committee says:

"If the records of the taxpayer are so kept that proof of the amount invested in the circulation structure can be made, in actual figures, and can be identified as specifically paid in building up the circulation structure, the committee can see no reason for denying such taxpayer the right to restate his surplus."

SUPER-SERVICE DEMANDS ON INCREASE FROM ADVERTISING AGENCIES

Strong Efforts Being Made to Break Down N. A. N. E. Standards of Practice—Weak-Kneed Publishers Who Give In Threatened to Be Overwhelmed

"OUT of practically a thousand newspapers on the list, there has been but three that have asked us to pay postage or even split the expense of co-operative work," writes an executive of one of the large advertising agencies in response to a letter of protest by a N.A.N.E. member against the paying for sundry broadsides, etc., demanded by this advertiser, in consideration of a contract.

The newspaper in question adheres strictly to the N. A. N. E. Standard of Practice for Merchandising for Newspapers, and refused to pay the cost of broadsides and certain free publicity items demanded by this advertiser, through its advertising agency.

The letter written this member was signed by the president of the agency. It stated:

"Never in the history of our business have we received such wonderful co-operation of the newspapers—practically every single solitary paper has run the little reading notice we sent them or sent out the letters, and they all seemed to be delighted that every paper which runs the article is brought to the heads of the — organization, because I want to see and know just exactly where every paper stands."

The publisher, commenting on this request, states that it does not sound as if more than three of the thousand newspapers used by this account were members of N. A. N. E. but regardless, says the writer, of what other newspapers are doing for this advertiser, this paper feels that there must be a line drawn in the rendering of merchandising service and feels that the Standard of N. A. N. E. serves this purpose.

This publisher is not alone in his complaint. Here's another letter from an N. A. N. E. member in which he calls attention to further demands made by certain agencies and manufacturers for service in addition to that regularly contracted for. He says:

"Requests which reach us for unusual service, are so frequent, and even fraught with threats of cancellation of business if not acceded to, that we wonder what will be the end, unless publishers, collectively, stand together on some decided policy covering this question. Frankly, it has gotten to a point where it would become necessary for the publisher to maintain a staff of solicitors as large as that of his regular advertising department, to extend the service which agencies and advertisers are demanding. There is scarcely a day goes by but that we do not experience these unusual demands."

"Citing examples of these problems: Within the last twenty-four hours, there has come to my attention, the three following cases:

"The sales manager of a crew of solicitors now working in this city, in the interest of a large oleomargarine account, which comes from a large agency, called upon us yesterday. He requested that we mail letters to every retail grocer in our city. He was informed that we could not render this service, except at the expense of the advertiser. He stated that in every city in which they had opened this account, all but one of the newspapers had accorded this service. In that particular city, he stated that one paper had refused the service, but that when satisfied that the account would go to a competing paper, had extended the co-operation mentioned above. We were informed, however, by this representative, that he was to wire his office last night, whether we would do this work, and if not, that the business would probably go to another paper. He got no satisfaction whatever from us, and, if necessary, we would sacrifice ten times the amount of their account rather than give in on the point concerned."

"Another instance: An old established agency sent us a renewal contract this morning for one of its clients who had been represented in our paper for many years. In the contract itself is a typewritten clause that the advertiser must have your valued co-operation in notifying drug trade about this advertising and getting them to push ——. In a letter accompanying this contract is a statement that various papers with whom it has contracted the

MR. PERRY conducts in EDITOR & PUBLISHER each week (under the auspices of the National Association of Newspaper Executives) a round table discussion on matters of interrelation to the newspaper advertising department and the user of newspaper advertising space. Criticism or comment on any views expressed and contributions should be sent to the office of the president of the N.A.N.E., Star-Telegram, Forth Worth, Tex.

past month have readily agreed to do this work, principally by sending a copy of an enclosed letter to the drug trade in their city and circulating territory. The last paragraph of this letter is interesting. It states: "If you accept the contract and return the signed duplicate copy to us, we will assume that you are going to mail out this letter about November 15. Please advise. As soon as we hear from you, we will issue insertion instructions through our production department."

"The third case, which concerns quite an extensive tooth paste campaign, makes the suggestion that we have our field men call on all retail druggists and large department stores and suggests the advisability of tie-ups, by making window displays and counter displays, etc. They also enclose a news item for use in our merchandising paper or to be included in a letter or broadside, if consistent with our policy. They want a report of the work we do and ask to hear from us. This last letter is from a large agency."

"We might go on with many other instances of very recent date. We are almost led to believe from our correspondence, that we are selling merchandising service rather than circulation. There is no newspaper in existence, which could meet these many requests, without doubling and trebling its force, and adding a stupendous total to its advertising expense. We do not intend to do it and we intend to confine our efforts in accord with the practice which has been adopted, as reasonable and sufficient."

N. A. N. E. headquarters is being deluged with statements like the above, and it would appear that agencies are using every effort possible to virtually compel newspapers to give "super-service" in addition to paid for advertising to secure accounts. The standard adopted by N. A. N. E. should be ad-

MERCHANDISING CO-OPERATION PRACTICE

MERCHANDISING service, the bug-a-boo of the newspaper man because of the vast abuses which have occurred since its inauguration, is being studied first hand at headquarters with an idea of later on issuing to members a concise opinion or rather a report on what N. A. N. E. members are doing, and what latitude is being permitted, regarding the acceptance and following out of the tenets of the Standard of Merchandising Practice for Newspapers.

A great many replies have been received and it would seem that the abuses complained of by N. A. N. E. members are not being incurred by members, but by non-members. It is my idea that to let the one fellow know what the other fellow is doing along this line, to give a brief synopsis each week, of merchandising service as performed by various papers. No names will be given but any member desiring further information regarding any plan referred to will be put in touch with the newspaper in question through headquarters.

This week I have selected the merchandising plan of one of the larger Central states papers and this paper's plan as expressed by the manager of the promotion and merchandising department is as follows:

"This department follows, as closely as possible, the standards set down by the N. A. N. E. with some slight additions and deviations. "We furnish route lists to all salesmen of national advertisers, and to local jobbers and

hered to under every and all circumstances, and if every N. A. N. E. member will strictly adhere to it, and do his best to get his next door neighbor to become a N. A. N. E. member, these requests, in violation of the spirit of the standard, are bound to become less frequent.

SPLENDID results are being accomplished by N.A.N.E. vice-presidents for the membership drive now in progress. That the association must present a solid front to the problems now confronting it is being brought fully to the fore in several copies of letters sent out by the vice-presidents.

Oscar Bates, advertising manager of the Miami (Fla.) Herald, in his letter to non-members, states:

"You personally, or your advertising manager, have a place awaiting you in the National Association of Newspaper Executives, which is a very big branch of the A.A.C.W., a part of the latter organization in which every worth-while newspaper of Florida should be represented, especially such papers as the Tribune—and I, as state vice-president of this important branch of the A.A.C.W., extend to you a most cordial invitation of the N.A.N.E. to take your place among the Florida publications now holding membership, and meet with us at the coming annual convention of the A.A.C.W., which is to be held in Milwaukee, Wis., early in June, 1922."

"The leaflet enclosed will give you a prospectus of the objects and aims of the Association, to all of which I am sure you, as a successful publisher, will not only give your endorsement, but to which you will be more than glad to lend your assistance and support. I confidently await your application for membership, as I am very anxious to have the State of Florida 100 per cent strong in the N.A.N.E. at the convention in Milwaukee, realizing the benefit your publication will derive from such membership will be of inestimable value to you throughout the years."

Charles A. Stauffer, general manager of the Phoenix Arizona Republican, has also gotten out a mighty good letter and has already reported a new member. His letter, in part, follows:

"During recent years the newspaper department of the Advertising Clubs of the World has been thoroughly organized and is doing wonderful work for newspaper advertising. Its organization is named National Association of Newspaper Executives and will hold its sessions at the time of the annual meeting in June in Milwaukee in conjunction with the Advertising Clubs of the World. This department is composed of the newspaper executives who are in charge of the development of ad-

vertising of their respective papers. The president of the association of newspaper executives is A. L. Shuman of the Star-Telegram, Fort Worth, Tex. The association is very active and at this time is arranging a series of discussions that will be of real value to the men attending the June session. The association is made up of the executives of a large number of the strongest papers in the country as shown by the circular which is enclosed."

"I have been asked by Mr. Shuman to increase the membership from Arizona. The cost is \$10 a year and we should like to see you belong to this association. If you desire to become a member you might write to A. L. Shuman, Star-Telegram, Fort Worth, Texas. The present Arizona members are: Bisbee Review, Bisbee Ore, Douglas International, Douglas Dispatch, Phoenix Republican, Phoenix Gazette and Tucson Star."

Other vice-presidents are doing excellent work, and the above letters are printed only as suggestions for others who feel that a little personal aid will help them in their solicitation by the co-mingling of new thoughts.

SUGGESTIONS for discussion at the 1922 Milwaukee convention are coming to headquarters regularly and indicate a mighty big problem ahead the next few years to straighten out the kinks and turns of problems that are daily presenting themselves to the members.

Two mighty valuable suggestions recently came over headquarter's desk, and I am presenting them as written, trusting that other members will give their thoughts on the matter for the benefit of the committee now arranging the program:

"I believe," states one member, "that it would be a great help to both the newspaper and the advertiser if the N.A.N.E. would work out a fixed trade survey. It could be submitted in questionnaire form to the various newspapers and would enable an easy comparison of trading territories."

"Speakers at the convention should be limited to five minutes. The way some of those big men consumed our time at last year's meeting was entirely out of place at a round table discussion where every minute counted."

"The relation of the special to the publisher is an interesting topic for discussion. Following each discussion a committee on that topic should be appointed to prepare a sort of consensus of opinion to be submitted to the meeting."

"At the last two meetings of the N.A.N.E.," says another, "the principal topic of discussion has been national advertising. This is all important and should receive a goodly share of the discussions during the 1922 convention in Milwaukee. But let's not forget or neglect the local field, from which the greater volume of newspaper advertising comes. I suggest the following topics:

"The value of a copy department for local display.

"The best methods of discussing and giving out circulation data other than through the solicitor.

"How much free publicity should any local advertiser receive.

"As morning and afternoon papers each have their own problems, how about devoting one half-day session in which the morning papers and the afternoon papers meet separately to discuss the thing most vital to each."

NEWS-SCIMITAR of Memphis, Tenn., is the newest recruit for N.A.N.E. and B. L. Cohn, its publisher, is justly proud of being the youngest member of the association. The new arrival was corralled by the president during his stay in Memphis, during the games between the Memphis and Fort Worth ball clubs for the Dixie championship.

ACCREDITED CORRESPONDENTS COVERING CONFERENCE ON LIMITATION OF ARMAMENTS

Newspapers and Organizations They Represent, Their Washington Addresses and Telephone Numbers

THE Standing Committee of Correspondents has certified to the Department of State the following revised list of newspaper men to be accredited as correspondents in the Press Section of the Conference in the Limitation of Armaments:

| NAME | ORGANIZATION | ADDRESS | PHONE | NAME | ORGANIZATION | ADDRESS | PHONE |
|------------------------|------------------------------------|-----------------------|-------------|------------------------|------------------------------------|-----------------------|-------------|
| Abeling, Ruth Agnes | Newspaper Enterprise Association | 1522 New York ave. | Main 6135 | Essary, J. Fred | Baltimore Sun | 1416 New York ave. | Main 1234 |
| Abiko, K. | Japan-American News (S. Fran.) | Burlington Hotel | Main 8980 | Everett, Tom | Birmingham Post | News Bldg. | Main 6135 |
| Abbott, Ernest Hamlin | The Outlook | 1703 New York ave. | | Fairbrother, Arthur L. | Providence Evening Bulletin | 607 Hibbs Bldg. | Main 6214 |
| Adams, J. H. | Baltimore Sun | 1416 New York ave. | Main 1234 | Fairchild, E. W. | New York Daily News-Record | 505 Union Tr. Bldg. | Main 2721 |
| Akerson, George E. | Minneapolis Tribune | 406 Albee Bldg. | Main 2193 | Farnsworth, L. S. | International News Service | Munsey Bldg. | Main 1733 |
| Albert, Charles S. | New York World | 20 Wyatt Bldg. | Main 1087 | Farrington, Joseph R. | Philadelphia Public Ledger | 501 1/2 14th st. | Main 2721 |
| Albertson, Ralph | International News Service | Munsey Bldg. | Main 1733 | Ferguson, Fred S. | United News | 1322 New York ave. | Main 1259 |
| Arbib, Costa A. | Rome (Italy) La Tribuna | | | Field, Carter | New York Tribune | 514 Woodward Bldg. | Main 291 |
| Armstrong, R. B. | Los Angeles Times | 604 Bibbs Bldg. | Main 136 | Flynn, M. W. | Washington Times | Munsey Bldg. | Main 5260 |
| Atchison, J. C. | New York Daily News-Record | 505 Union Trust Bldg. | Main 8777 | Flythe, W. P. | Washington Herald | Herald Bldg. | Main 3300 |
| Atkins, W. H. | International News Service | Munsey Bldg. | Main 1733 | Foliard, Edward T. | Nevin News and Feature Service | Munsey Bldg. | Main 3192 |
| Authier, George F. | New York Herald | 437 Munsey Bldg. | Main 2193 | Foot, Mark | Grand Rapids Press | 927 Colorado Bldg. | Main 4566 |
| Baillie, Hugh | United Press Association | 1322 New York ave. | Main 1259 | Fox, Albert W. | Washington Post | Post Bldg. | Main 4205 |
| Baldwin, O. P. | Baltimore Sun | 1416 New York Ave. | Main 1234 | Fox, Charles J. | Tien-Tsin North China Star | 359 Munsey Bldg. | Main 1087 |
| Barkley, Edna M. | Lincoln (Nebr.) State Journal | The Burlington | Main 8980 | Fruch, Al. | New York World | 20 Wyatt Bldg. | Main 1087 |
| Barrett, Edward W. | Birmingham Age-Herald | 500 Davidson Bldg. | Main 3241 | Fujita, Shuutiro | Tokyo Asahi | 416 Bond Bldg. | Main 8530 |
| Barry, John D. | San Francisco Call | City Club | | Fuwa, Samata | Eastern News Agency, Japan | Hotel Gordon | Main 8530 |
| Barry, Robert | Philadelphia Public Ledger | 501 1/2 14th St. | Main 2721 | Fuwa, Tengoi S. | Los Angeles Japanese News | Bellevue Hotel | Main 800 |
| Barzini, Luigi | Milan (Italy) Corriere della Sera | Hotel Washington | F'klin 5900 | Fuwa, Yasuo F. | Yomiuri (Tokyo) | | |
| Barzun, H. M. | Paris L'Illustration | | | Galeman, E. W. | Cincinnati Enquirer | 32 Post Bldg. | Main 299 |
| Bass, John F. | Chicago Daily News | Home Life Bldg. | Main 90 | Galiano, A. L. | El Cronista (Tegucigalpa, Hond.) | University Club | F'klin 6327 |
| Basse, Louis | Agence Havas, Paris | 621 Albee Bldg. | | Galtier, Joseph | Paris Le Temps | 442 New Willard | Main 4420 |
| Bean, Rodney | New York Times | 717 Albee Bldg. | Main 137 | Gates, Robert M. | Memphis Commercial Appeal | Metro. Bank Bldg. | Main 4398 |
| Beckley, Mrs. Zoe | N. Y. Evening Mail | Hibbs Bldg. | Main 1903 | Gauss, Harry B. | Chicago Daily News | Home Life Bldg. | Main 90 |
| Bell, Samuel W. | Philadelphia Public Ledger | 501 1/2 14th St. | Main 2721 | Geddes, Bond P. | Associated Press | Star Bldg. | Main 1000 |
| Bell, Ulric | Louisville Courier-Journal | 809 Evans Bldg. | Main 5297 | Gerard, James W. | International News Service | 1206 Munsey Bldg. | Main 1733 |
| Bender, Robert J. | United News | 1322 New York Ave. | Main 1259 | Gerault, Andre | Echo de Paris | Willard Hotel | Main 4420 |
| Benson, Allen L. | International News Service | Munsey Bldg. | Main 1733 | Getty, Frank W. | United Press Associations | 1322 New York ave. | Main 1259 |
| Betke, Martin W. | Trans-Oceanic Service | 1825 F St. | | Gilbert, Clinton W. | Phila. Evening Public Ledger | 501 1/2 14th st. | Main 2721 |
| Bickel, Karl A. | United Press Associations | 1322 New York ave. | Main 1259 | Gimer, Robert M. | Pittsburgh Gazette Times | Post Bldg. | Main 3307 |
| Billings, John S. | Brooklyn Daily Eagle | 901 Colorado Bldg. | Main 1567 | Glenn, John | United News | 1322 New York ave. | Main 1259 |
| Bingham, Robert W. | Louisville Courier-Journal | 809 Evans Bldg. | Main 5297 | Goodwin, Mark L. | Dallas News | 620 Albee Bldg. | Main 4010 |
| Bishop, Crawford | N. Y. Evening Post | Home Life Bldg. | Main 2173 | Goss, Frank R. | Seattle Post-Intelligencer | Bond Bldg. | Main 6584 |
| Bliven, Bruce | New York Globe | Munsey Bldg. | Main 4351 | Goto, Takeo | Tokyo Jiji Shimpo | Arlington Hotel | Main 6542 |
| Blumenfeld, David L. | United Press Associations | 1322 New York ave. | Main 1259 | Gottlieb, Louis S. | N. Y. Jewish Morning Journal | | |
| Blythe, Samuel G. | Saturday Evening Post | Hibbs Bldg. | | Graham, Leopold | London Financier | | |
| Bonsal, Stephen | London Westminster Gazette | 1746 K st., N. W. | F'klin 6940 | Gregg, Isaac | New York Sun | Munsey Bldg. | F'klin 5468 |
| Bowman, W. E. | Detroit Journal | 420 Colorado Bldg. | Main 4350 | Green, Horace | Leslie's Weekly | 1126 16th st. | Main 318 |
| Bradford, A. L. | United Press Associations | 1322 New York ave. | Main 1259 | Green, Martin | New York Evening World | 22 Wyatt Bldg. | Main 1087 |
| Bradshaw, Roberta | Women's Wear, New York | 505 Union Trust Bldg. | Main 1259 | Green, William M. | Foreign Affairs News Service | 1815 K st., N. W. | F'klin 5893 |
| Brainerd, C. C. | Brooklyn Daily Eagle | 901 Colorado Bldg. | Main 1567 | Grey, James A. | Baltimore Evening News | 439 Munsey Bldg. | Main 84 |
| Brascher, N. D. | Associated Negro Press | Whitelaw Hotel | No. 10025 | Griffin, Buckley S. | Springfield Republican | | Main 1026 |
| Brigham, William E. | Boston Transcript | 81 Home Life Bldg. | Main 1500 | Groat, Carl D. | United Press Associations | 1322 New York ave. | Main 1259 |
| Britton, Edward E. | Raleigh News and Observer | 603 Dist. Bank Bldg. | Main 3122 | Groves, Charles S. M. | Boston Globe | Albee Bldg. | Main 8387 |
| Brown, Heywood | New York World | 20 Wyatt Bldg. | Main 1087 | Hall, Henry | Pittsburgh Chronicle-Telegraph | 47 Post Bldg. | Main 3307 |
| Brown, Ashmun | Providence Journal | Hibbs Bldg. | Main 6214 | Hamilton, J. G. | London Daily Chronicle | Hotel Washington | F'klin 5900 |
| Brown, George Rothwell | Washington Post | Post Bldg. | Main 4205 | Hananono, Kanesada | Tokyo Nichinichi | The New Ebbitt | Main 5035 |
| Brown, Harry J. | Salt Lake Tribune | Woodward Bldg. | F'klin 5427 | Hand, Charles | New York World | 20 Wyatt Bldg. | Main 1087 |
| Bryan, John Stewart | Richmond News-Leader | 617 Colorado Bldg. | F'klin 6636 | Hanlon, John V. | Pittsburgh Press | 421 Colorado Bldg. | Main 2604 |
| Bryan, William J. | United Press Associations | 1322 New York ave. | Main 4214 | Happgood, Norman | Universal Service | London Bldg. | Main 2604 |
| Bryant, H. E. C. | New York World | 20 Wyatt Bldg. | Main 1087 | Hard, Mrs. S. | Sogerstad, N. Daglight Ollehanda | (Stockholm) | |
| Buel, Michael F. | Central News of London | 31 Wyatt Bldg. | | Harris, H. Wilson | London Daily News | Hotel Arlington | Main 6850 |
| Buel, Walter S. | Cleveland Plain Dealer | 38 Post Bldg. | Main 562 | Harris, Winder R. | Universal Service | Bond Bldg. | Main 2604 |
| Burlock, W. F. | London Daily Mail | The Benedict | Main 4520 | Hart, Charles C. | Portland Oregonian | 823 Albee Bldg. | F'klin 5436 |
| Burnough, Peter | New York Evening Telegram | | | Hasegawa, S. | Tokyo Kokumin Shimbun | Hotel Gordon | Main 8536 |
| Burrill, Harvey D. | Syracuse Journal | | Main 1733 | Hassett, William D. | New York Evening Telegram | Post Bldg. | Main 4205 |
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| Canaday, Elizabeth B. | People's Popular Monthly | The Burlington | Main 8980 | Hawkins, W. W. | United Press Associations | 1322 New York ave. | Main 1259 |
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When Arthur Somers Roche was a newspaper man on the New York World and the New York Mail he never thought any writing of his would bring about a proclamation of a legal holiday. In his novel, "The Day of Faith," he has a governor proclaim a holiday in which everybody shall say: "My neighbor is perfect." The thought that this was a good idea in view of the coming disarmament conference occurred to Gov.

Thomas C. McRae, of Arkansas, and he acted upon it, proclaiming November 1 next as a state holiday when every citizen shall repeat the words of the novel.

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The Leesburg (Fla.) Commercial has been made a semi-weekly publication, having previously been weekly. The plan of the publisher is ultimately to make it a daily.

1,000 sales in 20 minutes resulting from an exclusive advertisement in the Jacksonville Metropolis.

The L. F. M. Department Store uses more advertising space in the Evening Metropolis six days every week than in the morning paper seven days. The Metropolis does not publish on Sundays.

The Florida Metropolis

Florida's Greatest Newspaper

Results that Convince

“One thousand pieces of aluminum ware, sold, wrapped and delivered in twenty minutes is a record for Jacksonville, I'm sure,” said L. H. Mumma, advertising manager of the L. F. M. Store, early Friday morning. “And that is exactly what we did this morning in connection with our aluminum sale. The store did not open until 9 o'clock and by 9:20 we had disposed of exactly that number of pieces.”

“I attribute this record sale to two things—the extraordinary value offered in the sale and the pulling power of The Metropolis advertising columns. We carried an advertisement of this sale exclusively in the Thursday afternoon Metropolis, and to say that we are delighted with the results is putting it mildly.”

But the sale of the 1,000 pieces in twenty minutes did not end the rush of buyers. All morning long the second floor of this store was crowded. An extra crew of sales people was called into service by 9:30 and was kept busy waiting on the customers. Even the three partners of the firm and the advertising manager were forced to jump behind the counters and wait on people.

“There's no way of telling just now how large the sales will run up,” said Mr. Mumma, “but we can already see that every piece of aluminum will be sold long before closing hour. When we opened the store this morning the sidewalk in front was packed and jammed with persons and a continual stream poured into our store all morning long.”

The Metropolis is a Member of the Associated Dailies of Florida, S. N. P. A. and A. N. P. A.

E. KATZ SPECIAL ADVERTISING AGENCY

ESTABLISHED 1888

CHICAGO
KANSAS CITY

NEW YORK

ATLANTA
SAN FRANCISCO

PRESS RATES OVER TELEPHONE ASKED BY NEWSPAPERS

New England Publishers Association Will Work With A. N. P. A. to Obtain Privileges Similar to Those Accorded by Telegraph Companies—Labor and Paper Also Discussed

BOSTON, Nov. 22—The New England Newspaper Association held a special meeting in the Swiss Room of the Copley Plaza Hotel in this city last week, covering practically a whole day. Twenty-four members of the 66 listed were present.

In the afternoon session the question of a special press rate on telephone service, like the telegraph press rate, was discussed. It appeared that the Southern New England Telegraph and Telephone Company allowed a discount of 50 per cent of the total to newspapers, provided they carried whatever display advertising the telephone company wanted, which was said to be very little. One Vermont paper had arranged with the telephone company to get all of its correspondents on the wire every night at a certain time. For this fixed service a fixed rate was allowed. The association voted to work with the A. N. P. A. on this matter.

The only Boston paper to have a representative present at the meeting was the Post. The inclusion of the Boston papers in the association would assist greatly in defraying expenses, and a definite proposition for the inclusion of the Boston men will be presented at the next annual meeting.

One of the first questions discussed was the renewal of contracts with unions on January 1. With a view to securing concerted action, Manager Hitt said that he had sent out a questionnaire seeking information as to the nature of contracts now in force. Of the 66 members, 20, he said, had open shops. Some had only verbal agreements. Replies to the questionnaire indicated that the average wage was \$35 or \$36 for day work and \$37 or \$38 for night work.

B. H. Anthony of New Bedford stated he considered closing his two job shops on January 1, owing to the refusal of the unions to arbitrate the question of hours, and to operate them later as open shops. Mr. Anthony had the contract for printing of the municipal ballots for the next city election, but decided not to undertake the work on account of the attitude of the Typographical Union. Among other matters taken up for discussion was the question of holidays. Mr. Anthony asking for suggestions for meeting the double pay for holiday work called for in union contracts.

Mr. Anthony feels that the association ought to support the movement for combining Armistice Day with Thanksgiving Day. John R. Rathom of Providence said he had read a number of editorials recommending the transfer of holidays to Monday to prevent breaking up the work of the week. He thought such a transfer might be accomplished with every holiday, except the Fourth of July. Public sentiment, he believed, was too strong to allow any tampering with the birthday of the nation.

Labor matters were given considerable attention. Mr. Rathom stated that all of his contracts except those with the photo-engravers expired October 31. No increase had been asked, he stated, in any of the wage scales discussed. He had proposed a 20 per cent cut, and after three conferences with the Typographical Union had been confronted with a deadlock. For the stereotypers and pressmen he had proposed a cut of 10 per cent, and had already signed a new contract with the pressmen, including a 5 per cent cut. He expected the stereo-

typers to shortly yield and compromise on a 5 per cent cut, as the pressmen had done.

It was felt by some that the Typographical Union is irritating men in newspaper shops with its \$3 and \$4 weekly assessments. If the strike could be called off and the men freed from the weekly assessments to support those out on strike, it was believed the men would be willing to take a good reduction.

Manager Hitt said that there were 8,000 men on strike who were receiving \$20 a week regularly. It was costing the unions from \$700,000 to \$800,000 a month and the newspaper compositors were furnishing the money.

The question of gifts at Christmas and other seasonal times was taken up, and out of two dozen publishers present but half a dozen gave presents at Christmas or New Year's.

The drive for a reduction in advertising rates attempted by the National Retail Merchants' Association was also discussed. It was mentioned that a questionnaire had been sent out to all newspapers asking size of circulation and rate for advertising before and after the war, also information as to why reductions were not made. In Burlington it was said that the Merchants' Bureau had appointed a committee representing the four largest department stores in the city, to take up with the newspapers individually the reduction of their advertising rates. Complaint was made that the Portland (Me.) Express gave department stores a lower rate than most of its class.

Mr. Rathom said he found that the progressive department store manager was not in sympathy with such a movement.

The proceedings closed with a discussion of the price of newsprint paper by William J. Pape of Waterbury. Of the 24 publishers present, only 3 stated that they used foreign imported paper. Mr. Pape confined his remarks mostly to foreign markets. He stated that Norwegian newsprint was selling delivered in New York at 23½ cents. Asked how far down the price must go to prevent foreign competition, Mr. Pape said he was puzzled by the ability of the Norwegians to compete so long at 23½ cents. German competition was keeping the Scandinavian price down, he felt.

Mr. Dwyer of Providence said Finnish paper was running much better than last year. Norwegian paper had good strength, he felt, but not as much as the Finnish. The Swedish and Finnish he regarded as the best.

Benjamin H. Anthony of the New Bedford Standard presided, the other members being present were John R. Rathom of the Providence Journal, Sherman H. Bowles, Springfield Republican; J. J. Plummer, Springfield Union; A. H. Fuller, Brockton Enterprise; J. H. Vallette, Attleboro Sun; Frank E. Langley, Barre (Vt.) Times; D. W. Howe, Burlington Free Press; George H. Godbeer, Fitchburg Sentinel; S. W. Rogers, Gardner News; Robert F. Wright, Haverhill Gazette; C. H. Hastings, Lynn Item; E. A. Bournival, Manchester L'Avenir National; J. A. Muehling, Manchester Union and Leader; B. E. Warren, Nashua Telegraph; T. F. Dwyer, Providence News; Harry E. Flint, Salem News; William H. Reed, Taunton Gazette; William J. Pape, Water-

bury Republican; George B. Utter, Westerly Sun; J. J. Conroy, Worcester Post; Charles J. MacPherson, Framingham Evening News; Samuel E. Hudson of Woonsocket, and George C. Hitt, manager of the association, Worcester.

TARDIEU STARTS PARIS DAILY

Circulation Fight on Between Petit Parisien, Matin and Journal

PARIS, Nov. 18.—A new newspaper, under the direction of Andre Tardieu, Georges Mandel and other friends of M. Clemenceau, is announced to begin publication in a few days under the name of Le National. Whether M. Clemenceau himself will take an active part in the paper is not disclosed, but he will have an office in the building.

The new paper will appear in the midst of a great circulation war between the Petit Parisien, Journal and Matin. The first of these is printing an edition at Tours, from which it can be circulated all over France within twelve hours. The Matin and the Journal have united to hire special trains, which will take their latest Paris editions to big distribution centres throughout the country at the same time as the Petit Parisien reaches them.

The latter now plans to retaliate by opening printing establishments in the South as well as at Tours and publishing a duplicate paper there, telegraphing news from Paris during the night.

Conners Leases R. R. Shops

W. J. Conners, owner of the Buffalo Courier and the Buffalo Enquirer, has leased the New York Central car repair shops at East Buffalo and will operate them in the future. Mr. Conners plans to have more than 1,500 men at work by January 1. This is not a new field of industry for the Buffalo publisher. Before entering the newspaper field and since that time he has been among the largest employers of labor on the Great Lakes, both in operation of steamships and in dock and wharf enterprises. The shops have been closed down for some time.

Another for Carpenter List

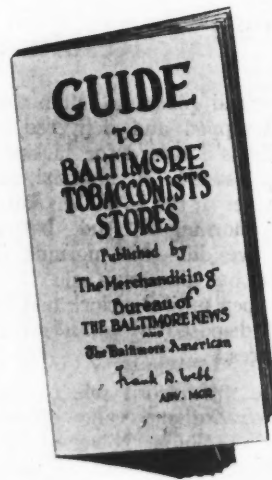
The Frankfort (Ind.) Crescent-News has appointed Carpenter & Co. to represent it in the national advertising field, with offices in New York, Chicago and Kansas City.

Depew Herald Resumes

The Depew (N. Y.) Herald has resumed publication after having suspended for seven months. After January 1 the newspaper will be changed from a weekly to a semi-weekly.

More Capital for Ft. Worth Paper

The Monitor Publishing Company, Fort Worth, Tex., has filed an amendment to its charter increasing the capital stock from \$10,000 to \$25,000.



Add This to Your Store of Information

—and use it when advising your friends among manufacturers and advertisers:

—that NEWS and AMERICAN Route Guides are not merely listings from directories or telephone books:

—that when we compiled our Tobacco Guide every dealer was called upon personally and for reasons such as duplication, moved, incorrect classification, etc., more than half were eliminated:

—that this personal checkup insures an accurate routing of live prospects and saves a big part of the distribution expenses. It also provides the manufacturer with an up-to-date mailing list that does away with waste postage on follow-up work.

This copyrighted list in book form of the convenient vest pocket size, is gratis to any manufacturer sending his representative to us with a letter of introduction stating that IF and WHEN he advertises in Baltimore The NEWS and AMERICAN will be used.

THE BALTIMORE NEWS

Evening, Daily And Sunday.



The Baltimore American

Morning, Daily And Sunday.



DAN A. GARROLL
Eastern Representative
150 Nassau Street
New York

Frank A. Webb
Advertising Manager

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



Let the Dealer Know That You Are Advertising

Confidence is the key to co-operation. Confidence is contagious.

The retailer believes in the newspaper he reads----in New York, The World and The Evening World. (See The World's Graph Book.)

The retailer believes in the newspapers in which he advertises ----in New York, The World and The Evening World. (Ask for comparative Department Store and Home Furnishing figures.)

Make sure of the dealer's confidence by advertising in his favorite and *trusted* home newspaper, in his own *tested* advertising medium. He is himself a representative consumer, and he knows local advertising mediums.

The retailers' choice, in most cities, is *first choice*.

When the dealer sees your advertising where it inspires confidence, where he knows it ought to be, he'll co-operate.

To "tell the trade" about your advertising is not enough.

Let the trade SEE IT. Nothing easier!

The World and The Evening World have a combined circulation daily of 650,000 for \$1.20 per agate line gross, subject to contract discounts. They carry more drygoods advertising, are read by more jobber, department and chain-store buyers, and by more retailers, offer more circulation per dollar and a more concentrated circulation; a reader and a dealer influence more localized than any other morning and evening combination.

Advertise in Newspapers by the Year

THE NEW YORK WORLD'S MERCHANDISING DEPARTMENT

Mallers Bldg., Chicago

Pulitzer Bldg., New York

Ford Bldg., Detroit



CAREFUL SELECTION, PROPER TRAINING BOTH VITAL TO CLASSIFIED STAFF

One Manager Tests Persistency of Applicants for Posts by Breaking Appointments—"Staged Sales" Give Salesmen Renewed Confidence

By C. L. PERKINS

Executive Secretary Association of Newspaper Classified Advertising Managers.

"PERSISTENCE is one of the most important qualities required for selling," said Mr. Parsonage of the John Deere Wagon Works in a recent interview. "Every salesman reaches a point with some buyers where he admits: 'I can't sell this man.'"

"A fair index to a salesman's character consists in discovering how soon he is inclined to make this admission to himself in the average case. The poor man, the man who never does sell, usually starts with this admission and hopes against hope that he may be wrong.

"A sales executive can teach persistence if he sets about it in the right way." And then the speaker went on to tell how persistence was fostered in a young salesman by means of a staged sale. "This experience," he continued, "was largely instrumental in making a salesman out of the man. He acquired confidence that previously he had lacked. He had been giving up too easily; but this staged sale enabled him to discover that it was possible to sell even to people who thought, and said, that they did not care to buy. Every salesman has to learn that, before he can be anything but an order-taker."

To train men thoroughly in the selling of classified space is a vital factor in a manager's equipment. To know how to select timber which is worth training is of perhaps even greater importance. Mr. Parsonage is probably right in his estimate of the importance of persistency. Here is an authentic instance of the value of persistency told by a man who now sells classified.

"Hard plugging and tireless perseverance are the secrets of my success," he said. "Some years ago when I first landed in this town a bookstore man made me a proposition.

"Here's a couple of thousand books which I picked up for a song," he said. "It's a humorous automobile skit. I think that some automobile agency might buy it to distribute to its mailing list as an advertising novelty. We'll insert an extra sheet bearing their ad free of charge. Get out and see if you can sell the lot at nine cents each."

"From the business directory at the back of the phone book I learned that there were sixty-two auto agencies in the city; fortunately for me, pretty well concentrated into one section.

"For three days I hammered away at that single proposition but I couldn't make a sale. At the end of the fourth day I sold the entire lot to the sixty-second agency, the very last one in the city. As my commissions came to \$60 I was well repaid for the effort. That was an object lesson in the value of perseverance."

It is doubtful if persistency to the degree here exhibited could be developed in every man. Hence the importance of selecting men who are by nature persistent or who have learned the value of persistency. One classified manager evolved an ingenious idea which was planned to weed out the weaker sisters before he had even consumed any of his time for an interview.

"If a candidate for a job is going

to display persistence in selling our space," he argued, "he will show persistence in selling himself to me." So after advertising for men he would make an appointment with one by mail, sending out word upon the applicant's arrival that he was too busy to see him. Call again tomorrow. Next day the same thing occurred. He would deliberately break appointment after appointment. After four or five disappointments many men gave up a never called again. Others would continue their attack and if they measured up in other respects would be given a territory. They had demonstrated that they at least were persistent before ever being entrusted with a field in which to work. "I call it the survival of the fittest," explained the inventor of this plan.

When it comes to training, few devices are more educational and stimulating than the demonstration sale—that is, in organizations of sufficient size. By gathering the entire group together and staging this event with a score-card system, by which the audience gives each man a rating every man learns what every other man knows. Each contributes to the common pool of sales pointers. The men enjoy it. It always makes for a good deal of humor. And the men remember every point scored, every successful defense against stock objections, every thrust and parry of the bout.

"Oh, I've got no use for the Graphic," asserts the supposed prospect belligerently. "I've tried it once and got nothing from it. The Press pulls better results for me."

"But, Mr. Blank, don't you realize that etc., etc., etc.?" The salesman is launched upon his attack.

The psychologists assert that we remember what generally interests us, and therein lies much of the value of the demonstration sales. The men are so intent upon the outcome of the contest—it is so really "sporty" an event that every point registers. They re-

Boston Post Honors Foch

The Boston Post last week presented to Marshal Foch, on his visit in Boston, a gold watch and chain that was purchased by public subscription to the Foch Gift Fund of the Post. At the close of the address in which the marshal was reminded that he stood on the spot where Washington had stood 146 years ago when he took command of the American Revolutionary Army, little Miss Alice Patricia Farley, grand-daughter of Edwin A. Grozier, publisher and owner of the Boston Post, stepped forward and presented the marshal with the watch.

New Octuple for Oregon Journal

A new Hoe octuple press arrived in Portland, Ore., last week destined for the Oregon Journal plant. It was ordered in 1919 and, it is expected, will be in service before Christmas. Its installation will give the Journal two octuple presses and one sextuple press and one quadruple press.

member it as they recall plays in the World Series game they witnessed.

Careful selection plus proper training; there are two vital factors in building an able, alert, competent staff of salesmen. And as to which counts more, good timber or sound training, nobody knows. Nor is it of great importance. The point is to have both.

* * *

RIGHT years ago on the Peoria (Ill.) Journal-Transcript, H. A.

Dryden secured his first newspaper experience. For

fourteen months he sold want-ads—sold so many of them that the display department put him on their payroll and assigned him to department stores and other large accounts. In February, 1920, he was promoted to the position of



H. A. DRYDEN

assistant advertising manager. And on the first of this year his work was rewarded by another promotion—he is now classified advertising manager of the Journal-Transcript. Mr. Dryden is a member of the Association of Newspaper Classified Advertising Managers and attended the convention in Atlanta.

More Room For Editorial Men

DETROIT, Nov. 19.—A series of alterations to take care of additional demand for space in the editorial department of the Detroit News building have just been completed. Editorial writers' and special writers' rooms on the second floor have been vacated and the partitions removed, adding several hundred square feet of floor space to the city room. Library and morgue have been moved to the third floor. Society editors and some special writers will occupy rooms on the mezzanine floor, and the art room and editorial conference room have been moved to the fourth floor.

Motor Papers Merged

The Ontario Motor League, publishers of the Canadian Motorist, have acquired the good will and subscription list of the Motor Magazine, published by H. Gagnier, Limited, Toronto. The two magazines have been merged and will in future be issued as one.

Florida Daily in Eight Columns

The Orlando Morning Sentinel has just jumped from the six to the eight column class. The Sentinel has for some time taken the full Associated Press report and the increase in column space was made upon the installation of its new Hoe press.



Baltimoreans Have Money to Put in the Savings Banks

☛ The mutual savings banks of Baltimore have had an increase of 3,825 in the number of depositors during the past year and an increase of \$3,903,000 in deposits.

☛ The total number of depositors in mutual savings banks in Baltimore during the year ended June 30, 1920, was 266,986 and the total deposits were \$120,983,000. Corresponding figures for 1921 were 270,813 depositors and \$124,086,000 deposits.

☛ This makes no allowance for people who have savings accounts in trust companies and does not include the scores of thousands who deposit their savings in the 600 local building and loan associations.

☛ Baltimoreans can afford to buy what they want and put money in the savings banks, too. Tell your advertising story through the columns of THE BALTIMORE SUN, whose net paid daily circulation (morning and evening) now exceeds 221,000 and you will cover Maryland's big city quickly and efficiently.

Everything In Baltimore Revolves Around

THE  SUN

Morning Evening Sunday

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

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

A Knockout in the First Round!

How International News Service Scored its Remarkable Victory Over All Other Press Associations At First Session of Arms Conference

The Biggest News Event Since the Armistice, and an anxious world breathlessly awaited the first note.

It was struck by Secretary of State Hughes in a series of sensational proposals for scrapping big battleships that thrilled the civilized peoples of the earth.

Twenty-five Minutes Ahead of any other reporter in that vast assemblage of distinguished correspondents, the alert Washington representative of International News Service flashed his bulletins over the wires to the hundreds of newspaper clients of this service. The lightning speed of transmission accomplished by International enabled these papers to **lead all others** with the news of the opening session.

"International News Service presentation of Conference way over others. Tells facts accurately, intelligently and interestingly."

W. A. CURLEY,

Managing Editor, CHICAGO EVENING AMERICAN.

"I. N. S. beat competitors in Boston on the flash and terms. We were very glad to get the full service which enabled us to handle situation intelligently. Congratulations."

R. C. McCABE,

Managing Editor, BOSTON AMERICAN.

The year's log of International News Service is a succession of vital beats whenever and wherever BIG news breaks, because written indelibly in the minds of every member of this great organization of expert reporters and brilliant correspondents is the commanding slogan—

"Get it First, But First Get it Right!"

International News Service

M. Koenigsberg, President

Marlen E. Pew, Editor and Manager

Tenth Floor, World Building, New York City

THREE CURRENT, CONCRETE EXAMPLES OF ADVERTISING'S POWER

It Developed a Small Business, Stabilized an Old One and Found a Fresh Market for a Product That Modern Usage Had Discarded

DISCUSSING recently the topic "How the Advertising Agency Has Stabilized Business" Norman Lewis, of the Chappelow Advertising Company, St. Louis, said:

"In 1894 a young man named Noah Slee owned a small varnish factory at Rahway, N. J. Entirely by accident an ingredient used at the factory was discovered to be a splendid cleaner and polisher for bicycles.

"Most men would have given this lubricant a passing thought, and then gone on with the varnish business. But Noah said, 'I've made a fair success with varnish; now I'm going to build a real success with this by-product.' So he bottled it, named it '3-in-One' oil because it cleaned, polished and prevented rust.

"On July 2, 1894, the first order for '3-in-One' was received from L. G. Appley, Asbury Park, N. J.—three dozen bottles.

AFTER TEN YEARS

"In 1918 the company received a check from Uncle Sam, for \$10,000.00 in payment of 72,000 large size bottles for use in the United States Signal Corps. While this was probably the largest single sale of bottled oil ever made, there was absent the thrill of pride with which that first order was filled.

"Slee's second order was for a whole gross—from John Wanamaker, himself.

"Despite this auspicious start, at the end of the first year scarcely 350 gross of bottles had been sold. Mr. Slee was depending upon personal salesmanship as the chief motive power.

"So things drifted slowly for ten years. In 1904, Mr. Slee realized that before him stretched two roads. One was the road of individual sales effort; the other was the advertising route. He knew that personal salesmanship could only get his goods on the dealer's shelves; that consumer advertising was needed to move them off. So he advertised.

"In one year sales increased 51 per cent, in another 40 per cent, in still another 32 per cent. In only one year since 1904 have sales failed to show a gain; 1917, when war conditions combined with increases in selling prices.

ALL THROUGH ADVERTISING

"From 234 square feet in a New Jersey shed to one of the most thoroughly equipped modern factories in the United States; from a few bottles a day to a big output in 1920, big enough to supply a bottle or can to every thirteenth man, woman and child in the United States; from a few scattered dealers to a distribution of 5,000 jobbers and several hundred thousand dealers; from an initial advertising expenditure of \$6.25 to an annual appropriation well up into six figures—that is the advertising story of 3-in-One oil.

"The significance of this growth is all the more striking when I tell you that save for the personal work of Mr. Slee and one of his executives, many years ago, and the recent work of one temporary salesman, 3-in-One oil has never had a salesman on the road. The great force of advertising is the only sales force the company has employed in securing distribution and making sales in every country in the world.

"Just the other day J. Noah H. Slee said: 'It was an advertising agent who was in a large measure responsible for my first starting to advertise; and our present agency, which has handled our advertising for the past eighteen years, also deserves a great deal of credit for our growth. It is unnecessary for me to say that I am an inveterate believer in advertising. In fact, I consider it the one biggest factor in building my small business into the big business it is today.

"Roger Babson recently pointed out that advertising has become a great economic factor for not only the producing but the steadying of business.

"Get that latter thought—the steadying of business. How does it work out? Well, you go down the main streets and you pass store after store where price reductions are marked in the windows. 'These \$20 shoes now \$14.' Or 'This \$12 silk shirt now \$5.' Do you buy? No—you look at those \$20 shoes selling for \$14 and you say, 'I'll wait a bit and maybe they'll come down a couple of dollars more.'

THE DIFFERENT WAY

"But announce the new price levels by means of consumer advertising, and you get a far different result. I don't mean the use of comparative prices—'Was \$20, now \$15'—but simply the hammering home of the new price only—what the article sells at today and will sell at tomorrow and the next day. It's a different psychology from simply displaying marked down prices in store windows. You see a manufacturer's well-written message in the advertising pages of our magazines and newspapers, issue after issue, every ad featuring the fact that the price of this article is now so-and-so, and mighty soon you begin to have confidence in that new price.

"In my estimation, advertising to stabilize the new price levels will do as much to stabilize business against the shock of depression as any one other thing.

"Last December, when business was in a slump, one of the manufacturers hardest hit was Topkis Brothers Company, of Wilmington Del., manufacturers of the Topkis Union Suit. Like all other manufacturers in the textile and similar industries. They did not have a single order on their books.

"Did they throw up their hands, cut down on their advertising expense and holler that business had gone to the bow-wows? Not on your life! They decided that the market was becoming stabilized, and that it was essential to get back as close as possible to a normal, pre-war basis. So they cut the price of their union suit from \$1.65 to \$1 and started the biggest advertising campaign they had ever undertaken.

FOLLOWED IT UP

"The campaign started with a full-page ad in the Saturday Evening Post, in January. This was followed up with plenty of other ads, not only in the Post, but in McClure's, American, Literary Digest, Collier's and Popular Mechanics. All featured the fact that Topkis Union Suits were now selling at \$1. Iteration and reiteration. Stabilization, confidence-building advertising. The cost of the campaign, which is still running, will be about \$135,000.

"What have been the results? Mr. Topkis, a couple of weeks ago, told me: 'That our campaign has borne fruit is evident to all of our organization. We immediately were rushed with orders, and although we doubled our production over our greatest year, we are still turning away orders because of our inability to make deliveries. Although we have had new factories, we have been unable to do so, but hope that by building additional factories and by increasing the production of those we already have we shall be able to reap the full value of our advertising campaign. Incidentally, we have been informed by various competitors that our advertising has been of great value to their business as well as our own.'

"Mr. Topkis adds that had it not been for the aid given them by their advertising agency much of the success which has attended their campaign would have been lost.

"Until recent years, the name Fleischmann's Yeast has always been associated with bread-making. Its use was restricted to either the baker or the housewife. The latter consumed by far the greatest part of the Fleischmann volume. But, due to various phases of our modern way of living, home baking has fallen off.

"The Fleischmann Company realized that they would have to develop new markets for their product. So they enlisted the co-operation of Dr. Philip B. Hawk, professor of physiological chemistry at Jefferson Medical College, Philadelphia. Dr. Hawk and his associates made a lengthy and comprehensive study of the curative or health value of ordinary bakers' yeast. At the conclusion of this research work, Dr. Hawk put all his findings into an article published in the Journal of the American Medical Association.

The Fleischmann Co. also reprinted the article in the form of a very handsome booklet, which was mailed out to the entire medical profession of the United States and put the story in language that laymen could grasp and published in booklet form for distribution to the general public.

"Then a campaign of national advertising was started, solely to get people to eat a little cake of yeast two or three times each day. The first ad appeared in April, 1920. Since that time hundreds of people have written in, to tell how Fleischmann's Yeast has benefited them.

"A story is told of a full-page newspaper ad which the Fleischmann Company ran in a Sunday supplement, appearing simultaneously in several cities. The ad was aimed directly at feminine readers and was based principally upon the beauty appeal. The response was surprising. From the New York paper alone more than 22,000 inquiries were received, and in some cases ladies who would be beautiful at once just could not wait to write, but telephoned directly to the company's offices to request advice and counsel.

"I have mentioned three instances. If time permitted, I could give you dozens of others. All about are daily examples of new business leaders being created by the force of advertising. These men succeeded largely because they had vision—broad vision, hopeful vision, unquenchable vision. The kind of vision which realizes that advertising is no longer the tail of business, but has become the head—the eyes that look ever forward, the brain that keeps the onward course straight and sure. The kind of vision, in brief, that appreciates advertising for what it really is—the greatest force in the world."

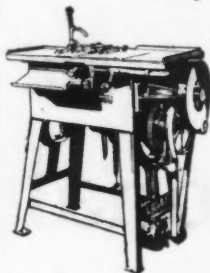
Compare the production possibilities—the time and the cost

You want to have the best sort of display composition for your publication—you are proud of the typographical appearance—that's natural.

But you want to get this best possible display for your advertisers in the fastest, most economical way.

With the Ludlow System for Display you can have as many fonts of display as you want and every font is ready on the instant to be used in a piece of copy. No waits, no hesitation—just an even, steady flow of composition going up on time.

Now figure just how you would get unlimited display composition by any other method and compare the cost of equipment and the production cost with the Ludlow.



We want to prove to you that the Ludlow will give you better display composition, at less cost, than any other system.

Ludlow Typograph Company

General Office and Factory:
2032 Clybourn Avenue, Chicago, Illinois
Eastern office: 606 World Building, New York City

SEVEN REASONS FOR USING DISPLAY LINOTYPES



I

Saves Time in Composition

DISPLAY type is set with the same ease as body matter. As the operator's deft fingers move swiftly over the keyboard, line after line of big type is composed and justified. He sets type with ten fingers instead of two.



II

Saves Time in Make-up

LINOTYPE DISPLAY comes to the make-up man in the form of slugs. Slugs don't pi. Therefore the make-up man can work with a swiftness and sureness that would be impossible if he were gingerly handling lines of single types.

TRADE **LINOTYPE** MARK

DISPLAY LINOTYPES ARE USED IN MORE THAN NINETY MODERN NEWSPAPER SHOPS

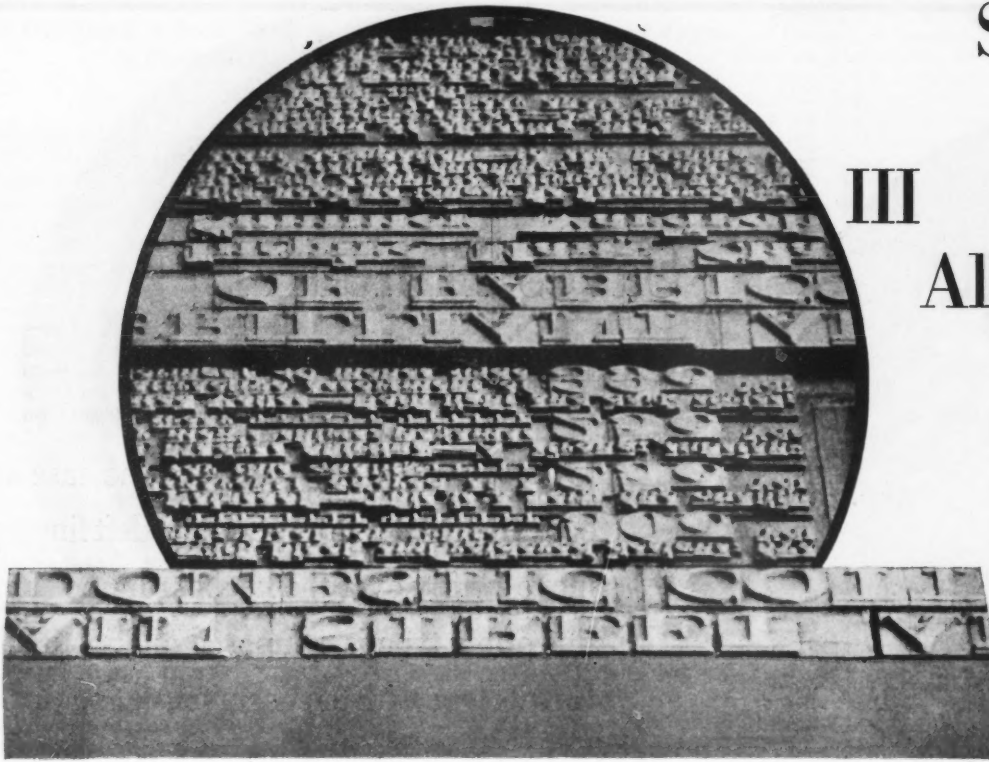
This advertisement is composed entirely of LINOTYPE material

SEVEN REASONS DISPLAY LINOTYPE

III

All-Slug Forms

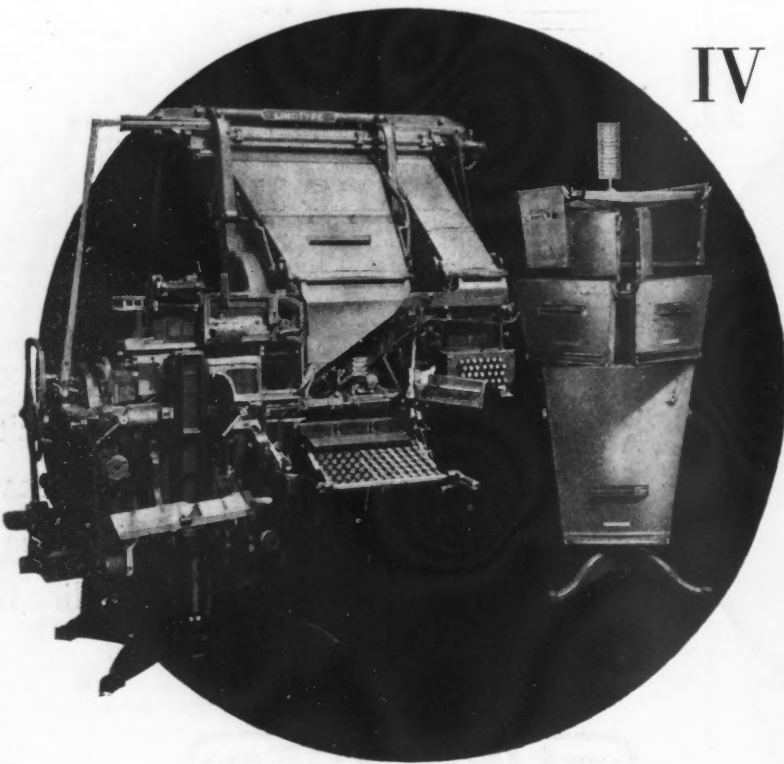
No newspaper would think of going back to hand-set methods for body type. And if the Linotype is good for small type, it's just as good for big type. With the Display Models you can produce page forms that are from 98 to 100 per cent machine set.



IV

Saves Storage Space

With the Display Linotype you don't store type, you make it just as it is needed. Instead of long rows of type-cases and storage cabinets you have a compact magazine-stand. In fifteen seconds you can put one of these magazines on the machine and be ready to produce the type-face desired in requisite quantity.



© TRADE

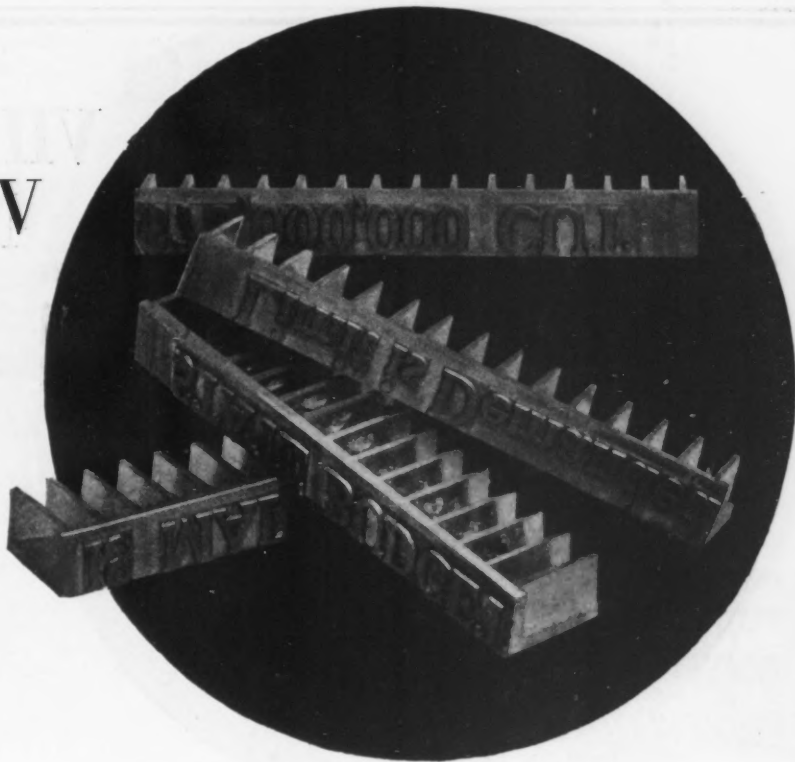
LINOTYPE

REASONS FOR USING LINOTYPES

New, Clean Type

LINOTYPE type is used for only one job. It is always new and clean. Type that is put back in the cases to be used again is bound to become worn, dirty, and battered. And you can't get good printing from old worn-out type.

V



—and Plenty of It

THE LINOTYPE, in addition to being a composing machine, is a complete type-foundry. It makes its type as it goes. One font of matrices gives you an unlimited quantity of type. A Display Linotype provides reserve equipment for any unusual demand. And it ends forever the time-wasting search for sorts.

VI

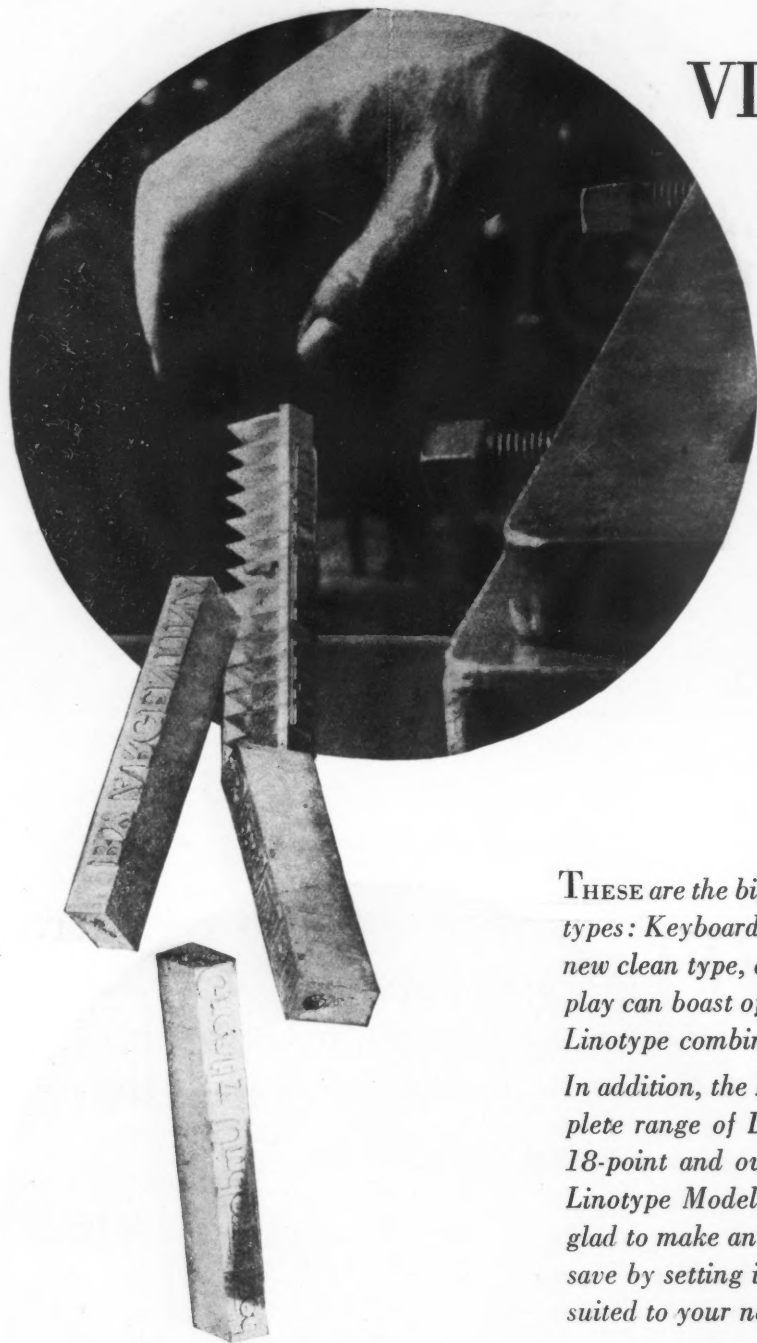


LINOTYPE MARK 

THERE ARE FOUR DIFFERENT DISPLAY MODELS—ONE OF THEM IS EXACTLY SUITED TO YOUR NEEDS

This advertisement is covered entirely by Linotype matrices

SEVEN REASONS FOR USING DISPLAY LINOTYPES



VII No Distribution

IN the completely Linotype-equipped shop there is no time wasted picking out and distributing hand-set lines. Body type, display type, borders, rules, and spacing materials follow each other into the dump-cart. The men spend their time producing instead of distributing.

THESE are the big advantages of the Linotype System of setting display types: Keyboard composition, slug make-up, an unlimited quantity of new clean type, and non-distribution. Other methods of handling display can boast of only one or two of these advantages, but the Display Linotype combines them ALL.

In addition, the Mergenthaler Linotype Company offers the most complete range of Display Faces: one hundred and twenty-five faces of 18-point and over to choose from. There are four different Display Linotype Models: 20, 21, 22, and 24. The nearest Agency will be glad to make an analysis of your display, show you just what you can save by setting it on the machine, and help you select the model best suited to your needs.

• TRADE **LINOTYPE** MARK •

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO
646 Sacramento St.

CHICAGO
1100 So. Wabash Ave.

NEW ORLEANS
549 Baronne St.

Canadian Linotype Limited, 68 Temperance St., Toronto

THERE ARE FOUR DIFFERENT DISPLAY MODELS—ONE OF THEM IS EXACTLY SUITED TO YOUR NEEDS

This advertisement is composed entirely of LINOTYPE material

LEAP FROM TOP DECK OF OCEAN LINER SAVED DISASTER STORY FOR TIMES

When Sinking Oregon's Passengers Were Saved by Fulda, Reporters Played Health Officer to Board Latter, but One Had to Jump to Get Story into Type

By FRANK LEROY BLANCHARD

SUNDAY afternoon in the office of a metropolitan newspaper is ordinarily about as dreary as a cemetery on a drizzly day in November. The city room is practically deserted except for the few reporters who are obliged to be on duty. The ting-a-ling of the telephone is heard only at long intervals. The office boys, too lazy to shoot craps, or scrap, are deeply absorbed in the adventures of Texas Jack or some other daring dime novel hero. The day city editor and his assistant are engaged in the vain hunt through the morning editions and the schedules for a tip that will furnish a first-page news story.

It was late on such a Sunday afternoon as this in the office of the New York Times on March 13, 1886, that an Associated Press bulletin arrived, stating that the Cunarder Oregon had been in collision with an unknown schooner eighteen miles off Fire Island and had gone to the bottom. Her passengers had been taken off by the Fulda of the North German Lloyd line, which was then lying outside the bar off Sandy Hook, awaiting flood tide to steam up the bay.

Instantly things began to happen in the Times office. William J. K. Kenny, acting city editor, called the Ship News office at the Battery and the Quarantine station on Staten Island on the telephone for further information, but got none. The problem that presented itself was how to get the news of the disaster from the Oregon's passengers on the Fulda in time for the next morning's edition of the Times. Calling to his desk Tracy Bronson and Thomas B. Fielders, the only experienced reporters on deck in the city room, he ordered them to hunt along the shore of the East River, from the Battery up, for a tug and charter it for the trip to Sandy Hook, where they were to board the Fulda and get the story.

The reporters tramped from pier to pier along South street for two miles in search. They found a number of tugs, but none had steam up, and they were on the point of giving up their search when someone suggested that they might have better luck along the river front of Brooklyn. Half an hour later they found the Luckenbach tug Ocean King in the Erie Basin, with the captain and an engineer aboard. The fires were banked and the firemen and the rest of the crew were off duty.

Bronson and Fielders explained their mission and urged the captain to make the trip to Sandy Hook. They offered him double and finally triple the usual price for such service, but he declined to go, as the tug had been out all night, unless the reporters secured an order from Mr. Luckenbach, the owner, who lived in Brooklyn. They called him on the telephone, secured the necessary order and telephoned the acting city editor of their success. Anxious to do all he could to help land the Oregon story, Mr. Kenny decided to join the reporters at the Battery, together with George Holbrook, a telegraph operator, who might be found useful in case it became necessary to file the story from Sandy Hook.

It was nearly dark when the Ocean King, which was one of the fastest tugs

in the harbor, started down the bay for Sandy Hook. The water was rough, a stiff breeze from the sea piling up the waves against the stout tug. Half way to Staten Island the Times' tug passed a slow-moving tug with several reporters aboard from the Herald.

Off Quarantine the Ocean King overhauled the New York Sun tug, in distress and rapidly drifting toward the rocks on the shore, and took her in tow. Leaving the disabled boat at Quarantine dock, the Ocean King continued her journey toward the Hook.

Night had come on in the meantime. The overcast sky shut out all light from the stars and to the Times men, when their tug started across the lower bay, it seemed as if they were plunging into a black abyss.

While the reporters were straining their eyes through the captain's night glasses to catch the first glimpse of the lights that would indicate the location of the Fulda, either at anchor or perhaps already on her way up the bay, the captain's voice was heard above the roar of the wind.

"You are going to have a tough time getting aboard," he shouted. "The Quarantine boat has not left her dock and that means that the Health officers ain't been out yet. You know what that means. You cannot go aboard until they have been on the Fulda. You are certainly in for a big disappointment."

"Oh, I guess not," Bronson replied with confidence more apparent than real. "We are going to board the steamer even if we have to play the part of health officers. Do you know the signal?"

"You bet I do," rejoined the captain. "There she is," pointing to the huge hull of the Fulda which suddenly loomed up directly in front of them, at anchor. On board were the hundreds of passengers who had been saved from a deep sea grave and whose story of the disaster the Times men were determined to get if it was humanly possible.

As the Ocean King drew nearer to the
(Continued on page 37)

Don't Let Mere State Lines Interfere with Zone Traveling

For instance, Erie, a substantial market of 154,000 (city proper 100,000), is logically covered by salesmen working from Buffalo, Cleveland or Pittsburgh.

By the same token Erie should logically be included in advertising campaigns of New York state, Ohio or Pennsylvania.

That is sound merchandising.

ERIE DAILY TIMES

A. B. C. Member

Evenings except Sunday

Representatives

E. Katz Special Advertising Agency

Chicago
Kansas City

New York

Atlanta
San Francisco

Alteration

In Records and Stencils

The Fred C. Williams Agency
136 Liberty Street, New York

which was taken over a year ago by the present staff headed by H. Hayward Thresher will continue with no change in principals, executive personnel or present address.

Modification in the firm name only is made, the responsibilities and obligations continuing the same.

Please alter records and stencils to read:



H. Hayward Thresher K. V. Hall
J. S. Cuneo P. W. Marshburn
N. M. Stevenson

CIRCULATION NEWS AND VIEWS

NEWSBOYS of the Springfield (Ohio) News are being given a course of training in the art of salesmanship in order to help them with their street sales. Circulation manager Eldon W. Mathews, who is responsible for the move, declares that with proper training, the boys should increase their street sales fifty per cent. It is his plan to train the boys to judge a prospective customer's calling and thus be enabled to inform him quickly as to daily features most likely to interest him. Individual as well as group training is being given and an improvement is already noted, despite the fact that the plan has been in operation but a short time.

The Springfield (Ohio) Sun has installed boxes in city street cars for the sale of papers. Since the closed car system was installed, newsboys have not been permitted to board cars without paying fare, which few of them wish to do, so the move was made in order to supply car riders with papers. Through the efforts of the circulation manager of the Sun, several arrests have been made in connection with thefts from open boxes on down town street corners. Four boys have been sent to the reformatory and others given a warning by the court, and this has served to check the box thefts.

C. L. Barber is now circulation manager of the Leslie-Judge Company, New York. For three years he was with Doubleday, Page & Co., as assistant circulation manager and previously was with the circulation department of Modern Priscilla and of the International Magazine Company.

The Wichita (Kan.) Eagle has started a \$25,000 "Help Yourself Club" subscription campaign. The city is divided into two districts, with four districts in South Kansas and three districts in Oklahoma. A 7-passenger touring car will be the first capital award, 7-passenger sedan the second capital award, and a 5-passenger car the third capital award. The top prize of each district will be an automobile approximating in value \$1,100. The second prize in each one of the districts will be \$300 in cash.

The third, \$200 and the fourth, \$100. Ten per cent will be paid to all losing candidates who procure subscriptions above the amount of \$50. Sidney D. Long, manager of business and circulation of the Wichita Eagle, says that this is the largest amount of awards ever offered in a subscription campaign in Kansas.

The St. Paul Daily News engaged juvenile readers in a contest to test their knowledge of history. Mary Carr, the actress, posed for representations of the seven most beloved women in American history and prizes were offered boys and girls to identify the seven and write compositions on them.

Clarence Eyster, secretary-treasurer of the International Circulation Managers Association, recently sent out the bound volume of the 23d annual convention of the I. C. M. A., in Columbus, Ga. This book is of great value to members. It carries pictures of President A. G. Lincoln, First Vice-president J. J. Lynch, Second Vice-president M. W. Florer and Clarence Eyster, secretary-treasurer and of each one of the directors. The book is gotten up logically, as the program of the three days' convention was carried out. It is complete in its publication of all of the papers and open discussions and addresses made during the three days. It is not only of great value as a reference book but serves as a stimulant in many a dry circulation period. Almost every topic of circulation experience of at least two or three years is covered in this book. It also contains a list of the members of the association, arranged in states.

The current number of the Official Bulletin of the I. C. M. A., the second number since the convention in Columbus, Ga., has reached the members. It carries the first official announcement of the headquarters of the 24th annual convention, which will be held in Indianapolis, June 12-14, 1922, at the Claypool Hotel. The number is very newsy indeed. It carries a number of excellent articles by the members, as well as many news items of great importance to the circulation managers. The new ovation, inaugurated some months ago, that of

advertisements pertaining to such supplies as the circulation manager uses, shows a marked increase. At the Columbus convention, Alfred Zimmerman was put in charge of the Bulletin's advertising and has made an excellent showing.

I. C. M. A. members have received in their mail some novelty post cards from F. P. Beddow of the Jackson (Fla.) Metropolis. On the front side was "If the World Only Knew," in large type, while on the reverse side in large letters was "Jacksonville," telling in a few beautiful words the greatness of the Metropolis. The card was sent out in connection with Jacksonville's "Post Card Day."

The York (Pa.) Dispatch has just concluded a Thanksgiving Carriers contest. It started on October 10 and continued till November 22. The prizes consist of a gold watch, turkeys, geese and ducks. There will be a drawing for the carriers who do not win one of the big prizes, and every one who hands in a new subscription will get a chance in the drawing.

The third annual sermon was preached to the newsboys at York, Pa., October 23 by the Rev. W. W. Scholl, pastor of the Duke Street M. E. Church, who, when a boy, sold papers on a train. He invited all the parents of the boys to come to church with the boys that evening.

The Oklahoma News is running its second carriers' and dealers' prize letter contest, on the subject of "How I Secure New Subscribers to the Oklahoma News." The letters are based on a "selling talk." A prize of \$1 will be mailed to the carrier or dealer in each district

who wins with the best letter. A leatherette pencil case with an assortment of pens and pencils will be sent to the carrier or dealer in each district who sends in the second best letter.

The Winnipeg Free Press offered a special prize of \$500 to person estimating exact score for World Series and smaller prizes for first, second, third, etc., correct estimates. Not one of 3,000 odd coupons favoring the National League team had anything like a correct estimate of the score in the first three games, and only eleven coupons all told were correct in estimating the winning team in each game.

The St. Paul Daily News in cooperation with the manager of one of the theatres gave 500 newsboys a chance to see the film "Over the Hill." The boys gathered at the News office and marched to the theater, led by Reuben Kovsky, "king of the newsboys." After the show there were talks by Tommy Moskovitch, newsboy orator, and Mogy Bernstein, former newsboy-king.

The Des Moines Evening Tribune, in conjunction with the Junior Advertising Club of Des Moines has just concluded an unique publicity contest. The Tribune asked pretty girls to send in their photos for a contest, the winner who was to be crowned "Sweetheart of Des Moines" at the Junior Advertising Club's ball. Hundreds of photos were sent in. Twelve beauties were selected.

Helton Goes to Arkansas

Harry F. Helton, formerly with the Cairo (Ill.) Bulletin, has bought part of the stock in the Prescott (Ark.) Nevada County Picayune and is now managing editor of the paper.

Wanted—"Doctor" for Printing Plant

MUST be capable of taking complete charge of printing department of large manufacturer.

Should have knowledge of buying type and presses, estimating, and know good color process printing.

Man who has had the responsibility of meeting weekly payroll preferred.

Will be expected to put present plant on paying basis and justify investment in new equipment.

American, 30 to 45 years, willing to live in New Jersey, 30 minutes from New York.

Salary and share in profits. Write for appointment, giving full details.

Box B-580 Editor & Publisher

In Meriden, Connecticut The Meriden Record

Is First in
Volume of Circulation
Volume of Advertising
Reader Prestige and
Character of Circulation

More than 90% of the Record's circulation goes into the homes, and—95% of its entire circulation is within a 10 mile radius of the Meriden City Hall. Member Connecticut Five Star list.

GILMAN, NICOLL & RUTHMAN

National Representatives

BOSTON

NEW YORK

CHICAGO

1922 Print Paper

WHAT shall you do about your print paper contract for 1922? Shall you continue to **waste** paper, as you are now doing, in the mistaken belief that it will be so cheap that you can continue the wasteful practices that directly brought on the recent paper famine, with resultant sky high prices?

Instead adopt at once the sane and economical standard size

8 Cols., 12 Ems, 6 Pt. Rules

which, by taking advantage of the **uniform** shrinkage of the **Wood Dry Mats**, can be comfortably printed on

68 in., 51 in. and 34 in. Rolls

No proper objection can be made to the 12 em column. Hundreds of enterprising publishers have already adopted it and positively **none** ever regretted it.

The newspapers of Atlanta, Ga., have set an example which no thinking publisher can afford to disregard. All dailies published in Atlanta—

THE JOURNAL—THE GEORGIAN—THE CONSTITUTION

print 8 columns, 12 ems, 6 point rules, on 68 inch and 34 inch paper and use nothing but

Wood Dry Mats

These papers are splendidly proportioned, easy to read, well made up, and are **far better printed** than the average.

While men are paid a decent living wage and a fair quality is demanded print paper will never again sell as low as some people would have you believe.

Yes—the mills will gladly furnish the 12 em dry mat sizes.

Complete information as to how to change to the new standard size will be furnished on request.

Wood Flong Corporation

25 Madison Avenue

New York

WHY NEWS FROM THE FAR EAST IS OFTEN UNRELIABLE AND MISLEADING

Failure of Foreign Correspondents to Distinguish Between the Important and the Unimportant, and the Tendency of American Editors to Misinterpret Events

By NATHANIEL PEFFER

EDITORIAL NOTE—Mr. Peffer is an American newspaper man who has just returned from the Far East, where he has been located for several years. For two years he was connected in an editorial capacity with the China press in Shanghai. More recently he was appointed Peking correspondent of the New York Tribune. Mr. Peffer was asked to express his views on newspaper conditions in China and particularly upon the way American newspaper methods are received in the Far East.

RETURNING from far parts to my native land and my chosen profession I place my cards on the American press on the table and with appropriate regrets for any wound I may inflict on professional pride, beg to record my belief that the whole American newspaper tradition is rather a sorry joke.

Let him who disbelieves this go a hundred miles from his native city, stay away, a hundred days and try to read the home newspaper ninety-nine days old. I defy any man, newspaper man or layman, to go to South America, Serbia, China, or Yap, stay away six months and then try to read American papers with even a trace of interest. I have tried it.

As an editor and foreign correspondent in China I have considered it my duty to keep in touch with papers at home. I have tried manfully to read fifteen or twenty published from New York to San Francisco. I can't do it. Why? Because if you take one day's paper, change names and addresses and a few irrelevant details, you have yesterday's paper and tomorrow's, Monday's and Friday's, January's and November's, 1919's and 1929's. Read one and you've read them all. They are as alike as one day's output of Ford cars six months out of the factory—different only in license numbers. And for the same reason—the parts are all standardized.

Naturally, I watch the press most critically in its handling of foreign news. That, I think, can most accurately be described as schoolboyish. Better yet, as police-reporting the continents.

When a good murder is bulletined by the City News Association and confirmed by the police reporter with a few more details, what does your rewrite man do? He takes the meager facts, reconstructs the situation on the line of a thousand other murders of the same category, with a few minor variations, and produces exactly the same story he has a thousand other times, with differences only in names and addresses.

And when the mystery has had time to spread its appointed shroud what does your city editor do? He reconstructs the story on the lines of a thousand other mysteries in the same category, gets a stock solution—plot, love, death, society belle, mystery man, master mind and all that—sends out a reporter to get him the facts to fit that solution and has exactly the same story he has had a thousand other times, with difference only in names and addresses.

It is the same with foreign news. Your managing editor, who used to be a city editor, who used to be a rewrite man, follows the same procedure on a larger scale. Whether it be Russia, Prussia, China, Mexico or Baluchistan, that is the source of the news, he reconstructs the situation on the lines of local politics with which he is familiar, and if his foreign correspondent, whether in Russia, Prussia, China, Mexico or Baluchistan, fails to square with that reconstruction—that is, fails to meet the managing editor's preconceptions—there will soon be another foreign correspondent who won't.

The fault lies in our sophomoric theory of what is news: the piffle about what is "editorial" and what is "fact." As if the process of selection of what "facts" to send were not editorializing as much as if you began every sentence with "we." With us news is the dry bones of all human situations, the official stuff, the record stuff, the surface that is carefully spread for the press to see.

Therefore if some matron makes a speech to seven children "declaring" that the moon is a baseball knocked aeons ago into the cosmos by some paleolithic Babe Ruth, that's "news." If some traveler from Wahoochi, Miss., goes to Wahoochi, Tex., and gives an interview to the effect that the Queen of Sheba has put the curse on American business conditions by vamping Wall Street, that's "news." If a hoocheekoochee dancer from a London suburb gets off the boat at San Francisco and tells the ship re-

porters that she is the Hahareena of Hooheorana, Hindustan, come to convey her respects and seven crocodiles to President Harding, that's "news." Any reporter who suggests to his city editor that it's bunk and not worth a stickful is sternly reproved for trying to kill a good story.

I have seen that tradition governing the actions of American correspondents abroad. For instance: All Chinese or any other Oriental statesmen are notorious liars—judged by our standards. When they make public statements they don't expect to be believed; they do not suppose any sensible human being will expect them to reveal their plans. When they give interviews they are not to be taken seriously.

Now, I have heard a Chinese premier, for example, announce to assembled foreign correspondents that he intended to disband the excess Chinese army. Now, every man there knew he wouldn't do so because he was allied to the commanders of the excess army who used the excess to further their common political purposes.

Therefore every British correspondent either ignored the statement entirely or cabled it with the additional explanation that the premier wouldn't and couldn't carry it out, together with an analysis of the political situation that made it clear why. And every American correspondent cabled the statement just as it stood—except myself.

And when I argued with all of them that they were acting contrary to their common knowledge and common sense they replied: "But he said it, didn't he? If a premier says something that's news, isn't it? What right have we to hold it up or editorialize?"

And I say that it isn't news, and that not only have we a right to ignore or

explain it, even if that be editorializing, but we have also a duty to perform. That is what we are there for. Otherwise we are misinforming and misleading our readers, who aren't there to see for themselves. If a man is stationed abroad to represent a paper his commission cannot be construed as an abdication of his intelligence. I take it he is expected to use the judgment any sentient being would use in the circumstances.

That is the great point of disagreement between British and American correspondents and the British and American newspaper traditions. We fail to distinguish between "editorializing" and "interpreting." The British expect a newspaper representative to act as a representative and to use his intelligence to interpret for the benefit of those who are not on the scene and do not know the background of "facts." They presume of course that the men are chosen because they are qualified to make interpretations. We don't. We limit our newspaper men to the functions of messenger boys.

The difference between the two is well reflected in our schoolboy snobbery about calling ourselves "newspaper men" instead of journalists. Well, the snobbery is based on a sound distinction. It is quite accurate. We aren't journalists; we are newspaper men; the difference being the same as that between musicians and concert artists. We are restaurant musicians and not virtuosos, but why the devil be so insistent on it, why proclaim it with such unctious?

Scranton Dispatch Buys Linotype

Another linotype machine has been purchased by the Scranton (Pa.) Sunday Dispatch. The machine is to be installed within the next few days.

The recently consolidated
Portland Press Herald needs

A Managing Editor An Advertising Manager

BOTH must be live young men, good habits, clean records, hard workers, men whose personality and performances justify us in giving them what we believe is one of the greatest opportunities in the East.

Write us about yourself, giving us details as to your habits, experience, ambitions—the whole thing.

Please address reply to

Guy P. Gannett

AUGUSTA

MAINE

LEDGER SYNDICATE

News and Feature Services

Maintain Prestige — Create Circulation — Attract Advertising

NEWS SERVICES

(Via leased wire or laid down in New York, Washington, Chicago, St. Louis, Dallas, Seattle, San Francisco or Los Angeles.)

PUBLIC LEDGER COMBINATION NEWS SERVICE.

PUBLIC LEDGER FOREIGN NEWS SERVICE.

PUBLIC LEDGER DOMESTIC NEWS SERVICE.

PUBLIC LEDGER BUSINESS NEWS SERVICE.

News Commentaries by Col. E. M. House, Rene Viviani, Marquis Okuma, Wu Ting Fang, etc.

FEATURE SERVICES

Magazine Pages, Comics, Cartoons, Paris Fashions, Home Handiwork, Children's Daily Story, Women's Page Features, Marriage-Problem Serials, Detective and Mystery Serials, Daily and Weekly Short Stories, Personality Features, Interview Service, Sports Features, Poultry, Farm and Garden Service, Daily Quiz Features, Fifteen "Midget Features" of Stick Length.

All Needs of a Distinctive Newspaper

LEDGER SYNDICATE

INDEPENDENCE SQUARE

PHILADELPHIA, PA.

TIMELY TOPICS

THE ADVERTISEMENTS that are being used in the New York daily newspapers by the George Batten Company to create interest in advertising and in the agency's service contain a lot of good common sense and helpful suggestion. One of these gives advice on the proper way to read advertisements.

"Read only advertisements that interest you," it says. "Do not believe anything that does not sound true. The best merchandise and the best bargains are usually described in temperate language. Read all the advertisements you see that talk to you in terms of your needs. Then, if you buy the article, you can be sure you needed it. Don't worry about whether advertising pays the advertiser or not. If advertising didn't pay, the advertisers would have all quit long ago."

"HERE is a galley proof of two heads, which, I believe, contain the longest and shortest 13-em lines possible in 24-point type. The first con-

**MAMMOTH MAMMALS
 OF PREHISTORIC
 AGES
 INDIVISIBILITY OF IRISH
 SENTIMENT IS
 EVIDENT**

tains 14 letters and the second 21 and both are a perfect fit, without the use of extra spacing," says H. J. Minhinick, editor of the Jerome (Ariz.) Verde Copper News.

"I may say that the first head was written as part of the daily grind following the press reports of discoveries in northwestern Canada. The second was a deliberate attempt to crowd, as many letters into a column width as possible. Some of your readers may be able to beat one or both of these top lines. I shall be glad to see it done."

THERE is quite a difference between covering a technical convention now, and twenty years ago. In the old days the reporter found it next to impossible to write a story about such a convention that would give the public anything like an accurate idea of what had been said or done. He received no help whatever from the busy secretary who considered he had done his duty when he had furnished a list of the speakers.

Today the most important associations employ stenographers and typewriters to take down and digest the addresses for the benefit of the press men. At the convention of the Investment Bankers' Association recently held in New Orleans the reporters who sat in the press room were given every few minutes typewritten copies of the proceedings. If a man spoke fifteen min-

utes they were reading the beginning of his address before he had finished. They had plenty of time to select what they wanted from the report and put into shape. If they didn't quite "get" the meaning of a passage all they had to do was to ask a representative of the Association who was on hand for the purpose. Under such circumstances the reporters were able to turn in to their several publications comprehensive and intelligent accounts of the proceedings.

Although the expense entailed in supplying the newspaper and trade paper men with these reports is large, technical and other associations have found that it is a good investment as it not only insures the accuracy of what is printed about the convention but it also leads these publications to devote more space to the proceedings than they otherwise would.

ONE of the beneficial effects of the great war is the awakening of some of the Eastern nations that for a number of years have been in a quiescent state. Afghanistan, under its new Ameer, Amanulla, is showing signs of unusual activity. Within two years two Nationalist newspapers, the Aman-i-Afghan, of Kabul, and the Ittiad-i-Mashragi, of Jalalabad, printed in Persian, have been launched to enlighten the people upon world affairs and upon what is going on in their own country. Subscription to the first of these journals is obligatory upon officials of a certain rank and is deducted from their salaries.

These newspapers contain much interesting information. From them we learn of the simplicity of the Afghan soul which is the soul of the East in embryo—an East that is becoming more envious, resentful and contemptuous of its Western neighbors and more impatient of interference every day.

The leader writers of Kabul and Jalalabad introduce brief dissertations on the value of education and the advantages of unity. "Knowledge," says one of them, "is the most precious of jewels. Knowledge gave the Allies strength. Through unity they won the war. They travel under the earth, in the air, round the world, and on the water. The expanse of the earth from east to west is within their view and hearing. They compass hundreds of miles in a minute. How can we, then, deal with these human beings until we master all of these strange and mysterious powers? Knowledge is the only key to these sciences, and schools are the source of knowledge."

The news that comes through to the Afghanistan newspapers from Russia by wireless is mainly concerned with outbreaks and rebellions mostly anti-British in Egypt, Ireland and Turkey. Of Lenin and Trotsky there is scarcely a word. Reuter is twisted to show that Germany is by no means dead and that she is still a potential ally of the friends of Afghanistan.

New Rochelle Standard Entertains

The New Rochelle (N. Y.) Standard, of which Thuman Greenslitt is pulisher, entertained the members of its staff, its New York representative and newsboys at a Thanksgiving Dinner, November 22d, at the Hotel Lafayette in New Rochelle. Among the speakers were Mayor Scott of that city, and George David, New York representative of the Standard. Vaudeville and a musical program were also given. Over a hundred guests were present.

**The Times-Union
 Leads in Rochester**

The Rochester Times-Union has more daily city circulation than all other Rochester papers combined.

This expression of preference is an indication of its leadership.

No circulation contests---no premiums---The Times-Union sells on its merit alone.

You can reach practically every worth-while family in Rochester with your advertising message in The Times-Union.

The Times-Union is your logical buy---any way you analyze it.

**Largest Circulation 63,618 (A. B. C.)
 Lowest Milline Rate \$2.83 per Milline**

Our Merchandising Department is equipped to prepare intelligent and authentic surveys of any phase of the profitable Rochester market. We do not promise---we produce.

**Rochester
 Times-Union**

First in Its Field

J. P. McKINNEY & SON, Representative

334 Fifth Ave., New York

122 S. Michigan Ave., Chicago

305 Crocker Bldg., San Francisco

TRAINING THE FUTURE EDITORS AND ADVERTISERS

IS the public being kept informed of events at the Limitation of Armament Conference, and how? This is the question students in the journalism department of the University of Minnesota under R. R. Barlow, instructor, will be asked to answer in a study which they are making this quarter. How the news of the conference is secured, written and distributed is being studied by the students in preparation for a written report to be made at the end of the quarter.

Some of the questions the students will be asked to answer are:

Who are the more prominent reporters at the conference and what are their qualifications for their job?

By what system do the reporters get the news of events in the conference? Discuss this system pro and con?

Do the particular newspapers studied by each student give a complete record of the conference, or do some papers fail to print facts found in other papers or in magazines?

Do the newspapers reveal bias or prejudice in the news stories?

Do you believe the reporters have done harm at any time by giving publicity to events of the conference?

What is the service which the reporters are performing at Washington?

Publication of a complete set of charts illustrating the plays of a football game in an edition issued within two or three minutes after the game ends is a new contribution to readerservice by the Columbia Evening Missourian. The charts cover only the first three quarters of the game, but for those periods they are complete to the last play. The paper in which they are published contains also a play-by-play account of the game, and a lead telling the high spots of the contest.

When the Oklahoma game was played the presses started one minute and 55 seconds after the final whistle blew—this despite the fact that a touchdown was scored on the next to last play of the game, and that the form was not closed until the game ended.

The charts were prepared on chalk plates. Reports of the game, play by play, were dictated over the telephone from the field and taken on a typewriter in the Missourian's news room, a carbon copy being made. The original went to the linotype, the copy to the artists who were working on the chalk plates. One artist worked out the chart on paper to avoid mistakes, and the other transcribed it to the chalk plate. As soon as a quar-

ter ended, the bottom of the chart was ruled as close as possible and the plate was cast. By the time the third quarter was over, plates were finished for the first and second quarters, which were placed in the page, together with a previously prepared plate explaining the symbols used. The chart of the third quarter was measured before being cast. Space for it was allowed and the makeup went forward.

While the play-by-play account was being set, a lead was being written from it covering the high spots of the game. The makeup chosen was such that the detailed account ended in the same column with the lead, making it possible to justify all but one column before the game ended, and still leave opportunity to add to the lead in case scores were made late in the game.

George C. Bastian, of the Chicago Tribune, and Frank Thayer, of the Joseph Medill School of Journalism have compiled a new newspaper style folder for students in the Medill School at Northwestern University. Copies will be sent on request to teachers of journalism.

Another alumni chapter of Sigma Delta Chi is a possibility of the very near future. Nathaniel Waring Barnes professor of marketing in the University of Chicago and first honorary member of Sigma Delta Chi, H. F. Harrington, director of the Medill School, Frank Thayer of the Medill staff and George Stone, assistant city editor of the Chicago Evening Post, are initiating the movement for the new alumni organization for Chicago. The first meeting was held November 14 at the City Club in Chicago.

"Lectures from the Laboratory" are features of the Medill School. Newspaper men come in every Thursday for a public lecture or talk at the downtown division of Northwestern. H. F. Harrington, director, Robert M. Lee, city editor of the Chicago Tribune, Willard G. Bleyer, chairman of the course in journalism at the University of Wisconsin, and E. W. Parsons, advertising manager of the Chicago Tribune, have been on this year. Representatives from the Daily News, the Hearst organization and other publications are scheduled this year. Will Hays is also included in the schedule.

Burges Johnson, associate professor of English, Vassar College, has written

a paper "Preparing College Women for Journalism," appearing in the Outlook, Wednesday, September 28, 1921.

The Medill School of Journalism has a laboratory on the Northwestern University campus in Evanston, fitted up with typewriters, a horse shoe desk and a time clock.

"Newspaper Conscience, a Study in Half-Truths," appeared in the American Journal of Sociology, Vol. 27, pp. 197-210, September, 1921.

Kansas high school newspapers, published by journalism students, are eligible for four awards, it was announced at the third annual conference of the high school editors held at the University of Kansas. The contest will close April 1, 1922, and the decisions will be made by the faculty, assisted by a committee of active newspaper men and women. The contests are as follows:

1—For the best example of a reporter's work, printed in a Kansas high school paper, the stories submitted to be weighed as to accuracy, terseness, completeness, interest, news form, etc.

2—For the best editorial article printed in a Kansas high school newspaper on "Why Go to College?"

3—For the best record of service to a high school, by the paper of that school, the award to be made both on the evidence as to the service and on the excellence of the report, written by a member of the staff.

4—For the best report of a high school paper's subscription campaign, originality and enterprise in the methods used in the campaign, as well as the report, to be considered in making the award.

The advertising field has been in-

vaded by St. Paul young women. A course in elementary advertising has opened at the Y.W.C.A. and the class will meet weekly for twelve weeks. The instructor is Walter E. Lunnis of the Greve Advertising agency. The course contains practically all phases of advertising, including the principles of writing for publications, display writing, mechanical devices, mail order coupons and samples.

Suggestion has been made to the Pulitzer School of Journalism, Columbia University, that Kirke Simpson of the Washington staff of the Associated Press, who wrote the stories of the unknown soldier's arrival in Washington and of his burial there, be nominated to receive the Pulitzer prize for the best news reporting of the year.

Gym Classes for Heavyweights

The Los Angeles Examiner has started a community fat-reducing class that is creating wide interest and is producing some good news articles and photographs. The instruction, the gymnasium for exercising and the menus for dieting, are all supplied free of cost by the Examiner to the fat men and women who join the class. In order to be admitted to the class, the applicant must weigh 200 pounds or over.

Editors On The Side

Attractive organization publications are being edited at Duluth, Minn., by newspaper men. The Northern Legionaire, a monthly publication of Legion posts of Northern Minnesota, is edited by A. B. Kapplin; Ionic News of the A. F. & A. M. Lodge by Stanley Mack, and Duluth Jewish News by S. K. Davis.

There is one book every newspaper and advertising executive must have every day during 1922



EDITOR & PUBLISHER
INTERNATIONAL YEAR BOOK

Out in January

Wise Buyers of Advertising

Use the newspaper that the circulation figures clearly prove is reaching the largest number of people.

We have just concluded a campaign on The Washington Post, adding over 10,000 new subscribers. Receipts over \$100,000. Write or wire for details of a Hollister Circulation Campaign.



HOLLISTER'S CIRCULATION ORGANIZATION

Largest in the United States

300 MERRITT BLDG., LOS ANGELES, CAL.

Publishers are cautioned against persons claiming to represent us.

Southern Stability

AND

Southern Resources

The South derives its stability from its:

- Diversified Agricultural Resources.**
- Mining Industry.**
- Live Stock Industry**
- Fishing and Oystering**
- Forests**
- Diversified Manufacturing Industries**
- Hydro-electric Power**

The numerous buying resources of the South are great and yet the possibilities of increasing the buying power has hardly been touched.

The substantial and diversified industrial progress alone has created a dependable year-round sales field for wide awake manufacturers.

There is one dependable way for manufacturers to secure their share of this great buying market—advertising in these progressive newspapers where the publishers stand ready and willing to help you with your selling campaign. These publishers know local conditions and the buying habits of the people, and they know with just whom you should line up for profitable representation.

| ALABAMA. | Circulation | 2,500 lines | 10,000 lines |
|--|-------------|-------------|--------------|
| *Birmingham Age-Herald ... (M) | 24,923 | .08 | .08 |
| *Birmingham Age-Herald ... (S) | 26,787 | .10 | .10 |
| *Birmingham News (E) | 54,459 | .15 | .15 |
| *Birmingham News (S) | 57,189 | .15 | .15 |
| *Mobile News-Item (E) | 10,840 | .05 | .05 |
| *Mobile Register (M) | 21,165 | .07 | .07 |
| *Mobile Register (S) | 33,739 | .085 | .085 |
| FLORIDA. | | | |
| Jacksonville Metropolis (E) | 19,223 | .07 | .07 |
| *Florida Times-Union, Jacksonville (M&S) | 32,181 | .08 (9cS) | .08 (9cS) |
| **Pensacola Journal (M) | 3,978 | .025 | .025 |
| **Pensacola Journal (S) | 5,396 | .025 | .025 |
| *Pensacola News (E) | 5,266 | .03 | .03 |
| **Pensacola News (S) | 7,000 | .03 | .03 |
| GEORGIA. | | | |
| *Augusta Chronicle (M) | 10,232 | .045 | .045 |
| *Augusta Chronicle (S) | 10,644 | .045 | .045 |
| *Augusta Herald (E) | 11,746 | .05 | .05 |
| *Augusta Herald (S) | 11,674 | .05 | .05 |
| *Columbus Ledger (E&S) | 7,700 | .04 | .04 |
| *Macon Telegraph (M) | 20,882 | .06 | .06 |
| *Macon Telegraph (S) | 22,454 | .06 | .06 |
| *Savannah Morning News (M&S) | 21,201 | .055 | .05 |
| KENTUCKY. | | | |
| *Lexington Leader (E) | 15,472 | .05 | .05 |
| *Lexington Leader (S) | 15,581 | .05 | .05 |
| *Louisville Herald (M) | 44,757 | .09 | .09 |
| *Louisville Herald (S) | 57,246 | .09 | .09 |
| NORTH CAROLINA. | | | |
| *Asheville Citizen (M) | 11,534 | .045 | .045 |
| *Asheville Citizen (S) | 9,810 | .045 | .045 |
| *Charlotte Observer (M) | 21,328 | .06 | .06 |
| *Charlotte Observer (S) | 24,005 | .07 | .07 |

| NORTH CAROLINA. | Circulation | 2,500 lines | 10,000 lines |
|---|-------------|-------------|--------------|
| Greensboro Daily News... (M) | 18,913 | .05 | .05 |
| Greensboro Daily News... (S) | 25,900 | .06 | .06 |
| *Raleigh News and Observer (M) | 22,540 | .06 | .06 |
| *Raleigh News and Observer. (S) | 25,977 | .06 | .06 |
| *Raleigh Times (E) | 7,711 | .03 | .03 |
| Wilmington Star (M&S) | 6,228 | .04 | .04 |
| *Winston Salem Journal (M&S) | 6,325 | .04 | .04 |
| SOUTH CAROLINA. | | | |
| *Columbia Record (E) | 13,559 | .05 | .05 |
| *Columbia Record (S) | 14,276 | .05 | .05 |
| *Columbia State (M) | 20,815 | .06 | .06 |
| *Columbia State (S) | 21,687 | .06 | .06 |
| *Greenville Piedmont (E) | 8,282 | .04 | .04 |
| †Greenwood Index Journal (E&S) | 4,235 | .025 | .025 |
| *Spartanburg Journal (E) | 3,901 | .04 | .04 |
| *Spartanburg Herald (M&S) | 6,112 | .04 | .04 |
| TENNESSEE. | | | |
| *Chattanooga News (E) | 20,532 | .05 | .05 |
| *Chattanooga Times (M) | 21,109 | .07 | .07 |
| *Chattanooga Times (S) | 23,221 | .07 | .07 |
| *Knoxville Sentinel (E) | 23,748 | .07 | .06 |
| *Memphis Commercial Appeal (M) | 82,165 | .16 | .15 |
| *Memphis Commercial Appeal (S) | 110,320 | .19 | .18 |
| *Nashville Banner (E) | 39,384 | .07 | .07 |
| *Nashville Banner (S) | 42,148 | .08 | .08 |
| VIRGINIA. | | | |
| ‡Bristol Herald Courier... (M&S) | 7,011 | .04 | .04 |
| Danville Register and Bee (M&E) | 12,012 | .045 | .045 |
| Newport News Times-Herald (E) | 10,052 | .05 | .05 |
| Newport News Daily Press (S&M) | 5,313 | .05 | .05 |
| *Roanoke Times (M&S) | 10,904 | .07 | .06 |
| *Roanoke World-News (E) | 11,020 | .07 | .06 |
| Government Statement, October 1, 1921. | | | |
| *A. B. C. Publishers' Statement, October 1, 1921. | | | |
| **A. B. C. Statement, April 1, 1921. | | | |
| †Government Statement, April 1, 1921. | | | |
| ‡Includes Bristol, Tenn. | | | |

EDITORIAL

CONFERENCE REPORTS AND THE PUBLIC

HAS it ever occurred to metropolitan newspaper editors as they glance over ten to fifteen columns of dispatches and articles on the Washington Conference appearing daily in their papers that few business men have the time or inclination to wade through so much matter on the subject? The average amount of time a man can devote to the reading of his morning paper is not over thirty minutes, during which he must, if he is engaged in business, look over each of its 24 or 28 pages for news and market reports that relate to his own field of activity.

The general news of the day passes swiftly under his eye in his search for something that will interest him. If he keeps in touch with sports, pays attention to society and organization doings, and wants to see what the editor thinks on public questions, he is not going to have much time left for reading ten columns about the conference.

Yet, it is highly important that all men and women who take an interest in public affairs should know what is going on in Washington. But what is the use of going to the expense of employing a dozen high-priced correspondents to cover the conference if what they write is not read by a majority of newspaper readers? Is there any way by which the public can be persuaded to inform itself as to what the conference is doing? EDITOR & PUBLISHER believes there is.

Here is a plan which, we are convinced, will accomplish the purpose. Let a member of the editorial staff who has an analytical mind and a ready pen read the proofs of the Washington dispatches and from them prepare a column and a half article, giving in brief the important points brought out.

Run this summary on the second or third page where it cannot be overlooked. Unless we are much mistaken, it will be eagerly read by nine-tenths of the reading public. Why? Because people will soon discover that they can keep in close touch with what is going on at the conference by spending fifteen minutes a day in reading the condensed report. Those who want more complete information can turn to the articles in which the conference is discussed in detail.

Newspapers are intended to furnish timely information upon all sorts of topics for all kinds of people. If they can invent a scheme that will make people read them more thoroughly so that the nation in general will have a clearer and better understanding of public affairs in general and the Washington conference in particular, they will not only confer a great benefit upon the people of their several communities, but they will also strengthen their own position and influence.

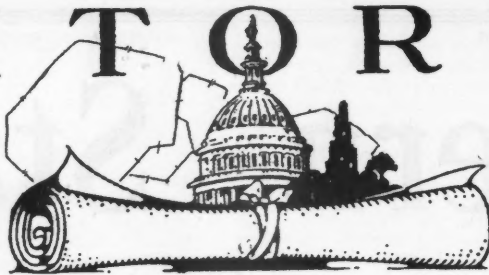
The plan suggested above for getting the important facts about the conference before every intelligent reader of a newspaper should receive the careful consideration of every managing editor who wants to make his newspaper more than ordinarily useful to the field it serves.

THE TRUTH IN WAR TIME

THAT the truth should not always be told in war time was one of the points emphasized by Frederick Palmer, the war correspondent, in an address delivered in New York a few days ago. He gave several graphic illustrations to prove his point and made most people who heard him, in ripe consideration, agree with his point of view.

Supposing the correspondents had sent home a multitude of stories showing the frightful atrocities of war, what would have been their effect upon new recruits? It would have taken the heart out of them; it would have been destructive of morale; it would have made our fighting force ineffective.

The correspondents did right in withholding from their dispatches anything and everything that might help the enemy or lessen our own chances of winning the war. If the public only knew how much news is suppressed by correspondents, reporters and editors, not to "protect" somebody, but in the interests of decency, justice and the public good, perhaps it would have a better idea of the great service newspaper men are constantly rendering the public.



AN AMERICAN'S CREED

Compiled by CHARLES W. MILLER
Vicksburg (Miss.) Herald

CAST they bread upon the waters: for thou shalt find it after many days. Give a portion to seven, also to eight; for thou knowest not what evil shall be upon the earth. (Ecl. xi: 1, 2.) Let brotherly love continue. Be not forgetful to entertain strangers: for thereby some have entertained angels unawares. Remember them that are in bonds, as bound with them; and them which suffer adversity, as being yourselves also in the body. (Heb. xiii: 1-3.) I have shewed you all things, how that so laboring ye ought to support the weak, and to remember the words of the Lord Jesus, how He said, It is more blessed to give than to receive. (Acts xx: 35.) Follow after charity, and desire spiritual gift, but rather that ye may prophesy. (I Cor. xiv: 1.) Though I speak with the tongues of men and of angels, and have not charity, I am become as sounding brass, or a tinkling cymbal. And though I bestow all my goods to feed the poor, and though I give my body to be burned, and have not charity, it profiteth me nothing. (I Cor. xiii: 1, 3.) For what shall it profit a man, if he shall gain the whole world, and lose his own soul? Or what shall a man give in exchange for his soul. (Mark viii: 36, 37.) And now abideth faith, hope, charity, these three; but the greatest of these is charity. (I Cor. xiii: 13.)

A MOVE to obtain press rates on newspaper news messages sent over the telephone, started this week by the New England Newspaper Association in co-operation with the American Newspaper Publishers Association, should have the undivided support of the press in general. It hardly seems possible that, if the matter is properly presented, with proper facts, figures and argument, the telephone companies can fail to see the justice of the request, as both of the important telegraph companies did years ago.

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EDITOR & PUBLISHER

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1117 World Building, 63 Park Row, New York.
James Wright Brown, Editor.
John F. Redmond, Managing Editor.
Arthur T. Robb, Jr., News Editor.
Rosalie Armistead Higgins.

Associate Editors:

Ben Mellon Walter Sammis
Frank LeRoy Blanchard

J. W. Ferguson, General Manager.

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

J. G. Tanner F. W. Payne
C. B. Groomes George Strate

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

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

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

Chicago: H. R. Baukhage, 10 North Wells Street.

St. Louis: Roy M. Edmonds, 1609 Arcade Building.

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

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

GOOD NEWS FOR THE BUSINESS OFFICE

THAT advertising contracts cannot be ignored by advertisers who later on want to be relieved of their obligations is established by a reverse decision of the Supreme Court of Ohio. Suit was brought by the Cleveland News and Sunday Leader to compel the Standard Amusement Company to pay for amusement advertising at the regular transient rate instead of the special rate granted under a one-year contract, the terms of which the Standard Company failed to carry out.

The company had stopped advertising at the end of six months. Thereupon the papers brought action in the Municipal Court to recover the difference between the special rate and the transient rate, their contention being that the failure of the amusement company to continue its advertising for the full time covered by the contract made it liable to pay the transient rate. The magistrate awarded judgment for the amount claimed by the News and Sunday Leader.

The amusement company then carried the case to the Court of Appeals where the judgment of the lower court was reversed. Therefore the newspapers appealed to the Supreme Court which upheld the action of the magistrate in the Municipal Court in awarding judgment against the amusement company.

Perhaps the Supreme Court decision will have the effect of stiffening the backbone of publishers who have had advertising contracts cancelled by local or national advertisers and have not been able to make them pay the transient rate.

The scheme of entering into a contract with a newspaper for a year's advertising solely for the purpose of securing a low rate and then cancelling it a few months afterward is one that has been practiced by national advertisers of a certain kind for many years. It is not often attempted on the large city newspapers because such advertisers know that they have a slim chance of being successful. With the smaller city and country papers the case is different for they will not usually take the trouble or incur the expense of bringing suit to recover the difference between the special and the transient rate.

WOMEN AND THE NEWSPAPERS

WHETHER young women of the rising generation read the newspapers seems to be definitely settled by the results of an inquiry recently made among the 600 students of Radcliffe College. It was found that 96 per cent read the newspapers habitually; 95 per cent read one of the several Boston newspapers, and 70 per cent of that number read in addition one or more of their home newspapers. Sixty-two per cent of the girls said they read the editorials regularly. Twenty-three per cent stated that the day's news appealed to them more strongly than the editorials. Only two of the girls when asked to name their favorite section of a newspaper mentioned the advertising pages, and only four chose the woman's page. The sporting department received 14 votes, theatrical news, 12; comic section, 6; society news, 12; book reviews, 12.

One of the most surprising things about the above record is that women's pages have so few friends among the students. Twenty years ago interviews with some of the prominent women in New York showed that they were more interested in the editorial and news sections of the newspapers than they were in the special women's pages. And yet, in spite of these facts, it is quite probable that the eyes of most women readers rested then, as now, a little longer on these pages than on most of the others. Such subjects as dress, fashions and household matters possess a strong appeal for the feminine mind. Newspapers that have run women's pages for some time and then have dropped them have been surprised at the number of protests they have received from their feminine readers.

Since women have been allowed to vote they have taken greater interest in the general news of the city in which they live. They therefore read the newspapers more carefully to keep in touch with what is going on in city government, in reform of government and in charitable, welfare and religious institutions.

It augurs well for the future of the nation.

PERSONAL

LOUIS T. GOLDING, editor and publisher of the St. Joseph (Mo.) News Press, was a visitor in New York this week. Mr. Golding says that the business depression has not been felt as acutely in his section of the country as in some others. "From present conditions I am led to believe," said Mr. Golding, "that business will be greatly improved by next spring. If the conference for the Limitation of Armaments accomplishes what we have reason to believe it will, it will have a tremendous effect in restoring public confidence among all the nations of the earth. If, in addition, the problem of taxation and the tariff can be settled satisfactorily, business will be revived in all channels of trade and we will enter upon a period of prosperity that will be of a most gratifying character."

H. D. Best, assistant to the president of the Lanston Monotype Machine Company, Philadelphia, has left for London to be the guest of the English affiliated company, Lanston Monotype Company, Ltd. The occasion of this visit is a convention of all representatives of the English corporation. Mr. Best is to address this convention on "The Success of the Monotype Non-Distribution in the United States and Canada." Mr. Best will be accompanied by Mrs. Best.

Joseph Martin, publisher of the Wilmington (Del.) Star, has returned from a trip to Panama and the West Indies.

David Miller, editor and proprietor of the Allentown (Pa.) Morning Call, was elected a member of the local board of education.

Edgar A. Guest, humorous writer of the Detroit Free Press, was a guest of honor at a dinner and entertainment given at the Boston City Club last week. **Robert Lincoln O'Brien**, editor of the Boston Herald, presided, and tribute was paid to Mr. Guest in speeches by **Newton Newkirk** of the Post, **Rev. Edward Cummings** and **John Jackson** Walsh.

Frederick Roy Martin, general manager of the Associated Press, will deliver an address before the Chamber of Commerce in Boston, December 2.

Jackson S. Elliott, assistant general manager of the Associated Press, has returned to New York after a business trip to Chicago.

Milton Garges, chief of the traffic department of the Associated Press, is now on a Western business trip, and in Helena, Mont., will meet **Paul Cowles**, superintendent of the Western Division.

Harold Martin, formerly superintendent of the Eastern Division, who is on a leave of absence on account of his health, is still with his family at Pomfret Center, Conn.

H. C. Hotaling, of St. Paul, executive secretary of the National Editorial Association, and **Will Wilke**, of Minneapolis, chairman of the transportation committee, have gone to Missoula, Mont., and Salt Lake City, Utah, to check up the itinerary and arrangements for the 1922 convention.

Gen. W. B. Haldeman, of Louisville, Ky., has arrived to occupy his winter home, "Sea Villa," at Naples-on-the-Gulf, during the winter season. General Haldeman was for years the editor of the Louisville Times and one of the owners of the Times and the Courier-Journal of that city.

Sam P. Harben, secretary of the Texas Press Association, and publisher

of the Richardson Echo, is the guest this week of "Monty" Montgomery, publisher of "Monty's Monthly," at McAllen, Tex., on a hunting trip in Mexico.

Arthur G. Staples, editor-in-chief of the Lewiston (Me.) Journal, has written a new book, "Jack in the Pulpit," which is to be ready for delivery by Christmas. The volume contains the most popular of Mr. Staples' "Folks" that have recently appeared in that newspaper.

Friend Richardson, publisher of the Berkeley (Cal.) Gazette and now State Treasurer, has announced his candidacy for the California Republican gubernatorial nomination.

Wareham Smith, who has retired as advertising director of the Amalgamated Press, Ltd., London, was recently the guest of honor at a dinner given by his friends and assistants at which **Lord Dewar** presided.

Harry S. Percy, for the past two years manager of the advertising and sales promotion departments of the Gibson Snow Company, Albany, N. Y., resigned November 1 to join in an executive capacity the advertising and sales promotion department of the Vitamon Corporation, New York City.

Jose Fidel Lagos, special representative of La Prensa, Buenos Ayres, in Europe and the United States sailed November 22 for Italy, after spending several weeks in New York at the Hotel Astor. He was accompanied by **Mrs. Lagos**. They will divide the winter between Italy and France and will probably return to New York in the late spring.

IN THE EDITORIAL ROOMS

ADOLPH SHELBY OCHS, nephew of the publisher of the New York Times, and **Miss Rose Kirkpatrick Martin**, were married November 19 in Chattanooga, Tenn., where the families of both are prominent. Mr. Ochs, since his return from France, where he served as a lieutenant, has been on the Chattanooga Times, as assistant to the managing and city editors.

Clyde D. Boden, a newspaper man of Shamokin, Pa., was elected tax receiver of the city at the November election by a large majority.

Miss E. Angela Henry, Buffalo woman journalist, was the guest of honor at a reception given by 62 Federated Catholic Clubs in Buffalo. **Miss Henry's** latest book, "Cloudy Weather," was read at the reception.

Miss Marjory J. Marble, of the editorial staff of the Batavia (N. Y.) Evening News, attended the New York State Indian Welfare conference at Buffalo.

John E. Fitzgerald, formerly with the Oklahoma City Oklahoman, is now with the San Antonio Express.

Miss Rose Ann Astill, society editor of the Ogden (Utah) Examiner, was the victim of a purse snatcher the other day. The culprit was riding a bicycle and suddenly threw his machine down and tore the bag away which the lady was carrying.

L. E. Spainhower, until recently telegraph editor of the Billings (Mont.) Gazette's morning edition, is now doing desk work on the St. Louis Star.

W. H. Dickinson, for the past year on the Great Falls (Mont.) Tribune, has resigned to return to Minneapolis. He is succeeded on the Tribune by **Glenn Chaffin**, formerly of the Portland (Ore.) Journal.

Miss Florence Brande, music and

FOLKS WORTH KNOWING

NEWSPAPER men throughout the country have been pleased to learn that **John C. Cook**, for many years an executive on New York newspapers, had entered business recently as a partner and secretary-treasurer of the Haring Paper Company, handling Canadian, foreign and domestic newsprint, with offices in New York. Mr. Cook was until recently business manager of the New York Journal of



JOHN C. COOK

Commerce, resigning to engage in his new field.

He began his newspaper career on the Philadelphia Press, and came to New York in the early nineties. From 1903 to 1916 he was treasurer and business manager of the New York Evening Mail, following service as advertising manager for **John Wanamaker** and with the New York Evening Post. He left the Mail to engage in trade journalism as a half owner of Advertising & Selling, but returned to the daily newspaper field in 1918 as manager of foreign advertising for the New York Herald, Evening Telegram and Paris Herald. A year later, on the death of **E. P. Call**, he became business manager of the Journal of Commerce.

For a number of years Mr. Cook was chairman of banquet committees at A. N. P. A. conventions, and is remembered by many publishers as having organized the most interesting social functions in the history of that organization.

dramatic critic of the St. Paul Daily News, has resigned to go with the Paramount Film Company, for which she will do a new line of work of her own devising in the Southwest. **Miss Brande** will locate at San Antonio, Tex. Her successor on the News is **Miss May O'Connell**, formerly of the society department of the Duluth Herald.

William Keefe, rewrite man of the St. Paul Daily News, has withdrawn

to enter the service of the Fox Film Corporation.

W. P. Flower, Jr., has been transferred from the Associated Press office at Valparaiso, Chile to Santiago, Chile.

Supt. Edward T. Cutter of the Central Division of the Associated Press, has returned to Chicago after an extended trip over his division.

Malcolm Graham, formerly reporter of the Montreal Star, has been appointed commercial editor of the same paper. Mr. Graham is the son of the owner of the Wolverhampton Daily Star and Express, one of the Midland papers of England.

C. B. Hoby, a young South African, has joined the staff of the Montreal Herald.

Joseph E. Boyle, who has been in the Kansas City office of the Associated Press, has been appointed correspondent in the Jefferson City (Mo.) office.

B. H. Christian has been appointed correspondent for the Associated Press at Olympia, Wash.

Herbert C. Garrison, "spelling bee" editor of the Detroit News, and **Miss Ruth Shipley**, of Chicago, were married November 16 in Chicago.

Forrest Davis, former dramatic editor of the Detroit Times, has been appointed Washington correspondent of the Detroit Free Press. He is covering the arms conference and will continue to have charge of the capital bureau.


A. F. Monroe has succeeded **Lee Smits** as dramatic editor of the Detroit Times. He will write outdoor stories for the Detroit Free Press, touring the wilds of northern Michigan for the material.

Edward Lapping has left the Detroit Journal and joined the rewrite staff of the Detroit Times.

Arthur McGowan, formerly of the Free Press, has been appointed county seat reporter for the Detroit News.

George Zimmerman, Republican candidate for City Controller of Allentown, Pa., who was swept into office by a large majority, for many years was editor of the Allentown Chronicle and News.

Gilbert Draper, Montreal staff correspondent of the Canadian Press, Ltd., who is also a writer of music, having

If you must know 

Ask Haskin

already composed and published three popular hits, "On a Purple Sea," waltz-song; "Ali Baba," oriental one-step, and "Over the Hills of Sleep," a song ballad, is now producing a new number entitled "I Want You," fox trot song.

Edward J. Deininger, for many years connected with the Reading (Pa.) Eagle, has been elected a member of the Reading board of education.

A. Howard Carroll, news editor of the Pittsburgh Dispatch and Miss Mary Ethel McAuley, "The Wanderer" of the Dispatch, were married recently. They will reside in Pittsburgh after an Eastern wedding trip. Mr. Carroll is a nephew of Col. C. A. Rook, president-editor of the Dispatch.

Capt. Roscoe Fawcett, former sporting editor of the Portland Oregonian, was married on November 11 to Mrs. Mira Bradford Coleman of San Diego. Captain Fawcett, who was in the air service during the war, resigned from his newspaper soon after returning to re-enter service.

Dennis A. Brislin, formerly telegraph editor of the Scranton (Pa.) Republican, has resigned as editor of the Knights of Columbus bulletin in that city.

Andrew O'Brien, a reporter on a San Francisco daily, had an exclusive story and permitted his own paper to be "beaten." While on a story a few months ago, O'Brien met Miss Maureen Sullivan, a pretty Berkeley amateur dancer. O'Brien frequently found more stories that necessitated his going to Berkeley. A few days ago O'Brien, with a couple of friends, went to Berkeley and there married Miss Sullivan. Only one paper in San Francisco (and it was not O'Brien's) published the account of the wedding with a photograph of the bride.

Richard Spamer, dramatic editor of the St. Louis Globe-Democrat, was elected President of the St. Louis Community Players, an organization composed of former members of the cast of "Missouri—100 years ago."

Henry P. Robbins, managing editor of the St. Louis Times, delivered an address before the Junior Advertising Club of St. Louis. He said that truth in advertising is not sufficient, but that the writer of advertising copy must make his message sound reasonable and true.

John L. Kelly, sporting editor of the Buffalo Times, has been appointed secretary, to Mayor-elect Frank B. Schwab. Politicians close to the new executive say he has offered the position of deputy city clerk to Walter J. Fix, city editor of the Times. There has been no official announcement as to this appointment. Mayor-elect Schwab was first brought to public notice as a candidate through Mr. Kelly's column, "The Hammer," in the Times.

Herbert S. Laduke, a member of the editorial staff of the Worcester (Mass.) Telegram, and Miss Mary A. Condon of Salem were married November 20 at Salem. Mr. Laduke was formerly employed on the Boston Herald, Washington Star and Lynn Item.

Howard G. Reynolds, sport editor of the Boston Post, has been commissioned a colonel on the staff of the Governor of Kentucky. Mr. Reynolds was closely associated with Center College of Kentucky for two years and by his descriptions of its football team in the Boston papers was instrumental in bringing the eleven North twice to battle with Harvard at Cambridge.

Jerome Barrett, a former local reporter, has been appointed city solicitor

in Scranton, Pa. Mr. Barrett retired from the newspaper game about 10 years ago. His father, John E. Barrett, is editor of the Scranton Republican.

THE BUSINESS OFFICE

CLINTON BROWN, who left Lincoln, Neb., two and a half years ago to become manager of the promotion department of the St. Louis Post-Dispatch, has resigned to become promotion manager for the Omaha World-Herald.

Frank H. Avery has been appointed promotion manager of the Winnipeg (Man.) Free Press. The scope of the department has been extended to take in all merchandising department activities of a modern newspaper. Mr. Avery was formerly city editor of the Free Press, and in addition to his newspaper work, has had department store advertising activity.

Don G. Heinly, Michigan advertising manager of the Iron Age, is now located in the new Iron Age Detroit office, at 317 West Fort street.

W. J. Hoffman, advertising manager of the Portland Oregonian, had charge of a big parade held on November 16 to arouse enthusiasm in the world's exposition which it is proposed to hold in Portland in 1925.

Stephen Katsoulis, circulation manager of the Duluth (Minn.) News-Tribune, broke two ribs in falling down a flight of stairs at Hibbing.

Irving Blumenthal, manager of promotion of the St. Paul Daily News, is back at his desk after a two-weeks' absence in the hospital, where he was immured because of throat trouble.

H. P. Warrington, business manager of the Wilmington (Del.) Star, has been spending the last week in New York on business.

Arthur Hecox, secretary-treasurer of the Albany (N. Y.) Knickerbocker Press, is in New York on a business trip and is staying at the Hotel Pennsylvania.

Leroy Hoppess and R. E. Beach have joined the advertising staff of the Indianapolis Star.

Harry McEnerny, assistant business manager of the New Orleans Times-Picayune, has been in New York this week to interview several large advertisers.

L. E. Mowe, long in charge of the automobile section of the Indianapolis Star, will, on December 1 take a similar position with the New Orleans Times-Picayune. He will be succeeded at the Star by Carl Weaver, long a member of the Star's soliciting staff.

WITH THE AD AGENTS

LONE Star Advertising Company has been organized in San Antonio and chartered under the laws of Texas. The company is capitalized at \$20,000, and the incorporators are W. A. McIntyre, C. E. Keeton and Ed. Helmer.

For the first time in the 34 years' history of the Texas State Fair, an advertising agency had an exhibit this year. One of the unique features of the "Made-in-Dallas Exhibit" at the Dallas exposition, was the large booth arranged by the Southwestern Advertising Company of that city. The booth presented an interesting and educational exhibit of the various forms of advertising being used by clients of this agency. More than 250 pieces of copy were displayed as well as a complete collection of all the products advertised. The exhibit was arranged with

a dark green background and displayed under strong lights.

The St. James Advertising & Publishing Company, Ltd., Aldwych, London, W. C., will handle British interests of Critchfield & Co., and the latter will handle St. James advertising in the United States. Critchfield & Co. have now formed working arrangements with advertising agencies in the following countries: India, Dutch East Indies, New Zealand, Austria, Belgium, Cuba, Brazil and Argentina.

The Davis-Elton Company, Inc., advertising agency, has been established at Pittsburgh by Grant Davis, C. W. Elton and Miss Anne Matthews. Mr. Davis, who is president of the new agency, was formerly president and director of plans with Davis & Meyer, Inc., a direct-mail advertising organization at Pittsburgh.

The Penn-Allen Company is the name of a new advertising agency in New York, which is located at 280 Broadway. The members of the firm are Charles A. Penn, L. S. Allen and Herbert D. Allen.

HENRY L. DYER DEAD

Was Associated with George Jones, His Father-in-Law, on N. Y. Times

Henry Lyman Dyer, son-in-law of George Jones, founder, with Henry J. Raymond, of the New York Times, died November 19 in New York after an illness of six weeks.

Mr. Dyer was born in Boston in 1836, went to New York in 1857 and four years later established the importing firm of Whittemore, Dyer & Post. On his marriage in 1872 to Miss Mary Jones he entered the business department of the New York Times, remaining with the paper until its sale in 1893, when he retired from active work.

On the death of George Jones in 1891 Mr. Dyer and the founder's son, Gilbert Jones, assumed the direction of the property.

J. GALLATIN HUMES DEAD

Active Head of Altoona Mirror and Long an Officer and Director

James Gallatin Humes, vice-president, treasurer and active head of the Altoona (Pa.) Mirror, died in Altoona November 17 following a long illness. He learned the printing trade in the Mirror office under his stepfather, Harry Slep, who founded the paper, but was away from newspaper work for many years, his early manhood having been spent in law and railroad work. He had been an officer and director of the Mirror since its incorporation several years ago and relieved his stepfather of the active management in 1919. He was 57 years old.

Obituary

EDWARD J. KENNY, known to a generation of newspaper men as "Major" Kenny, for 25 years a member of the Boston Globe staff, died last week. During the Spanish War Mr. Kenny went out with the first naval detail from Boston as correspondent.

JAMES M. BERGGE, aged 67, died in Pittsburgh last week. He was for some years connected with the New York Dramatic Mirror. About 25 years ago he located in Pittsburgh.

LYONS MUSSINA, aged 94, the oldest resident of Lock Haven, Pa., died last week. He located in Lock Haven in 1850 and formed a partnership with

George A. Crawford in the publication of the Clinton Democrat.

THOMAS N. STEPHENS, aged 46, Texas newspaper man, died in Dallas, Nov. 16. Mr. Stephens went to Dallas in 1914 from Nashville, Tenn., where he had been city editor of the Banner, and joined the staff of the Dallas News. He later was in charge of the Texas circulation of the Progressive Farmer. At the time of his death he was assistant manager of the latter paper.

BENJAMIN L. FAIRBANKS, founder and publisher of the Tomahawk, is dead at his home at White Earth, Minn. The Tomahawk, now a local newspaper, was originally started to defend the rights of the Minnesota Indians. Mr. Fairbanks was general counsel for the Chippewa tribe.

SIDNEY CORYN, for years a writer on the San Francisco Argonaut, died in Auburn, Cal., of chronic asthma. He was formerly associated with the Sacramento Union.

HUGO HERZER, at one time editor and publisher of the California Democrat, a German evening paper of San Francisco, died recently.

MICHAEL P. WALSH, for twenty years real estate editor and later real estate advertising manager of the New York Herald, died in Augusta, Ga., November 20, aged 57 years.

JOHN R. HOOPER, aged 70, father of K. K. Hooper, editor and publisher of the Sherman (Tex.) Daily Democrat, fell into Red River a few days ago and was drowned.

EDITORS LOSE IN SCRANTON

Several Run for Public Office, But People Choose Few

Newspaper men were not very successful as candidates for political offices in Northeastern Pennsylvania in the recent election. In Scranton M. E. Sanders, correspondence editor of the Times, was elected councilman. He will serve a four-year term at \$3,000 a year. Thomas Murphy, associate editor of the Times, met defeat in the fight for county treasurer. Tom G. Lynott, Dunmore representative of the Times, lost in his efforts to be elected controller in Dunmore borough. In Wilkes-Barre, Pa., George Williams, managing editor of the News, was a defeated candidate for burgess and in Plymouth, Pa., William Cleary, of the Times-Leader staff, was downed in his fight for tax collector. John Hourigan, editor and part owner of the Wilkes-Barre News, was elected school director.

Spanish Column in L. A. Times

The Los Angeles Times has inaugurated a new feature which presents a digest of the day's news from day to day in Spanish, for the benefit of the many Spanish-speaking subscribers of the Times and the many students of that tongue resident in the California city. The department now is confined to about a column, but the publishers plan to extend it to include other features if sufficient interest in the column is apparent.

Elected to A. N. P. A.

The Petersburg (Va.) Index-Appeal has been elected to active membership in the American Newspaper Publishers Association.

Winnipeg Free Press Sued

Suit for libel has been entered against the Winnipeg Free Press by William D. Staples, of the Manitoba Board of Grain Commissioners.

DETROIT TIMES IS GROWING

Takes Two New Buildings—Hatcher Now Circulation Manager

DETROIT, Nov. 22.—Due to rapidly increasing circulation, the Detroit Times, recently purchased by Arthur Brisbane, has been forced to expand, taking in two buildings south of the Times building on Bagley avenue. A new unit of the Duplex press is being installed on the ground floor of the remodeled addition.

The Times has passed 60,000 in circulation, and is rising rapidly. A coupon contest is being used, numbered cards being distributed throughout the city and 10 selected numbers being printed in the Times every day.

C. F. Hatcher, for several years with the Hearst organization, has become circulation manager, coming here from Atlanta, Ga. He formerly was with the Detroit Journal and the Detroit News.

Homer Bair, former circulation manager of the Times, has gone to the Detroit News, where he will be an executive in the circulation department.

Hackensack News Suspends

The circulation list of the Bergen Daily News, Hackensack, N. J., has been taken over by the Hackensack Evening Record. The Daily News suspended November 17.

KEEPING REVENUE AHEAD OF COSTS

(Continued from page 7)

circulation were increased 50 per cent. Wages and all other costs except newsprint went up 100 per cent or more and are still up. Newsprint went up from \$36 a ton to \$108.75 on the average contract and in the cases of spot newsprint to a peak of \$300 a ton with a probable average of over \$200 a ton. These increases represent 200 per cent on 1920 contract newsprint and over 400 per cent on 1920 spot newsprint.

Newspapers were able to stay solvent only because and when an overload of advertising was offered.

The 1921 average price of contract newsprint will probably be \$105 which is still practically 200 per cent above the pre-war price and is \$30 a ton or 40 per cent above the post-armistice price of 1919. Wages and subsidy expenses are still at the 1920 peak, and advertising is 15 per cent below the 1920 volume.

Consequently the 1920 advertising rates are necessary to prevent deficits and in many cases insolvency.

As soon as a sufficient volume of advertising is offered, economical production will again become possible and readers and advertisers will get the benefit either in reduced price or increased quantity and quality as they always have.

WEST VIRGINIA

¶ West Virginia has about 60,000 automobiles and you will rarely see a make of car that is not advertised in the West Virginia newspapers.

¶ West Virginians understand what it is that a manufacturer is trying to tell them about when he advertises in their daily local newspaper. If he has a worthy product and gets the facts before them through their newspaper, he is pretty close to making a sale.

¶ West Virginians respond so readily to the advertising of worthwhile articles in their local daily newspapers that you, Mr. National Advertiser, cannot afford to stay out of this territory.

That's Your Job!

Among the members of the churches in your town are men who are ready to pay you for advertising space—new business you have not carried. They are red blooded men who want to use paid advertising to sell Christianity to their community. They have read of the success of other churches with advertising. They have seen the results of advertising for their own business. They are ready to spend money with you to push religion.

It's your job to find those men and offer them a feasible plan of presenting Christianity to your readers.

An Iowa paper recently found its man in a bank. His institution has bought space for a year to preach the gospel—and they pay for the weekly copy service, too.

Sell More Church Advertising

EDITOR & PUBLISHER contributes this space. The Presbyterian Department of Publicity, 156 Fifth ave., New York, fills it. Where is the "angel" who will help the Church Advertising Department of the A. A. C. of W. to attend adequately to the growing correspondence and push church advertising as it deserves?

| | Rate for Circulation lines | Rate for Circulation lines |
|----------------------|----------------------------|--|
| Bluefield | | |
| †Telegraph ... (M) | 6,736 .025 | |
| Charleston | | |
| *Gazette (M) | 17,692 .06 | |
| *Gazette (S) | 20,471 .06 | |
| Clarksburg | | |
| †Exponent . (M&S) | 8,198 .03 | |
| *Telegram ... (E) | 7,783 .035 | |
| *Telegram ... (S) | 9,666 .035 | |
| Fairmont | | |
| *West Virginian (E) | 4,810 .03 | |
| *Times (M) | 6,016 .03 | |
| Huntington | | |
| *Advertiser .. (E) | 10,094 .035 | |
| *Herald-Dispatch (M) | 12,768 .035 | |
| *Herald-Dispatch (S) | 12,811 .035 | |
| Martinsburg | | |
| *Journal (E) | 4,013 .03 | |
| Morgantown | | |
| ††Post (E) | 3,096 .021 | |
| Parkersburg | | |
| †News (M) | 5,338 .025 | |
| †News (S) | 6,288 .025 | |
| *Sentinel (E) | 6,059 .024 | |
| Wheeling | | |
| *Intelligencer . (M) | 13,154 .04 | |
| *News (E) | 13,861 .06 | |
| *News (S) | 18,328 .06 | |
| | | †Government Statement, Oct. 1, 1921. |
| | | *A. B. C. Report, Oct. 1, 1921. |
| | | ††Government Statement, April 1, 1921. |

ILLINOIS

Illinois has coal property mining value estimated at \$160,000,000. The coal mined in *Illinois* in one year, according to the latest compiled statistics was worth over \$162,000,000. This placed *Illinois* third among all the states in coal production.

Illinois is also a large producer of petroleum and natural gas. The latest figures cite a production of 15,776,860 barrels for the year.

While *Illinois* is generally classified as an agricultural state, it has, for many years, occupied a leading place in the importance and variety of its manufacturing industries.

Illinois is one of our wealthiest states. It ranks high in the production of agriculture, manufacturing and mining.

Illinois Daily Newspapers are among the best in the country in influence and pulling power.

This list of dailies will cover *Illinois* territory:

| | Circulation | Rate for 2,500 Lines | Rate for 10,000 Lines |
|---------------------------------------|-------------|----------------------|-----------------------|
| Bloomington Pantagraph (M) | 17,718 | .05 | .05 |
| Chicago Evening American (E) | 395,427 | .60 | .60 |
| Chicago Herald-Examiner (M) | 359,386 | .55 | .55 |
| Chicago Herald-Examiner (S) | 738,788 | .85 | .85 |
| †Chicago Daily Journal (E) | 116,829 | .26 | .24 |
| *The Chicago Daily News (E) | 395,665 | .65 | .65 |
| †Chicago Evening Post (E) | 44,021 | .25 | .12 |
| Chicago Tribune (M) | 483,272 | .70 | .70 |
| Chicago Tribune (S) | 801,881 | 1.00 | 1.00 |
| *Lincoln Courier-Herald (E) | 1,988 | .02 | .02 |
| *Moline Dispatch (E) | 9,732 | .04 | .04 |
| *Peoria Journal-Transcript . . (M&E) | 29,051 | .11 | .09 |
| Peoria Star (E) | 23,876 | .075 | .06 |
| Rock Island Argus (E) | 9,255 | .04 | .04 |
| Sterling Gazette (E) | 4,999 | .03 | .03 |

Government Statements, October 1, 1921.

*A. B. C. Publishers' Statement, October 1, 1921.

†Government Statement, April 1, 1921.

AMONG THE NEW BOOKS

THE Atlantic Monthly has long been regarded as one of the best of the literary magazines. The high character of its contents, the care exercised in editing the articles and in their typographical reproduction, have given it a favorite place in the regard of educated and refined people. Although it carries no illustrations or artistic ornamentations of any kind, the magazine presents an attractive appearance to those who love good typography and good printing. Special pains are taken by the publishers to produce a periodical that shall be a credit to the printer's art.

George B. Ives, who for 17 years has been engaged in handling copy and proofs on the Atlantic, has brought out a book entitled "Text, Type and Style" published by the Atlantic Monthly Press, Inc., Boston, in which he has embodied the rules governing the preparation of copy and the handling of proofs of that magazine together with a few rules that are in use on other publications.

In examining Mr. Ives' book, the reader cannot help feeling that although some of the rules represent the best practice in most offices that give special attention to the presentation of the printed word, others will not meet the approval of many proofreaders and editors. It is a well known fact that one publication has one set of rules governing style and typography and another another. Some use capital letters freely; others never employ them unless they are obliged to do so. Practice as to the division of words at the end of the line, punctuation and spacing differs in different parts of the country.

Perhaps the time will come along away off in the future when a set of standard rules will be adopted which will govern the editing and typing of most magazines and newspapers, but at present there are few indications of its approach.

Mr. Ives backs up some of the positions he takes upon disputed points by quoting from "The King's English" by H. W. and F. G. Fowler and from the works of Theodore T. de Vinne. Men of letters however have come to no agreement as to who shall be regarded as a final authority on style of text or type, although new books on the subject are constantly being issued.

It is interesting for us to know, however, how copy and proofs are handled in the Atlantic Monthly, but much of that information is not going to help us materially when we come to write for the Christian Science Monitor, the North American Review or Scribner's Magazine. But as a record of Atlantic practice and his conclusions regarding many disputed points connected with proofreading Mr. Ives' book is illuminating.

There are certain principles and rules upon which the best authorities agree and these are sufficient for the use of most writers. If a person has a good education, possesses a working knowledge of grammar and punctuation, and can express his thoughts in clear, virile English, he does not need to clutter up his mind with a multitude of rules and regulations about typographical expression. The editors and the proofreaders who preside over the particular newspaper, periodical, or publishing house by which his manuscript has been accepted, and who are familiar with the rules and practices that govern its handling of copy, will see to it that it is properly edited and typed. But for all that, the writer or editor who is troubled about proofreading, compound words and relative pronouns will find "Text, Type and Style" worth studying. Those who con-

sider themselves expert in those things will not always agree with Mr. Ives in his opinions but they will be interested in his conclusions.

SHALL THERE BE A SUPREME COURT OF JOURNALISM?

(Continued from page 5)

editorial activity in politics. A cable dispatch, at that time, was printed in most of the dailies of the United States, which dispatch included this sentence: "Above all, he [Northcliffe] is bent upon realizing the ideal of government by journalism."

About the same time, James M. Beck, one of the leading lawyers of the United States, delivered publicly the statement—"We have arrived at government by journalism."

The public, at that time, gave small heed to these announcements. And now the public is doing clearer thinking, about journalism and all education. Frank I. Cobb, editor of the New York World, in a recent public speech, said:

"The failures of popular government have always been failures of public opinion—mostly of public opinion that was ill-informed, of public opinion that was denied the facts, of public opinion that was misguided by self-constituted masters."

Who are the "self-constituted masters" referred to by Mr. Cobb? Does he mean journalists, the whole profession or a part?

Rome had its statute laws; yet there was the Praetorian Guard, invisibly beyond statute law, maker of emperors, its commander a Sejanus, a super-ruler. The Praetorian Guard could function as a sovereign, for it had its own law.

Does anyone conceive the American press as a Praetorian Guard?

Or, let us ask, are there newspaper owners in America, a group, who would secretly organize themselves into a Praetorian Guard? Are there newspaper owners who would be Consuls, supreme in their provinces, defying the law or playing with it, as did the Consuls of Rome?

We are not Romans, nor are we a Roman democracy.

But, gentlemen, to be a *wandering* press, and to *seem* free, is to be *lost*.

If each newspaper owner shall be allowed to hold his property and privileges in journalism in the manner of a feudal lord, responsible to nobody except some figure-head sovereign, or in the manner of a vassal if he be a small lord, what becomes of the theory of a "sovereign press?"

Gentlemen, the National and State legislatures are not fitted to enact the higher laws for the regulation of journalism, nor are political office-holders fit to administer the higher laws for journalists.

How, then, shall there come into being a code of higher laws for journalists, and standard tests for all who practice in the profession?

We have been wandering for three centuries, and now, in the light of this new world, we shall have to find ourselves.

Therefore, I move, that there be a convocation of journalists of the United States, for the purpose of establishing journalism as a profession in all good meanings of the term, for the drafting and codifying of all necessary rules to govern the practice of journalism, and for the institution of a supreme elective body of jurisdiction and administration.

**LEAP FROM OCEAN LINER
SAVED DISASTER STORY**

(Continued from page 25)

Fulda, her captain sounded the signal of the Health Officers' boat. An answering response from the steamship was followed by the lowering of a boarding ladder. When the three Times men had clambered up the side of the ship, they were saluted as "Doctor" by the Fulda's officers and quickly disappeared among the passengers who crowded about them. In a few minutes the news that reporters were on board was known from one end of the ship to the other. The survivors of the wreck of the Oregon were only too glad to give them their stories. The pencils of the reporters could not travel fast enough to take down half that was told them. Many of the passengers, with tears in their eyes, begged the reporters to take messages to their loved ones on shore and relieve anxiety as to their fate.

The approach of midnight warned the reporters that they must leave the ship if the story of the wreck was to appear in the Times the next morning. Gathering up their notes, they made their way to the upper deck. In the meantime the captain and officers of the Fulda had learned of the trick that had been played. They had not dared to interfere with the newspaper men in their work of interviewing the passengers, for fear of precipitating a riot, but they did not intend to let the reporters get away with the scheme so easily.

When the reporters reached the upper deck, they found that the boarding ladder had been pulled up and the Fulda was under way toward Quarantine, with the Ocean King trailing behind. As they approached the rail, they were informed by the captain that they would not be allowed to leave the ship, as they had violated the law in impersonating the Health Officers, but would be held on board until the Fulda reached her pier the following morning, when they would be turned over to the police.

This unexpected turn of affairs was for a moment disconcerting to Messrs. Kenny, Bronson and Fielders. To be prevented from landing in the Times office the greatest news beat of the year, a story that would be eagerly read from one end of the country to the other, was unthinkable. They must leave the ship, but how? Resistance would be futile, for the officers of the Fulda could quickly overpower them and put them in irons if they chose to do so.

In the meantime, the Ocean King came alongside, the smoke from her funnel indicating her presence. Actuated by the same impulse, the three Times men sprang toward the rail and were about to jump into the sea when they were seized, Bronson by the captain of the Fulda, Kenny by one of the sailors, and Fielders, a trained athlete, by the mate, and thrown to the deck.

When told that he was under arrest, Fielders, who had determined upon a course of action, wrenched himself free from the grasp of his captor, and planting a smashing blow on his face, leaped to the rail and plunged toward the deck of the Ocean King, 35 feet below.

To the excited passengers, Fielders' act seemed suicidal. If he struck the tug, he would either be killed outright or be badly smashed. If he landed in the sea, he would probably be swept by the racing tide under the hull of the ship and lose his life.

But no such fate befell the apparently foolhardy reporter. Fielders, just as he was about to make the leap, had noticed a gray steel cable running from the funnel to the cabin roof. If he could catch it as he pitched downward, it would prevent him from crashing to the deck of the tug. If he didn't —

Although the hull of the Ocean King was rocking back and forth under the impact of the waves, Fielders luckily caught the steel stay as the tug leaned toward the ship and slid unharmed to the deck of the tug.

"Good-bye, fellows," he called out to his companions on the Fulda. "I'll see you in the morning. Sorry you can't join me."

A moment later the Ocean King sounded a note of triumph from her whistle, drew away from the steamer and started her voyage back to the city amid the cheers of the passengers.

Fielders arrived at the Times' office too late to catch the first edition of the Monday morning paper, but in the second edition the story of the sinking of the Oregon filled several columns. It was the only detailed account of the disaster that appeared that morning in the New York papers.

SUE AT PUBLICATION POINT

Alabama Supreme Court Holds Libel Action Cannot Be Tried Elsewhere
(Special to EDITOR & PUBLISHER)

BIRMINGHAM, Ala., Nov. 21—Libel suits in Alabama must be brought in the county where the defendant newspaper is published, under a decision of the state supreme court, reversing the decision of the Blount county circuit court in a case in which Representative George Huddleston obtained a judgment of \$30,000 against the Age-Herald.

The supreme court held that the suit was improperly brought, in that it should have been prosecuted in Jefferson county, where the newspaper is published and the plaintiff is a resident, and that the Blount county court committed a reversible error when it refused to sustain pleas in abatement, which would have brought an end to the suit in Blount county.

The decision establishes a ruling on a new point. Had it been against the newspaper, it would have been possible for any person to maintain a suit against a newspaper, regardless of the place of publication, in any county in the state where the paper had one or more subscribers, under the ruling of the lower courts.

Congressman Huddleston sued the Age-Herald following a political campaign, the suit being based on thirteen cartoons or news stories. The suit asked damages in the sum of \$1,300,000. Although the supreme court reversed and remanded the case to the Blount county circuit court for further action, the only action the court can take, under the decision, is to dismiss the case, as the supreme court has held that pleas in abatement filed by the newspaper should have been sustained.

Charter for Florida Daily

The Fort Myers (Fla.) Press has just been granted a state charter. Capital stock of the company is \$60,000, highest indebtedness allowed being twice the capital stock. The company is to carry on the business of newspaper and magazine proprietors, etc. Its officers are: Morton H. Milford, president and treasurer; Florence M. Milford, vice-president; William S. Creevey, secretary. The Fort Myers Press has issued as a daily for some years.

WISCONSIN

Wisconsin's industrial efforts mount yearly to above One and One-Half Billion Dollars from agriculture, livestock and manufacturing.

Too many think of Wisconsin as an agricultural state without seeing the market here for goods used by factories, offices and city dwellers.

Eighteen cities having 10,000 or more population report manufactured goods to the value of more than \$400,000,000.

Wisconsin is an active market, the national advertiser gets concentration of buying units in a few chief centers. This market can be reached economically only by these daily newspapers.

| | Circulation | Rate for 5,000 lines |
|---|--------------|----------------------|
| Beloit News | (E) 7,900 | .045 |
| Eau Claire Leader-Telegram | (M&E) 8,757 | .035 |
| *Fond du Lac Reporter | (E) 5,801 | .03 |
| Kenosha News | (E) 6,238 | .03 |
| †La Crosse Tribune and Leader-Press | (E&S) 12,423 | .05 |
| Madison (Wis.) State Journal | (E&S) 17,111 | .05 |
| *Milwaukee Journal | (E) 111,862 | .20 |
| *Milwaukee Journal | (S) 87,593 | .20 |
| Milwaukee Sentinel | (M&E) 83,864 | .14 |
| Milwaukee Sentinel | (S) 63,545 | .14 |
| *Superior Telegram | (E) 17,588 | .055 |
| Superior (Wis.) Sunday Times | (S) 8,000 | .045 |

Government Statements, Oct. 1, 1921.

*A. B. C. Publishers' Statement, Oct. 1, 1921.

†Government Statements, April 1, 1921.

TIPS FOR AD MANAGERS

Acorn Advertising Agency, 132 Nassau street, New York. Handling account of Empress Manufacturing Company, toilet specialties, 822 5th avenue, New York.

Advertising Service Company, Chronicle Bldg., San Francisco. Reported will make up newspaper lists in December for C. L. Best Tractor Company, "Best Tracklayer Tractors," San Leandro, Cal.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Again placing new copy with newspapers for Massasoit Manufacturing Company, "Masco" mops, Fall River, Mass., New York and Boston.

Blow Company, 116 West 32nd street, New York. Making 1,000-line yearly contracts with newspapers for Jean Hair Nets.

Charles Blum Advertising Corporation, 608 Chestnut street, Philadelphia. Putting out orders to run next spring in weekly and Sunday newspapers for the American Seed Company, Lancaster, Pa.

Boston Publicity Bureau, 437 Brunswick Bldg., Boston. Handling accounts of the Whitman Co-operative Bank, Whitman, Mass., and The Massachusetts Trust Company, Boston.

Botsford, Constantine & Tyler, Henry Bldg., Seattle. Handling account of Washington Nursery Company, Toppenish, Wash.

Brook, Smith & French, Kresge Bldg., Detroit. Handling account of American Blower Company, Detroit.

Brook, Smith & French, Kresge Bldg., Detroit. Preparing 1922 campaign for the Detroit Stove Works.

Alfred Stephen Bryan, 665 5th avenue, New York. Has been retained to prepare and direct newspaper and magazine advertising of Hanan & Son, shoes, New York.

Burnet-Kuhn Advertising Company, 39 La Salle street, Chicago. Placing orders in New York papers and in papers in that vicinity for the New York Daily News.

Burns-Hall Advertising Agency, Merrill Bldg., Milwaukee. Placing orders with farm papers for F. Mayer Boot & Shoe Company, "Martha Washington Women's Shoes," Milwaukee.

Calkins & Holden, 250 5th avenue, New York. Placing orders with newspapers in Cleveland and Chicago for F. H. Roberts Company, "Apollo" chocolates, Boston.

Capital Advertising Company, 110 West 40th street, New York. Placing orders with New York newspapers for E. C. Rick, Inc., "Rich's L-L-M Lincseed Licorice Menthol," New York.

Churchill-Hall, 50 Union square, New York. Reported will make up newspaper lists during December for Dwight P. Robinson & Co., engineering, 125 East 46th street, New York.

Cosmopolitan Distributing Corporation, 119 West 40th street, New York. Making 3,000-line contracts direct with newspapers.

Cramer-Krasselt Company, 354 Milwaukee street, Milwaukee. Handling account of Voss Brothers Manufacturing Company, washing machines, Davenport, Ia.

George S. DeRouville Adv. Agency, Albany County Savings Bank Bldg., Albany, N. Y. Sending out orders and schedules for the Jacques Capsule Company.

William F. Dobbs, 288 Main street, Danbury, Conn. Again placing orders with newspapers for "Kerr's Flax Seed Emulsion Linoleum," Danbury, Conn.

Charles L. Doughty, 488 Main street, Cincinnati. Reported will make up list of newspapers during December for Bishopric Manufacturing Company, Cincinnati.

George L. Dyer Company, 42 Broadway, New York. Making 5,000-line contracts with newspapers for Oneida Community, Ltd.

Federal Advertising Agency, 6 East 39th street, New York. Releasing campaign for the American Safety Razor Corporation. Using newspapers in New York and vicinity for the High Grade Fur Stores, Inc.

L. J. Finch Advertising Agency, 1358 Broadway, New York. Placing orders in New York newspapers for B. B. Stylo Company, Inc., pens, 850 DeKalb avenue, Brooklyn, N. Y.

Gardiner & Wells Company, 150 Madison avenue, New York, and 1314 Kesner Bldg., Chicago. Again placing orders with Eastern newspapers for J. L. Kraft & Brothers Company, "Kraft" cheese, 361 River street, Chicago.

Gardner Advertising Company, 1627 Locust street, St. Louis. Placing orders with farm papers for Foulke Fur Company, St. Louis.

H. H. Good Advertising Agency, 45 Murray street, New York. Making 2,800-line yearly contracts with newspapers for the Carter Medicine Company.

Guardian Advertising Agency, 511 5th avenue, New York. Handling advertising of International Consolidated Chemical Corporation, "Nuxated Iron," etc., 11 East 36th street, New York.

Guenther-Bradford Company, 7 South Dearborn street, Chicago. Making yearly contracts for Dr. R. Newman.

Guenther-Glaze Advertising Agency, Corby Force Bldg., St. Joseph, Mo. Handling account of St. Joseph Hide & Fur Company, St. Joseph, and Ginsco Chemical Company, St. Joseph.

Hall & Emory, Graphic Arts Bldg., Portland, Ore. Handling advertising for King's Food Products.

Hanser Agency, Inc., 601 Broad street, Newark, N. J. Making 1,000 contracts for the Tru-laz Manufacturing Company.

Henri, Hurst & McDonald, 58 East Washington street, Chicago. Handling advertising of Lloyd Baby Carriage Company, Menominee, Mich.

Hong-Cooper Company, Title Insurance Bldg., San Francisco. Sending out orders for D. Ghirardelli.

E. T. Howard Company, 117 West 46th street, New York. Again placing copy with newspapers for Phillips-Jones Company, "Van Heusen Collars," 1225 Broadway, New York.

Keelor & Hall Agency, 325 East 4th street, Cincinnati. Reported will use newspapers for Boss Washing Machine Company, Cincinnati.

Klau-Van Pietersom-Dunlap Company, 131 2nd street, Milwaukee. Placing orders with newspapers that have rotogravure sections for Amity Leather Products Company, pocketbooks, West Bend, Wis.

Kling-Gibson Company, 222 South State street, Chicago. Handling account of O'Brien Varnish Company, "Liquid Velvet," South Bend, Ind.

LaPorte & Austin, 261 Broadway, New York. Placing orders with New York City newspapers for Hotchkiss Sales Company, "Hotchkiss Paper Fastening Machines," Norwalk, Conn.

Lord & Thomas, Mellers Bldg., Chicago. Making 22,000-line yearly contracts with newspapers for Van Camps' products.

Lyddon & Hanford, 200 5th avenue, New York. Making 10,000-line contracts with newspapers for Pectin Sales Company.

H. K. McCann Company, 61 Broadway, New York. Using newspapers for the Nucoo Butter Company. Using 50-line copy 12 times in farm papers for Chesbrough Manufacturing Company.

McCutcheon-Gerson Service, 64 West Randolph street, Chicago. Has secured account of Great Western Railway.

McJunkin Advertising Company, 5 South Wabash avenue, Chicago. Handling advertising for A. Stein & Co., Chicago, "Paris Garters" and "Hickory Garters."

Robert M. McMullen Company, 522 5th avenue, New York. Using New York City newspapers for Thomas Nelson & Sons, 381 4th avenue, New York.

Matos Advertising Company, Bulletin Bldg., Philadelphia. Sending out contracts and schedules for Burstead's Worm Syrup.

Herbert M. Morris Advertising Agency, North American Bldg., Philadelphia. Sending out contracts and copy for Congress Cigars.

William H. Rankin Company, 104 South Michigan avenue, Chicago. Placing orders with newspapers in various sections for P. F. Volland Company, books, 58 East Washington street, Chicago.

E. P. Remington Advertising Agency, 1280 Main street, Buffalo. Making 2,800-line contracts with newspapers for the Foster-Milburn Company.

Phillip Ritter Agency, 185 Madison avenue, New York. Releasing copy in about 30 cities for the Great Western Manufacturing Company, makers of Crown bicycles.

Saxe Advertising Agency, 319 Washington street, Boston. Has secured following accounts: Depyro Laboratories, tooth paste; Portland, Me.; Altes & Fisher, Inc., "J. A." Cigar, Boston; and Charles Kroll Company, "Krolls" Overalls and Work Clothes," Boston.

Scheck Advertising Agency, 9 Clinton street, Newark, N. J. Sending out contracts and orders for Kil-be.

Frank Seaman, Inc., 470 4th avenue, New York. Making yearly contracts with newspapers for the Studebaker Corporation.

W. W. Sharpe & Co., 206 Broadway, New York. Sending out 104 time orders for "Santal Midy."

Sheridan, Shawhan & Sheridan, 30 East 34th street, New York. Reported will make up newspaper list during December for Frederick Stearns Company, "Day Dreams Toilet Preparations" and "Zymole Trokeys," Detroit.

F. P. Shumway Company, 453 Washington street, Boston. Handling account of Payne Furniture Company, Boston.

Simpson Advertising Service Company, Syndicate Trust Bldg., St. Louis. Handling account of Gruender Manufacturing Company, refrigerators.

C. Brewer Smith Advertising Agency, 27 School street, Boston. Again placing orders with newspapers for T. Noonan's Sons Company, "Noonan's Lemon Cream," etc., Boston.

Smith & Ferris Agency, Pacific Finance Bldg., Los Angeles. Handling accounts of Keystone Iron and Steel Company, "Keystone Bull Wheel Tractor" and "Vishishie Gasoline Vender," Los Angeles, and Parker and Waterman Tire Covers, Los Angeles.

Snitzler-Warner Company, 225 North Michigan avenue, Chicago. Will use rotogravures in February or March for R. L. Watkins Company, "Mulsified Coconut Oil."

Southwestern Advertising Agency, Sam Houston Life Bldg., Dallas, Texas. Using 9 insertions for the Barton Manufacturing Company.

Sterling-McMillan-Nash, Inc., 2 West 45th street, New York. Reported will handle following accounts: C. W. Abbott & Co., condiment, Baltimore; Crosby & Barton, jewelry, Providence, R. I.; Electric Power & Equipment Corporation, Philadelphia; International Chemical Products Company, baking powder, Baltimore; Frederic R. Gerry & Co., wood-working, Philadelphia; Noxama Chemical Company, Baltimore; "Frontic Druggists, Inc.," John B. Stetson Company, hats, Philadelphia; Sunripe Laboratories, Inc., fruits and jellies, New York, and the Sweeten Automobile Company, "Lincoln" cars, Philadelphia.

Thomas Advertising Service, Graham Bldg., Jacksonville, Fla. Again placing orders for Florida Citrus Exchange, oranges, etc., Tampa, Fla.

J. Walter Thompson Company, 242 Madison avenue, New York. Handling account of Savage Arms Corporation, 50 Church street, New York, and Utica, N. Y. Will use 680-line orders in rotogravure newspapers for Sidney Blumenthal & Co., making 3,000-line contracts with newspapers for Horlick's Malted Milk.

Virginia Adv. Service Company, Ledger Dispatch Bldg., Norfolk. Will use 200 inches in one year for the Earle Chemical Company.

Frank B. White, 76 West Monroe street, Chicago. Handling advertising for the Tirrell Manufacturing Company, Bridgman, Mich.

Wildman Agency, 2 East Redwood street, Baltimore. Placing orders with Stout Medicine Company, "Reviver," medical, Baltimore.

World Wide Advertising Corporation, 1 West 34th street, New York. Handling account of Mosse, Inc., 19 West 45th street, New York.

World Wide Advertising Corporation, 1 West 34th street, New York. Has secured account of Robert Beach Magneto Company, Inc., 123 West 64th street, New York, and Scientific Utilities, Inc., 18 East 16th street, New York.

Wood, Putnam & Wood Company, Oliver Ditson Bldg., Boston. Reported will use newspapers in large cities for Standard, Neckwear Company, "Wearplus Neckwear," Boston.

S. N. P. A. Labor Meeting in December

The Southern Newspaper Publishers Association committee on labor, which was scheduled to meet this week, has postponed its sessions until an unnamed date in December.

In
New Orleans
it's
**THE
ITEM**

Their Own Newspaper

Our readers continue because they get all the news daily and know just where to find it.

The
Pittsburg Dispatch

Pittsburg's Best Advertising Medium.

Branch Offices:
Wallace G. Brooker,
Brunswick Building, New York
The Ford-Parsons Co.,
Marquette Building, Chicago, Ill.

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.

Buffalo Evening News

again leads in national field first four months, 1921, six-day evening paper. List of leading six-day publication figures compiled by Indianapolis Evening News:

| | Lineage 1921 |
|----------------------|--------------|
| Buffalo Evening News | 785,118 |
| Indianapolis News | 727,572 |
| Minneapolis Journal | 640,766 |
| Detroit News | 633,500 |
| Brooklyn Daily Eagle | 631,676 |
| Chicago Daily News | 629,187 |
| Pittsburgh Press | 605,108 |
| Toledo Blade | 568,628 |
| Hartford Times | 550,039 |
| Cleveland Press | 499,072 |

Newark Evening News did not furnish separate foreign display lineage figures.

More Than an
Introduction

When a newspaper does more than introduce an advertiser to a community, there must result a spirit of mutual satisfaction. For more than three-quarters of a century

The Pittsburgh Post

has introduced advertisers to the purchasing power of the great Pittsburgh district. Each introduction is accompanied by an indorsement which cannot be disassociated from the character of such a paper.

DAILY AND SUNDAY

THE
NEW YORK
EVENING
JOURNAL

has the largest circulation of any daily newspaper in America.

The Best Paper
in
New Orleans—
New Orleans States

Watch for next ABC
Statement from New Orleans
Papers.

Perth Amboy, N. J.

Plants are putting on men.
Plant managers are optimistic
regarding future.
Building trades active.

Evening News

F. R. NORTHROP
350 Madison Avenue, New York City
Foreign Representative

Annual Review of THE ANNALIST January 2, 1922

Survey of financial and commercial developments in the United States in 1921 and forecasts for next year by men active in industrial and economic activities. Complete reports of the year's business in stocks and bonds listed on the Stock Exchanges of New York and other leading cities, and of transactions in unlisted securities.

Issued January 2, 1922

THE ANNALIST

Published weekly by

The New York Times Co.
10 Cents a Copy, \$5 a Year, by Mail
Order in advance, of newsdealer

The Detroit News

DURING the first nine months of this year, The Detroit News weekdays published nearly TWICE as much Department Store Advertising as its nearest weekday competitor and more than twice as much as its only seven day a week competitor.

DOLLAR PULLERS

Advertising and circulation managers are always on the lookout for new ideas that will increase advertising receipts and win new circulation. Your idea for increasing advertising or circulation may not appeal to your manager but it may be just the thing that some other manager wants. EDITOR & PUBLISHER will pay \$1 for each idea printed under this head. The fact that the idea is now being used in your city does not bar it from the department. Address your communications to the DOLLAR PULLER EDITOR. When they appear clip them and mail them in and receive payment by return mail. Unavailable ideas will not be returned.

THE KITCHENER - WATERLOO (Ont.) Daily Record adopted a novel method of securing publicity and popularity. In a recent issue it announced that it would be open to its readers and friends that evening from 7:30 to 9:30 and invited them to come and inspect the various departments of the "Twin City's Favorite Newspaper." The experiment turned out a notable success. Visitors thronged the offices and inspected the various sections of the plant. So popular did the first "at home" prove that it will no doubt be repeated.—W. G. C.

The Brooklyn Daily Eagle is devoting on Sunday in its feature section, a special half page puzzle in which contestants are required to name all objects in the picture beginning with a given letter. The Eagle reports 8,000 answers to the first puzzle.—H. R. N.

The Toronto Daily Star secures a careful reading of its classified ad columns, and incidentally an ever-increasing amount of business in that section, by running a rhyming ad every afternoon. The first person to discover this rhyme, the position and page of which are changed daily, receives a dollar.—H. R. N.

Here is a plan that will help pull the dollars for the advertising manager and his solicitors. Pay 3 per cent of the face of all receipts from local firms brought in by members of all departments of the paper. Collect these receipts for three months. Then segregate them into piles to find how much has been spent with each advertiser. Make segregations of all bills paid to non-advertisers. Have the advertising manager take his collection of receipts to the advertiser and show him that during the past three months the employees of your paper have spent four times as much with him as he has with the paper. That advertiser will not again grouch about the size of your bill. Now take the receipts to the firm which is not advertising and say: "Here are receipts for over \$500 (or whatever the sum happens to be) from employees of a paper with which you do not spend a cent. We are great believers in reciprocity, are you?" When the matter is brought to his attention he usually decides that he can do more business with than without advertising. There must be no big stick business, merely a friendly showdown made in the best spirit. Such a showdown will clear the air and prove to many a merchant that advertising is an investment and not an expense.—F. L.

Every year there are hundreds of homes burned and dozens of people killed or injured by Christmas tree fires. You can secure exact data from the National Board of Fire Underwriters, 76 William street, New York, or the National Fire Protection Association, 87 Milk street, Boston. Weave the information into a warning under some such heading as this: "Let Your Christmas Be Cheery, Not Charry," and induce

some fire insurance agency in your city to run it as a display advertisement. Agents have been urged for many years to do their share to reduce fire losses and this is one specific way in which they can serve their business and their community. Let the copy urge electrical illumination instead of candles. It can be pointed out to the insurance man that such propaganda will be appreciated by merchants who would prefer to sell a string of electric bulbs to a box of colored candles. Some of the data might also be used for copy by merchants selling lights and by the electric light company.—V.

On one newspaper, proofs of all news stories go to a member of the advertising department who checks them over carefully with a view to possible leads for advertisements. By getting these leads from the proof, this newspaper frequently beats its competitor which does not check until copies of the paper are received by the department. This plan also serves to act as a check against the too-frequent lack of co-operation between the editorial and advertising departments because there is no responsibility placed on the editorial staff.—T.

The Calgary (Alta.) Morning Albertan runs a telephone page every Wednesday morning and under a large caption "Phone Us" is a page of advertising representative of the majority of the merchants in the city. The copy is solicited in advance and the advertiser signs a contract for the length of duration of the telephone page feature.—J. J. D.

Papers carrying advertisements of standard articles, the name of which is commonly coupled with a motto or slogan, can attract attention to the advertising by means of "Scrambled Ads" contests with small prizes. Examples are:

- Beef, Iron and Wine
They satisfy
-
- Holeproof Hosiery
Ask Dad. He knows
-
- Birdseye Match
Hasn't scratched yet
-
- Hygienic Ice
It's toasted
-
- Violet Talk
All over town

The Marion (Ind.) Chronicle devotes an entire page every Saturday to the announcements and activities of the local churches and derives revenue from the same. The page is financed by business firms whose names and addresses appear on the page. The tax on each is \$1 per week. Most of the firms are sold for a year's run. It has engaged the services of a local minister who has had newspaper experience to edit the page on a 10 per cent basis.—R. B. M.

1920
Indication of Lineage Increase
1920 vs. 1918
in the
BOSTON AMERICAN
on
Financial Advertising
Total Lines, 1918... 21,769
" " 1920... 233,609
1918
Buy Space in Boston's Greatest Evening Newspaper

Good News
A Weekly Business Review Page Is Also A Money Maker...
JOHN B. GALLAGHER CO.
52 VANDERBILT AVENUE
NEW YORK

Few Papers—(if any)—surpass the
TRENTON TIMES
NEW JERSEY AS
A Food Medium
A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times.
Circulation 30,237. Member A. B. C.
KELLY-SMITH CO.
Marbridge Bldg. Lytton Bldg.
New York Chicago

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.
BURRELLE
145 Lafayette St., N. Y. City
Established a Quarter of a Century

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

Fight for business where there's a chance of winning. Indianapolis is one of the best markets in the country to cultivate at this time because the factory wheels are humming.

The Indianapolis NEWS
FRANK T. CARROLL
Advertising Manager
New York Office
DAN A. CARROLL
150 Nassau Street
Chicago Office
J. E. LUTZ
First National Bank Bldg.
USE NEWSPAPERS ON A THREE-YEAR BASIS

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

The Encyclopaedia Britannica
286 Fourth Avenue
New York, October 31, 1921.
THE NEW YORK TIMES:
Some time ago we inserted the same identical 7-column advertisement in your paper and two others. We received exactly five times as many returns from the advertisement in The Times as we did from the second paper and six times as many as from the third paper.
We have received larger returns from our advertising in The Times than from any paper published in the United States.
THE ENCYCLOPAEDIA BRITANNICA
H. E. HOOPER, President.

The Pittsburg Press
Daily and Sunday
Has the Largest
CIRCULATION IN PITTSBURG
MEMBER A. B. C.
Foreign Advertising Representatives
Metropolitan Tower, Wrigley Bldg.
I. A. KLEIN JOHN GLASS
New York Chicago

NEWS OF THE ASSOCIATIONS AND CLUBS

THE FORT WORTH (Tex.) Advertising Men's Club, has elected officers as follows: R. C. Rowland, president; E. J. Herndon, first vice-president; Homer Ladd, second vice-president; Bentley Nelson, secretary-treasurer; Miss Arlyne Rowland, corresponding secretary. Directors are: H. C. Burke, Jr., L. W. Bevan, F. T. Crittenden, W. S. Wood, Elmer Mitchell and T. J. Williams. A new constitution and by-laws were adopted, which embodies a change in name. The organization hereafter will be known as the Advertising Club of Fort Worth.

The old Rochester (N. Y.) Newswriters' Club, which languished during the war, will be thoroughly reorganized at a meeting during the first week of December. The organization will be known as the Rochester Press Club, and the new constitution, which will be adopted at the December meeting, contemplates wider activity than obtained in the old club. The primal purpose of the club will be along educational lines. Members of the news staffs of all the Rochester daily papers will be eligible for active membership, while weekly paper editorial workers and those who have left the newspaper profession will be accepted as associates. At a beefsteak dinner held this week, at which formative plans for the new club were discussed, the following officers were elected: President, John Burns, Democrat-Chronicle; vice-president, Joseph R. Malone, Herald; secretary, Albert Moss, Times-Union; treasurer, Albert Flannery, Times-Union.

The Scranton (Pa.) Advertising Club has arranged for a series of educational meetings during the winter season. At each meeting it is the aim of the officers to have a speaker of prominence in the advertising world. On November 22 the speaker was H. B. LeQuatte. All meetings will be open to the public. W. J. Pattison, general manager of the Scranton Republican, is the new president of the club.

At a meeting of the Seventh (Minn.) District Editorial Association at Morris, E. E. Howard, of the Wheaton Gazette-Reporter, was elected president, and Andrew Bromstad, of the Milan Standard, vice-president. M. J. McGowan, of the Appleton Press, and E. W. Nobbs, of the Bellingham Times, were retained, respectively, as secretary and treasurer. Former Lieut. Gov. Sam Y. Gordon, of the Brown's Valley Tribune, state printer, was made an honorary member.

Co-operating with the press, the Medina (N. Y.) Advertising Club is holding a series of Golden Rule sales, one being scheduled for the second Monday of each month. Medina merchants offer special bargains for the day and a community auction, arranged by the club, is a special feature of each of the sale days.

New members of the Advertising Club of New York include H. S. Talmadge, publisher of the Newark (N. J.) Star-Eagle; W. M. Taylor, advertising manager of the Farm Life Publishing Company, Spencer (Ind.); Theodore T. Ellis, publisher of the Worcester, (Mass.) Telegram-Gazette; M. F. Hanson, publisher of the Duluth Herald, and Norman E. Mack, publisher of the Buffalo Times.

Springfield (Ohio) newspaper women last week organized the Springfield Women's Press Club. Mrs. Lida Keck

Wiggins, of the Morning Sun, was chosen chairman of the tentative organization. Perfection of the club with election of regular officers will take place December 2. The club has secured quarters and plans to hold meetings every two weeks, although the rooms will be open to the members at any time. The newspaper men of the city, not to be outdone, are contemplating revival of the county press club which dropped out of existence about five years ago. Since that time, the only activities of the club has been the making of appropriations from a "flower fund" for the benefit of deceased members. Most of the members have either retired or removed to other cities, but there is still a considerable amount in the "flower fund" and present members of the club are objecting to its revival by others, in view of this fact. Should this prevent the revival of the old club, it is proposed to inaugurate a new organization.

Grand Island district of the Nebraska Press Association met in regular semi-annual session at Grand Island, Friday, November 18. The day was spent in a general round table discussion. Special attention was given to publishers who are not charging the new scale of legal rates, to free space grafters and to a discussion of what is necessary to meet changing business conditions.

Officers of the Portland (Ore.) Press Club have been elected for one year. They are: President, James H. Cassell; vice-presidents, Thomas W. Gerber, H. J. Campbell and George M. Cornwall; secretary, Charles N. Ryan; librarian, W. H. Galvani; directors, H. Lampman, E. N. Blythe, E. E. Smith, Carl S. Kely, A. A. Rosenthal, W. E. Goodwin and either Robert E. Smith or S. B. Vincent, who tied for seventh place.

The executive committee of the Texas Press Association met in Houston, November 12, and set the dates for the annual convention to be held in Denton, on May 12, 13 and 14. Usually the meeting is held in June, but it was requested that the dates be advanced one month so that the sessions would be held while the College of Industrial Arts at Denton was operating for the term.

The Texas Editorial Association will meet in San Antonio, December 8, 9, and 10. San Antonio newspapers and the Chamber of Commerce will entertain the delegates. The afternoon of the 10th will be featured with a fish fry and picnic dinner at Medina lake.

PRINTERS SCHOOL IN LOS ANGELES

Students Registered From All Parts of United States

The linotype operators' school started in Los Angeles about five months ago has proved unusually successful and is being held as a model throughout the United States and Canada, according to Seneca Beach, secretary of the Master Printers' Association.

The afternoon and night classes are held in the Times Building under the direct auspices of the Master Printers' Association. Equipment for the school includes nine Mergenthaler linotype machines, two monotype machines and a Universal type caster. Classes are divided so that men who enter the school can proceed with their outside work, either night or day.

Tuition for the course is declared to be the smallest of any of the many similar schools in the country and is only 20 per cent of the actual cost of training an operator. Applications for entrance have been made from many states and one of the students now enrolled is a native Hawaiian.

No restriction is made as to affiliations for students or graduates and there are no strings attached to the course.

Printers School At Nebraska U.

A modern printing plant has been installed in the University of Nebraska and an organization is now being perfected to give instruction in all branches

of the printer's trade. The full course will cover two years and will include cost accounting, estimating, etc. Ole Buck, Harvard, Nebraska, executive secretary and field man of the Nebraska Press association, is in charge of the school for the present.

File of Bridgeport Papers

Franklin and Richmond Sherwood, proprietors of a printing establishment in Bridgeport, Conn., sons of the late Franklin Sherwood, who was for many years editor of a weekly newspaper there, have presented to the Connecticut State Library, at Hartford, the bound files of Bridgeport newspapers dating back to the year 1840.

SUPPLIES & EQUIPMENT

For Newspaper Making

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

Printers' Outfitters

Printing Plants and Business bought and sold. American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

Newspaper Press At a Bargain

Owing to the installation of an 8-col. quarto press will sell for \$500 f.o.b. a 7-col. quarto two-revolution Cottrell press. Not an old worn-out press, but in excellent condition and worth several times the price asked. Write for further particulars to Walton Reporter, Walton, N. Y.

The National Bond Corporation

No. 12 Upper Camden St., Dublin

BUY AND SELL

French, Belgian, Roumanian, Canadian and All Government BONDS

Prospectus Free on Application

BARGAINS IN PRINTING MACHINERY

Goss 24-page with Color Cylinder.
Potter 16-page Stereo.
Duplex 8-page Angle Bar.
Duplex Motor-Driven Matrix Drying Presses.

JOHN GRIFFITHS

Marshall Street, Poughkeepsie, N. Y.

Newspaper Plant Equipments
Established in 1912

PECKHAM MACHINERY CO.

MARBRIDGE BLDG, 34th & Bway
NEW YORK CITY

We have exclusive sale of a 24-page Hoe, printing an 8-col. page up to 24 pages in multiples of two. Nine presses just like this one are in use in the World plant. We can use a good 16-page press in trade. Very low price for quick action.

LIST 26, 16 pages, GIVES DETAILS

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

Ready for Immediate Shipment

Goss Quadruple Press

Goss four-deck two-page wide "Straight-Line" Press. Capacity 4, 6, 8, 10, 12, 14 or 16 page papers, 24,000 per hour; 20, 24, 28 or 32 page papers, 12,000 per hour. Length of page, 22 3/4 inches.

This press might suit you.

WALTER SCOTT & CO.

PLAINFIELD, NEW JERSEY

New York: 1457 Broadway

Chicago: 1441 Monadnock Block

NEWSPRINT AND ROTOGRAVURE

Reasons for buying from us

Quality of paper always uniform.

Regular deliveries.

Shipments made in from five to six weeks at prices below present contracts.

J. & J. SCOTT, Ltd.

33 W. 42nd St., Phone
New York City Vanderbilt 1057

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 |

Introduction to Employer and Employee

SITUATION WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Advertising Manager, Business Manager or Assistant to Publisher

Nearly 15 years' varied experience from Printers' Devil to General Manager in all branches of the game have given me an excellent equipment. At present employed, but can obtain release on reasonable notice. Prefer middle-sized city east of Mississippi. College graduate, 30 years, married. Address Box B-593, EDITOR & PUBLISHER.

Advertising — Business — Syndicate Sales Mgr.

Young married man, 26, desires immediate connection in any of the above capacities with newspaper, magazine or syndicate issuing feature supplements to newspapers. Experience covers a large range of work with large and small newspapers in East. Last year's record was 350,000 agate lines ahead of competitor on weekly (Sunday only) paper. This year was sales promotion manager of rotogravure newspaper supplement to large and small newspapers throughout United States. Circulation originally was about 8,000 and now is over 73,000 each week. Most of this gain secured through one man out and by mail. Know advertising, how to write it, make-up pages, get new advertisers. Have also large experience trade paper field. Last year was advertising manager and assistant business manager of two of the best papers in New England. Have excellent references as to ability, character, etc. Salary must be \$3,000 or more to begin. Box B-570, EDITOR & PUBLISHER.

Circulation Manager

Open for position after December 15th. Now employed on larger Metropolitan newspaper as city circulator. Good record. Best of references. B-594, EDITOR & PUBLISHER.

City Editor

Reliable, sober and experienced, now employed, desires change about January 1. Earlier date would be considered. Married. References. Box B-559, EDITOR & PUBLISHER.

Classified Manager

Available immediately, young man of wide and varied experience which includes small, intermediate and metropolitan dailies. Prefers evening publication. Capable worker and visualizer, thoroughly versed, and with a working knowledge of every phase of classified department management. A man of energy and ideas, a producer with excellent references and recommendations. Write or wire immediately for details—education, experience, salary arrangement, etc. Address Advertiser, 1724 North College Street, Decatur, Illinois.

Editor

Desires position with organization wishing to publish house organ of such merit as to produce results from standpoint of prestige and good-will as well as dollars and cents. Has had wide experience in editing sales organs and official publication of national trade association. Detailed references upon application. Box B-592, EDITOR & PUBLISHER.

Editorial Writer

Are you tired of printing humdrum editorials and looking for a writer who is not wedded to stereotyped monotony? If so, communicate with me. I am not out of a job, only desirous of making a change, and can send you fresh daily specimens of my work from judge of my talent for yourself. Will enter into a live and let live contract with a good publisher. Address B-591, care EDITOR & PUBLISHER.

Experienced Newspaperman

Desires change. Capable of handling city or telegraph desk or makeup. Married. Prefers Ohio paper. B-585, EDITOR & PUBLISHER.

Experienced, Sober, Intelligent

Hard working circulation road man wants position. Experienced in soliciting as well as agency work. Prefer eastern daily, but location not of material difference. References furnished. B-595, EDITOR & PUBLISHER.

Managing Editor

Editor of National trade journal, thirty-six years old, desires to return to newspaper field as managing editor. Present salary \$4,200. Correspondence and investigation invited. Address B-562, care EDITOR & PUBLISHER.

News and Editorial Writer

What live weekly publisher wants a \$50 news and editorial writer for much less than that sum? Opportunity must be given to learn the business as this is the prime requisite. References from present and past employers. Address B-589, care EDITOR & PUBLISHER.

Who Wants an Editor?

Experienced and capable man desires position as editorial writer, literary editor, feature editor, or dramatic critic on a daily; or as editor of a weekly. A strong and versatile writer. Address Box B-597, EDITOR & PUBLISHER.

Newspaper Writer

With experience desires to communicate with live publication. Competent to handle any position. Samples of work furnished on application. Address B-588, EDITOR & PUBLISHER.

SITUATION WANTED

3c A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

Position Wanted

As Editor, copy reader, or reporter by first class young man, 8 years' thorough experience; competent, clever, dependable. Kel. 657 N. 55th street, Philadelphia.

Newspaper Writer with Experience

Desires connection with live publication. Competent to handle any position. Samples of work furnished on application. Address B-588, EDITOR & PUBLISHER.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Advertising Solicitor

Strong evening paper in live city of 20,000 has opening for a young man, pleasing personality, experienced in writing copy and making layouts. Permanent position with good future. Write fully. State experience, salary expected, etc. B-584, EDITOR & PUBLISHER.

Advertising and Subscription Salesmen

Wanted in all large cities for Italian-American Review—most popular and fastest growing Italian magazine in America. Big opportunity; permanent; very liberal commission. Address, Box B-587, EDITOR & PUBLISHER.

Capable Composing Room Foreman

For Union Shop operating eleven Linotypes. Location, Southwest. Want an organizer, a man capable through diplomacy rather than form of re-establishing a fair standard of production and yet sufficiently forceful to control the composing room. Permanent position for man capable of producing results. Address B-590, care EDITOR & PUBLISHER.

Circulation Man Wanted

For daily evening paper in proximity to New York. Must be experienced and prove results of his work. An excellent opening for the right man. Answer stating experience and remuneration expected to B-596, EDITOR & PUBLISHER.

Editor

For progressive and prosperous afternoon daily in New England city of 50,000. Man of unusual ability and highest personal qualities desired. Adequate salary. Full details in first letter as prompt action is necessary. Address Box B-598, EDITOR & PUBLISHER.

Reporter Wanted

Also reporter and sport editor immediately in attractive middle state city, 30,000. Box B-557, care EDITOR & PUBLISHER.

Wanted

Good advertising copy writer and layout man, who has the ability to write a live industrial news story if necessary. Position open on Southern daily with 25,000 circulation published in a city of 30,000. Give full particulars and salary expected in first letter. Address, B-582, EDITOR & PUBLISHER.

Wanted

Young woman capable of handling society page of daily newspaper in city of 20,000. Experience essential. Give all details in first letter. Address, Times-News, Ann Arbor, Mich.

Wanted

Young man, college graduate preferred, for New York position as rewrite man and for light editorials on business and financial subjects. Moderate salary to start, but best chance for advancement. Send specimens of work done; state salary asked and when available. B-599, care EDITOR & PUBLISHER.

Young Editor

To work as reporter on tri-weekly until ability to assume charge of news end is demonstrated. Paper becomes daily (afternoon except Sundays) next May. Plain but thorough work expected. Address Box B-576, care EDITOR & PUBLISHER.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Wanted in New England

Daily paper that is either a paying or a near paying proposition. Information will be considered strictly confidential. Address Box B-579, EDITOR & PUBLISHER.

\$10,000 Equity

In small farm with modern residence, convenient to desirable Southern city, offered as first payment on small newspaper or magazine. Address B-581, care EDITOR & PUBLISHER.

FEATURE SERVICES

6c A WORD for advertisements under this classification. Cash with order.

Editorial and Feature Service

Congressional service throughout session. Comment impartial. Editorials, entirely individual, furnished newspapers not maintaining separate editorial writers. Skilled writers only. Reasonable rates Washington and Congressional service in uniform syndicated form. Issued promptly on publication of Congressional Record and Government Reports. Write for samples and rates. Cincinnati Editorial Syndicate, 64 Southgate Avenue, Fort Thomas, Kentucky.

PROMOTION IDEAS

THE Hibbing (Minn.) Daily News issued eighty-eight pages recently describing and historifying Hibbing, "the richest village in the world," and the riches of the Northern Minnesota iron ranges.

A 12-page well illustrated booklet on Minnesota is being distributed by the Duluth Herald in connection with its campaign to interest commercial interests in the North Star state and its home paper.

"Minnesota, a state of vast possibilities—Duluth, one of the leading jobbing and distributing centers of the United States" is the information carried on the front of the booklet. On the rear of the pamphlet is inscribed, "In China they read the writings of Confucius, In India the sacred books of Buddha, In Turkey and Arabia, the Koran, but in Duluth they read the Duluth Herald, the home newspaper of the Northwest." Detailed information concerning Minnesota and Duluth is given in the pamphlet.

The San Benito (Tex.) Daily Light staged a city-wide trades day one recent Friday as a campaign to convince the public that "prices are normal." A band concert was an unusual entertainment feature for the out-of-town shoppers.

A spelling bee among pupils of public and private schools of Detroit is attracting considerable attention under direction of the Detroit News. The News has offered prizes, including 275 unabridged Webster dictionaries, one thousand college dictionaries, and several thousands of badges.

The Providence (R. I.) News took advantage of the 250th anniversary celebration of the city of Pawtucket to publish a special souvenir edition October 8. The newspaper covered the history of the city and had special write-ups on some of the big firms. It netted large extra advertising, and the paper was more than twice as large as its usual Saturday issue.

"About Chattanooga and the Chattanooga News—Valuable Data on a Steady Market" is the title of a market survey recently put out in convenient form by that paper, over the signature of George F. Milton, president and editor, and Walter C. Johnson, vice-president and general manager. Chattanooga's climate and other features that make it a good place to live in, its banking resources, value of its manufactured products, its marketing facilities and a map showing its trading area are among the features of the survey devoted to the city. Description of the News' merchandising service and tables showing its present national accounts and its total lineage tie the paper's marketing ability to the city's marketing opportunities.

\$1,000 Cash

balance deferred, buys only weekly newspaper of a small New York State village.

Proposition X. A.

Charles M. Palmer

Newspaper Properties
225 Fifth Ave. New York

Unusual Opportunities

Daily & Weekly
NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine
Properties
Times Building, New York
Established 1910

FOR SALE

Complete Newspaper Plant

including 16-pp. Scott newspress and stereo-type machinery, three linotypes, all steel composing room furniture, type (mostly new), office and editorial department furniture and fixtures. All ready to resume the publication of a modern daily. Inspection invited. Detailed inventory upon request.

IMMEDIATE DELIVERY

Southern Publishers Exchange

INCORPORATED
Newspaper Properties and Equipment
No. 203, Carneal Bldg. Richmond, Va.

Baronet Buys Pall Mall Gazette

LONDON, Nov. 19.—The Pall Mall Gazette has again changed hands, being bought by Sir John Leigh, Bart., who recently purchased the Duke of Sutherland's country mansion, Lilles Hall, in Shropshire. This is the paper's third change of proprietorship in about five years. Leigh is understood to have bought the paper to further his Parliamentary candidature for Clapham. He is a young man and recently inherited a large fortune from his father.

Music Page in Duluth Herald

A music page has been added to the Duluth (Minn.) Herald to be run every Monday. The first page that appeared carried a good many new accounts, with considerable reading material concerning the latest musicians, the latest in phonograph records, songs, operas, etc. The page is edited by James Watts, dramatic and music critic.

Buffalo Daily Uses Car Cards

The Buffalo Enquirer is using street car cards to advertise its advertisers. Under the head of "Live Merchants Who Advertise in the Enquirer," the Enquirer reproduces on car cards advertisements of some of its regular space buyers. Under each advertisement appears "Read this firm's advertisement in today's Enquirer."

New Owner in Norristown

The Norristown (Pa.) Daily Herald was taken over by its new owner, Ralph Beaver Strassberger, on November 14. Mr. Strassberger succeeds David Sower, Jr.

Editor Wanted

We need a live, well-informed editor to help conduct our illustrated news service in Cleveland. A telegraph editor with experience in handling photo features and correspondents would be a likely candidate. Write fully to either our New York or our Cleveland office.

Central Press Association
Times Building, New York
Frederick Bldg., Cleveland

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

OFFSET GRAVURE

Soft and delicate as a painting. Fine as an engraving.
Superb effects even on common news print.
Plates quickly made and rapidly printed.
A revolution in newspaper pictorial printing.

Offset Gravure Corporation
351 West 52nd Street New York
Telephone Circle 7395

New Haven REGISTER

is New Haven's Dominant Newspaper

Bought every night by More New Haven people than buy any other TWO New Haven papers COMBINED.

NEW HAVEN REGISTER
The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

During the month of September the banks of the North Jersey shore section had on deposit nearly \$50,000,000.

THE ASBURY PARK PRESS
(Evening and Sunday)
dominates this prosperous territory.
Member A.B.C. Standard Rate Card.

FRANK R. NORTHRUP
Special Representative
350 Madison Avenue, New York City
Association Building, Chicago, Ill.
J. LYLE KINMONTH
Publisher
Asbury Park, N. J.

HUNCHES

Managing editors and city editors are always on the lookout for news and feature ideas that can be used locally. Editor & Publisher will pay \$1 for each hunch published under this head. The fact that the hunch is now being worked successfully in your city does not bar it from this department. Address your contributions to the HUNCH Editor. When they appear clip them and mail them in and receive payment by return mail. Unavailable hunches will not be returned.

HIGHLY interesting stories can be developed at the office where marriage licenses are issued by an examination of the license records. It will be interesting to note the number of couples who secure divorces, later patch up their difficulties and remarry. It is also interesting to show the number of divorced people who remarry as compared with those who are entering the matrimonial field for the first time.—J. C. G.

Nearly everyone in a city has a place picked out as an ideal home site, whether they are able to buy anything at all or not. Why not run an invitation for a few days, asking these people to submit their choice, giving street and number. When the "contest" or whatever it might be called, is over, obtain pictures of the most popular homes in the city. One peculiar thing about this is that it will be found that but few people will pick the most palatial residences as their ideals.—E. T. A.

If you had your life to live over again, what would you choose as your life work? This is the question being propounded by the Los Angeles Examiner to prominent business men in Los Angeles, and the answers given make a very interesting daily feature. The Examiner seeks to find out "would it be the profession or vocation you have followed, or would you join that host whose cry is 'Any other profession or vocation is better than mine?'"

How many business and professional leaders in your city can answer some of the "harder" questions propounded to applicants for city jobs in civil service examinations? Get a copy of some back examination and have some reporter try them out. You'll get some very interesting results.—T.

"What does it cost to raise a boy from infancy to manhood?" This question is one which if properly conducted will arouse wide discussion and interest in your community. Interviews with several local parents will start it off, after which you will find it will run on its own hook for some time for pastors will discuss it in the pulpit, club women will take it up at their meetings, people will talk about it on the streets, all of which material can then be used accordingly.—T.

In Muskogee a census of business firms in the downtown section revealed just one store on Broadway, principal street, that had remained in the same location under the same management for 18 years. Most towns can find several firms with records that long, but it would be interesting to find which is the longest. And how it is it has prospered and other facts of interest to the old-timer and newcomer.—E. H. J.

The horseless age isn't coming as fast as some persons imagine. In fact the assessor's books of Muskogee county revealed that horses had in-

creased in number faster than autos in the past two or three years. How about your town? Are the horses holding their own, or are they losing out?—E. H. J.

Persons in rural communities of Oklahoma are being swindled by an "eye specialist" making the rounds with fake apparatus, according to city physicians. He sells bum eye glasses, makes fake operations and does other things detrimental to the health of the country people, who haven't always the best medical advice, it is said. Are any such persons bothering country people in your district. Some physician or health officer should be able to tell you.—J.

If there are many amateur radio operators within a twenty-mile radius of your publishing plant, a good feature stunt can be pulled off by enlisting their aid in having news from their vicinity forwarded to you on some certain evening, via wireless telephone or telegraph. You will find the amateurs glad to co-operate in return for the practise and publicity which it affords you, and will experience little difficulty in getting some local radio enthusiast to arrange all the necessary details with the other operators. This operator could serve as your receiving station, transmitting the messages by land telephone or messenger as fast as they are received. The news matter thus transmitted could be used in the regular way, slugged "By Radio to The——," and could be followed up by a good feature. In addition, the test gives the newspaper an idea of what radio service could be arranged in event the regular mediums of communication in the vicinity fail at any time.—T.

Who is the first dealer in your city to handle typewriters? Who owned the first typewriter? What did it cost? What make was it? Where is it now? How many typewriters approximately are now in use in your city. The answering of these questions will make a story that will interest a large number of your readers.—F. L.

A series of stories tracing the ownership of well known business corners back to the original homesteader and showing the price at which the property has been sold in the various transfers will create lots of talk and interest.—F. L.

One method of avoiding embarrassment in the presence of those self-appointed poets who bring their effusions to the editor for publication, is to provide a corner in the paper for their special benefit and print their contributions just as they are presented, under some such heading as "Free Verse, Absolutely No Restrictions Except the Postal Regulations." The corner would furnish amusement to intelligent readers and satisfaction to the others who imagine they are poets. If it doesn't give them satisfaction it will cure them, which will give the editor some satisfaction.—E. A. H.

EDWARD G. LOWRY

Author of

"Washington Close-Ups"

Will Write a Series of

Weekly Articles on the Amusing and Picturesque Aspects of the Washington Conference

Released November 27

Territory is Closing

The first orders were from
THE BOSTON GLOBE
PHILADELPHIA LEDGER
WASHINGTON POST

McClure Newspaper Syndicate
373 Fourth Avenue New York City

Associated Editors

They Forget
the News—

They Remember
the Features.

35 N. Dearborn St., Chicago

Christmas Cartoon Review of the Year

Xmas by Tanner, New Year by Hanny. Same sizes and prices as heretofore. Order now—be safe instead of sorry.

The International Syndicate
BALTIMORE, MD.

EVENING HERALD

Leading Evening Newspaper in
LOS ANGELES

Government circulation statement for six months prior to October 1, 1921:

139,210 Daily Average

More than both afternoon rivals combined. Grows like Los Angeles. Covers afternoon field completely.

Representatives
New York: H. W. Moloney
604 Times Bldg.
Chicago: G. Logan Payna Co.
432 Marquette Bldg.

America's Best Magazine Pages

Daily and Sunday

Newspaper Feature Service

241 WEST 58TH STREET
New York City

THE DAILY NEWSPAPERS OF NEW YORK STATE

listed here are "sold" on the idea of co-operation.

They co-operate, one with another, in boosting the state of New York as the greatest market on earth.

They co-operate with the powers that be in their own communities in making their home town the best place on earth in which to live.

They co-operate with their local merchants in keeping their business in their home towns as much as possible.

They co-operate with national manufacturers in popularizing trade-marked goods---co-operating in every possible way.

Use this list of New York State Daily Newspapers. They will take your message to the people you want to reach. They will link you up with local dealers, with local newspapers, with local pride. They will sell goods for you.

| | Circulation | 2,500 Lines | 10,000 Lines | | Circulation | 2,500 Lines | 10,000 Lines |
|---|-------------|-------------|--------------|---|-------------|-------------|--------------|
| *Albany Knickerbocker Press (M) | 34,464 | .09 | .09 | New York American (M) | 333,869 | .60 | .60 |
| *Albany Knickerbocker Press (S) | 46,830 | .11 | .11 | New York American (S) | 1,087,495 | 1.25 | 1.25 |
| Auburn Citizen (E) | 6,796 | .04 | .035 | *New York Globe (E) | 177,066 | .40 | .38 |
| *Brooklyn Daily Eagle (E) | 58,435 | .20 | .20 | *New York Evening Mail (E) | 167,013 | .41 | .40 |
| *Brooklyn Daily Eagle (S) | 72,159 | .20 | .20 | **New York Evening Post (E) | 32,706 | .32 | .25 |
| *Buffalo Courier and Enquirer... (M&E) | 85,510 | .18 | .18 | *The New York Herald (M) | 189,816 | .50 | .45 |
| *Buffalo Courier (S) | 115,296 | .27 | .22 | *The New York Herald (S) | 209,843 | .50 | .45 |
| *Buffalo Express (M) | 38,732 | .12 | .10 | *The Sun, New York (E) | 182,279 | .50 | .45 |
| *Buffalo Express (S) | 56,784 | .18 | .14 | New York Times (M) | 330,000 | .65 | .6305 |
| Buffalo Evening News (E) | 104,690 | .21 | .21 | New York Times (S) | 500,000 | .75 | .7275 |
| *Buffalo Evening Times (E) | 78,053 | .15 | .15 | *New York Tribune (M) | 142,195 | .40 | .36 |
| *Buffalo Sunday Times (S) | 97,942 | .15 | .15 | *New York Tribune (S) | 141,301 | .40 | .36 |
| *Corning Evening Leader (E) | 7,350 | .04 | .04 | *New York World (M) | 360,080 | .60 | .58 |
| Elmira Star-Gazette (E) | 23,974 | .09 | .07 | *New York World (S) | 597,240 | .60 | .58 |
| Geneva Daily Times (E) | 6,358 | .04 | .04 | *New York World (E) | 288,948 | .60 | .58 |
| Glens Falls Post-Star (M) | 7,363 | .03 | .03 | *Niagara Falls Gazette (E) | 13,154 | .05 | .05 |
| *Gloversville Leader Republican (E) | 6,030 | .03 | .03 | *Olean Times (E) | 5,306 | .025 | .025 |
| †Gloversville Morning Herald (M) | 6,129 | .035 | .03 | Poughkeepsie Star and Enterprise... (E) | 11,086 | .05 | .05 |
| Hornell Tribune Times (E) | 6,568 | .035 | .035 | Rochester Times-Union (E) | 63,106 | .20 | .18 |
| *Ithaca Journal-News (E) | 7,293 | .04 | .04 | *Staten Island Daily Advance..... (E) | 7,812 | .05 | .04 |
| *Jamestown Journal (E) | 7,141 | .025 | .025 | Syracuse Journal (E) | 45,014 | .10 | .10 |
| *Jamestown Morning Post (M) | 9,489 | .05 | .03 | *Troy Record (M&E) | 21,853 | .05 | .05 |
| *Middletown Times Press (E) | 6,793 | .04 | .03 | | | | |
| *Mount Vernon Daily Argus (E) | 7,362 | .04 | .04 | Government Statements, October 1, 1921. | | | |
| *Newburgh Daily News (E) | 10,460 | .05 | .05 | *A. B. C. Publishers' Statement, October 1, 1921. | | | |
| New Rochelle Daily Star..... (E) | 3,650 | .02 | .02 | †Government Statement, April 1, 1921. | | | |

Now Is the Time to Get Things Started



THE whole world is keenly watching the result of the disarmament conference at Washington, which is accomplishing such enormous economies, as the first great step to resumption of profitable international traffic.

After the pronouncement of Secretary Hughes' remarkable outline for naval reduction, received everywhere with such unanimous enthusiasm, and China's statement so quickly whipped into peace-assuring action, we may conclude that legitimate business is going forward.

Now is the time to shape your plans so as to get your share of the increased business.

Now is the time to advertise and plan your selling campaigns.

The New York Globe affords you the direct route for appeal to a large group of New Yorkers with money to buy advertised goods.



THE NEW YORK GLOBE

Member
A.B.C.

JASON ROGERS, *Publisher*

LORENZEN & THOMPSON, Inc., Special Representatives
CHICAGO NEW YORK

Member
A.B.C.

