

THIS ISSUE: MOVE AFOOT FOR ANGLO-AMERICAN CONFERENCE
COMPLETE REPORT OF SOUTHERN PUBLISHERS' CONVENTION



EDITOR & PUBLISHER



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

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Vol. 54 No. 4

NEW YORK, SATURDAY, JUNE 25, 1921

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

10c. Per Copy

Here is a circulation report of a New York newspaper that two years ago today did not exist!

June 1, 1921.

**CIRCULATION REPORT
FOR THREE MONTHS ENDING
MAY 31, 1921**

Classification	Net Ave. each issue March	Net Ave. each issue April	Net Ave. each issue May	Net Ave. each issue 3 months
City	369,611	372,852	373,880	372,114
Cash Sales	74	25
Suburban	25,837	26,483	26,666	26,329
Country	5,516	5,744	6,148	5,803
Subscriptions ..	527	512	525	521
Walk Sales	11	3	5
Total Average each Issue	401,576	405,591	407,222	404,797

NOTE:

March 25—Approximately 6,000 down (Good Friday)
May 30—Approximately 75,000 down (Memorial Day)

DAILY NEWS,
J. S. SULLIVAN,
Manager Circulation.

THE first issue of the DAILY NEWS appeared June 26th, 1919. The net paid average daily sale for the month of May, 1921, was 407,222 copies—daily! From nothing in two years—to the largest morning circulation in New York.

The growth of this tabloid picture newspaper, *as a newspaper*—is remarkable; the reasons for such growth are not! The paper is more attractive than most newspapers; its contents hold more interest; it is more convenient to read because of its tabloid size. It *fits* New York. It serves its readers. It has no private purpose or policy to further, no axes to grind, no prejudice or precedence to live down. It has made friends and held them.

Its success *as an advertising medium* is no less remarkable. With its large circulation, the reader responsiveness of its features, the visibility of a small paper, the reader attention of a small page, it is *inevitably* an advertising medium. Today, a small appropriation in the Daily News will buy more advertising than in any other paper. The specific facts await your inquiry.

Advertising Offices

512 Fifth Avenue, New York City
Tribune Building, Chicago, Ill.



DAILY NEWS

NEW YORK'S PICTURE NEWSPAPER

Lumber as an Important Factor in Southern Prosperity

Of all lumber produced annually in the United States, more than half comes from Southern forests.

Over 250,000 persons in 12,000 establishments are actively engaged in the manufacture of this material.

The by-product utilization has developed a commerce of great economic importance in this section. Indirectly a population numbering 3,000,000 persons is dependent on the South's wood operations for a livelihood.

In fact, lumbering is second only to agriculture in the South in the number of persons it employs.

The South will continue to enjoy prosperity, if for no other reason than that this volume of business with its by-products give employment to such large numbers of people.

The lumber industry of the South will contribute materially to increasing wealth and to the South's growing commercial greatness.

Advertise in This List of Great Southern Dailies

SOUTHERN LIST

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
ALABAMA.				NORTH CAROLINA.			
*Birmingham Age-Herald (M)	22,664	.08	.08	*Charlotte Observer (S)	22,270	.07	.06
*Birmingham Age-Herald (S)	25,486	.10	.10	*Durham Herald (M&S)	7,393	.04	.04
*Birmingham News (E)	59,019	.15	.15	*Greensboro Daily News (M)	18,365	.05	.05
*Birmingham News (S)	59,479	.15	.15	*Greensboro Daily News (S)	24,754	.06	.06
*Mobile News-Item (E)	10,653	.05	.05	*Raleigh News and Observer (M)	23,526	.06	.06
*Mobile Register (M)	21,508	.07	.07	*Raleigh News and Observer (S)	25,962	.06	.06
*Mobile Register (S)	33,863	.085	.085	*Wilmington Star (M)	6,191	.04	.04
FLORIDA.				*Winston-Salem Journal (M)	7,754	.04	.04
*Jacksonville Metropolis (E)	18,355	.07	.07	*Winston-Salem Journal (S)	8,158	.04	.04
*Florida Times-Union, Jacksonville (M&S)	33,439	.08 (9cS)	.08 (9cS)	*Winston-Salem Sentinel (E)	9,661	.04	.04
**Palatka Morning Post (M)	1,450	.0122	.0122	SOUTH CAROLINA.			
*Pensacola Journal (M)	3,481	.025	.025	Anderson Mail (E)	4,130	.025	.025
*Pensacola Journal (S)	4,766	.025	.025	*Columbia Record (E)	13,213	.05	.05
*Pensacola News (E)	5,282	.03	.03	*Columbia Record (S)	14,130	.05	.05
GEORGIA.				*Columbia State (M)	21,302	.06	.06
*Atlanta Constitution (M)	50,687	.13	.13	*Columbia State (S)	21,857	.06	.06
*Atlanta Constitution (S)	58,616	.13	.13	*Greenville News (M&S)	10,923	.045	.04
*Atlanta Georgian (E)	47,262	.12	.12	Greenwood Index Journal (E)	4,155	.02	.02
*Atlanta Sunday American (S)	111,161	.15	.15	Spartanburg Journal & Carolina			
†Augusta Chronicle (M)	10,254	.045	.045	Spartan (E)	3,670	.04	.04
†Augusta Chronicle (S)	9,734	.045	.045	Spartanburg Herald (M)	4,458	.04	.04
*Augusta Herald (E)	12,701	.05	.05	Spartanburg Herald (S)	6,012	.04	.04
*Augusta Herald (S)	11,884	.05	.05	TENNESSEE.			
*Columbus Ledger (E&S)	8,294	.04	.04	*Chattanooga News (E)	20,154	.05	.05
*Macon Telegraph (M)	20,144	.06	.06	Chattanooga Times (M)	22,661	.07	.07
*Macon Telegraph (S)	20,439	.06	.06	Chattanooga Times (S)	23,046	.07	.07
*Savannah Morning News (M&S)	20,966	.055	.05	†Knoxville Sentinel (E)	23,687	.07	.06
Savannah Press (E)	14,245	.05	.05	Memphis Commercial Appeal (M)	84,730	.16	.15
KENTUCKY.				Memphis Commercial Appeal (S)	115,102	.19	.18
*Lexington Leader (E)	16,252	.05	.05	*Nashville Banner (E)	41,466	.07	.07
*Lexington Leader (S)	16,220	.05	.05	*Nashville Banner (S)	43,912	.08	.08
Louisville Herald (M)	46,429	.09	.09	*Nashville Tennessean (ME&S)	44,446	.09	.09
Louisville Herald (S)	56,206	.09	.09	VIRGINIA.			
LOUISIANA.				†Bristol Herald Courier (M&S)	6,590	.04	.04
*New Orleans Times-Picayune (M)	72,349	.15	.15	Danville Register and Bee (M&E)	11,213	.045	.045
*New Orleans Times-Picayune (S)	90,978	.18	.18	Newport News Times-Herald (E)	10,819	.05	.05
*New Orleans States (E)	37,907	.10	.10	Newport News Daily Press (S&M)	6,109	.05	.05
*New Orleans States (S)	36,641	.10	.10	*Norfolk Virginian Pilot (M)	33,848	.08	.08
New Orleans Item (E)	63,896	.15	.15	*Norfolk Virginian Pilot (S)	40,050	.10	.10
New Orleans Item (S)	85,617	.18	.18	*Roanoke Times (M&S)	10,844	.08	.07
NORTH CAROLINA.				*Roanoke World-News (E)	11,078	.07	.06
*Asheville Citizen (M)	11,322	.04	.04	*Richmond News-Leader (E)	45,535	.11	.11
*Asheville Citizen (S)	9,973	.04	.04	Government Statements, April 1, 1921.			
*Charlotte News (E&S)	10,214	.04	.03	*A. B. C. Publishers' Statement, April 1, 1921.			
*Charlotte Observer (M)	20,329	.055	.05	†Includes Bristol, Tenn.			
				‡Publisher's Statement.			
				*A. B. C. Audit, October 1, 1920.			

You Can't Strike Oil by Digging with a Pick

You may find a trickle to indicate the wealth that lies beneath the surface, but to get oil in paying quantities you must sink a well.

It is the same way with Audit Bureau Circulation Reports. A glance at the first page only indicates the wealth of information which lies within

—and that wealth of information is obtainable by every advertiser, advertising agency and publisher affiliated with the A. B. C.

The modern Space-Buyer is going to throw aside preferences and prejudices and dig deep into the merchandising value of every publication which appears on his schedule. He is going to make an advertising dollar work harder than it ever worked before.

Scientific Space Selection will be his creed.

To jot down figures on "Net Paid Circulation" will no longer suffice. How that circulation was obtained, where it goes, to whom it goes, and why it goes, must all be answered before the purchase of white space is begun

—and with a copy of the A. B. C. Publisher's Statement, the Auditor's Report and a copy of the publication on your desk you have concise, authentic information which will enable you to sink a well of facts down to the levels of paying merchandising.

Be sure to get your copy of "Scientific Space Selection," the new A. B. C. book. A guide to every advertiser, space-buyer and publisher who is interested in the sale or purchase of white space. Price, two dollars and a half.



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

City
Population
1,823,779



Seal of Philadelphia

Separate
Dwellings
390,000

Working for wages in PHILADELPHIA

Philadelphia is known both as "The City of Homes"
and "The World's Workshop"

Dr. E. J. Cattell, Chief Statistician of the City of Philadelphia, reports that six hundred thousand of its population (male and female) are working in its 16,000 manufacturing places and 48,000 stores and mercantile establishments.

This means that about one out of every three people in Philadelphia is a regular recipient of a "pay envelope."

Whatever you have to sell, it will certainly be to your advantage to advertise its merits to Philadelphians.

There are 390,000 dwellings within the city limits, and 170,000 of them are owned by their occupants.

Dominate Philadelphia

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

"In
Philadelphia
nearly everybody
reads the
Bulletin"

The Bulletin

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

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

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



EDITOR & PUBLISHER



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

Vol. 54

NEW YORK, SATURDAY, JUNE 25, 1921

No. 4

MOVE FOR ANGLO-AMERICAN PRESS CONFERENCE

Gathering in England is Proposed at Luncheon Given American Newspaper Men in London by Lord Burnham—W. W. Hawkins Praises Move for Better Understanding

THE American Luncheon Club of London on May 26th was the scene of a notable speech by Viscount Burnham, which may lead to the arrangement of an Anglo-American Press Conference and a new understanding between the publishers of the two countries.

Viscount Burnham was, with John A. Stewart, a guest of the club, and in recognition of their services in connection with the Sulgrave Institution (which recently acquired the ancestral home of George Washington as a rendezvous for Americans), these gentlemen were presented with paintings in oils of the Sulgrave Manor House.

It was in acknowledging the presentation that Viscount Burnham said he thought it was time something was done to improve the press relations between the two countries. In a happy phrase Mr. Stewart had just spoken of the United States of America as the residuary legatee of the old feuds of Europe.

He quite agreed that this was not sufficiently recognized in this country and that in our egotism we sometimes imagined that the whole of America bore the British brand. But when, as a pressman he considered these things, it seemed to him not only fair, but good, that the other great sets of ideas which appertained to other races should have freedom of publication in the United States of America, just as we claimed freedom for the press over here—that we, who stood for the freedom of the press, would be the last to say that, on the whole, in the free discussion of things, in the clash of mind with mind, peace, justice, and liberty did not gain in the long run. Therefore, although he had cuttings sent him from time to time from various papers which did not give a very favorable view of British policy and conduct, he was the last to complain. He knew that, in the long run, common sense and good feeling would prevail, and that the policy of the United States of America was guided by the wisest and most prudent of its citizens.

Lord Burnham went on to say: "Further, it suggests to me that the time has come when we Pressmen of the two greatest commonwealths in the world ought to get together. Lord Bryce, in a book he has recently written, has pointed to the dangers of the newspaper press in exciting and in perpetuating internecine hatred between the nations of the world. To my mind, he exaggerates our power slightly; perhaps he exaggerates our offense still more, because the worst has been done by newspapers which have been at the beck and call of particular Governments, and

Governments nearly always of the arbitrary kind. At the same time, nobody is more convinced than I am, that in these days it is public opinion that rules the world more than ever.

"It was said that America is the only country in which public opinion wholly ruled. I think what is true of America is true of the whole world, and public opinion, of course, is largely formed, not perhaps at the dictation, but by the representation of the press. It would be a good thing if we could have an Anglo-American newspaper conference, in which those who have in their charge and care the direction of the press could meet together, and could compare their views, and, so far as is possible, arrive at a common standpoint on the things which matter most. I believe that there is not only room for such a meeting; I believe there is an urgent call for it."

It was his good fortune last year to preside at the second Imperial Press Conference, held in Canada, said his lordship, as it had been that of his father to preside at the first held on London. Most willingly would he do his best to promote such international good between the two friendly nations. He had no mandate, but it was his lot to have much to do with the Press organizations not only of this country, but of the British Empire.

"Today and here" said Lord Burnham, "as president of the Empire Press Union. I venture to tender to the newspaper press of America a cordial invitation to

come into conference with us here, if not next year the year after, and allow us to show them that we think best in our own country and perhaps to show them, not only the material things which matter less, but the spiritual things which matter most. I hope that this idea may be possible of fulfillment. At any rate, I am certain that in tendering the invitation I shall have the enthusiastic concurrence and support of all my colleagues of the newspaper press."

Having thus expressed his great regret that time did not permit the members of the Imperial Press Conference to accept the cordially proffered hospitality of the United States last year, his lordship said he particularly regretted his inability to take advantage of the Sulgrave's Committee's invitation to take his share in those Celebrations, in the success of which they all rejoiced. Personally, he could think of nothing that struck his imagination more than when, two years ago, he was for ten days the guest of the American Army in France at the invitation of General Pershing. He felt, the whole time, that he was among his own people, and that in soul and spirit there was nothing between them, except that which was fair and of good report.

It was in the hope that such an Anglo-American Press Conference as he had suggested—in it, of course, he included the self-covering Dominions of the British Crown—might promote all that was fair and friendly between us and prevent

the risk of mischief-making that was, of course, always apparent, and that they might still further purify and improve the atmosphere, he returned to add the little he could do to what he looked upon as the sacred cause of our national friendship.

Such was the interest created by Lord Burnham's suggestion of an Anglo-American Press Conference that he found it necessary to convene a little informal meeting of American correspondents in London and representative British proprietors to explain what was in his mind and seek guidance as to what further steps might be possible. The party included Viscount Northcliffe, Lord Riddell, Robert Donald, Sir J. M. Le Sage, J. Gomer Berry, J. A. Spender, Frank Bird, representing the British press, and W. W. Hawkins, Carl Ackerman, E. L. Keen, John Steele, F. A. Tuohy, Charles Draper, representing American correspondents in London, and your London editor.

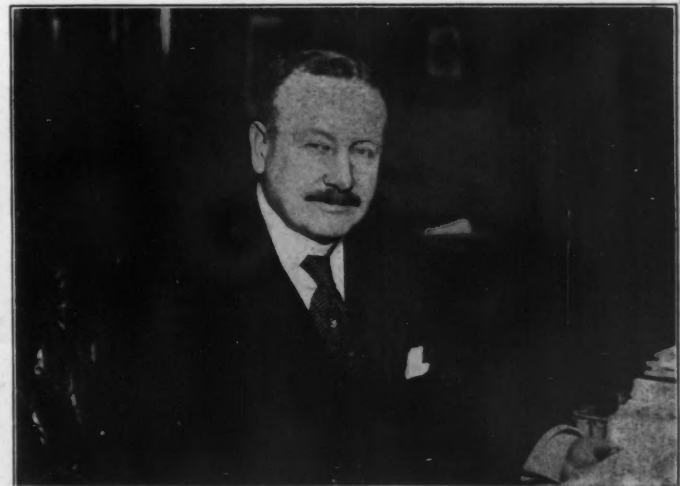
Viscount Burnham, who presided, said that since his meeting with a few American publishers in Canada last year he had felt there were matters of common advantage to both American journalists and ourselves, that could be discussed, and closer friendships and relations and understanding between us, if we could meet in conference. They were there to exchange views and to see what could be done. Personally he would like to see this First Free Parliament of the two great English-speaking nations.

Viscount Northcliffe endorsed the idea and promised his complete support and expressed his belief that American publishers would be interested in discussing commercial affairs with ourselves.

Lord Riddell also gave it as his view that a trade conference with its resulting friendships would be a most excellent thing. He had made some 150 friends of journalists he met at the Peace Conference.

W. W. Hawkins, president of the United Press Association; Charles Draper, of the New York Tribune; Carl Ackerman, of the Philadelphia Public Ledger; John Steele, of the Chicago News, and Leonard Holmes, of the New York Times, all spoke briefly on the subject and urged that a committee be formed to develop the idea on a definite footing for presentation and to ascertain the views of American publishers upon the matter.

Viscount Burnham expressed his thanks to all who had attended and said that he and his English colleagues would be interested to know what reception the suggestion met in the minds of the



Viscount Burnham, proprietor of the London Daily Telegraph and president of the Empire Press Union, who is championing a conference between the newspapermen of England and the United States, to be held in 1922 or 1923. Many American newspapermen have already endorsed the movement. EDITOR & PUBLISHER would appreciate your opinion of the proposed gathering.

(Continued on page 29)

FORDNEY TARIFF PLANS SPELL DISASTER FOR AMERICAN NEWSPAPERS

Would Cut Off Imports and Drive Prices Up Say Men in Possession of Basic Facts—Drive on in Canada to Cut Off Export of All Raw Materials

By ROBERT BARRY
(Washington Correspondent, EDITOR & PUBLISHER)

WASHINGTON, June 23.—Joseph W. Fordney, member of Congress from Michigan, has embarked on a tariff revision program which is described by men in possession of basic facts as almost certain to result in disaster for the American paper mills and in higher news print prices for American publishers. A chain of circumstances held to justify that pessimistic outlook have been related to EDITOR & PUBLISHER'S Washington correspondent, and documentary evidence has been submitted to establish the accuracy of every statement.

All the statistics and information tends to show that the prohibitive duty on manufactured lumber proposed by Mr. Fordney as chairman of the Ways and Means committee of the House of Representatives for incorporation in the permanent tariff revision program of his party not only means an added cost of \$190 in the erection of a six-room house when the nation is short 2,000,000 homes or \$300 added cost on a cattle barn, but that importations of pulpwood from Canada will cease in a very short time. When it is considered that the American paper mills import approximately 45 per cent of their pulpwood from Canada some estimate of the serious situation confronting American publishers becomes apparent.

The moment that Mr. Fordney and his conferees propose that the United States shall assess a 25 per cent ad valorem duty on manufactured lumber from Canada, it is intended that the Canadian Parliament shall enact special legislation designed to prohibit the shipment to the United States of pulpwood. The Canadian conservationists have been seeking just such an opening. Their argument is an effective one in Canada. With the Fordney tariff in effect they would be able to state that the United States was quite willing to receive a six-inch spruce log in bolts for manufacture into newsprint, but the prohibitive duty prevented the Canadian lumber manufacturer planing that log and then shipping it to this country.

Any one who knows anything at all about the lumber industry in North America, knows that the Canadians cannot begin to compete with the Ameri-

cans. It has been stated by competent authorities in the business that the same firm can produce with the same facilities in the United States manufactured lumber for \$3 per thousand less than its Canadian mill (Southern pine manufacturers undersell Canadians in Toronto). The Canadians know it. They are unwilling, therefore, that the United States shall erect tariff barriers against their manufactured lumber while seeking to obtain for American paper mills vast quantities of pulpwood.

Now, Mr. Fordney proposes to play right into the hands of the Canadian conservationists, at the expense of the American newspapers. The fight that is waged against Mr. Fordney's schedules already has become generally known. He has provoked insurgency among Republicans from the Northwest. The Minnesota delegation which is solidly Republican has carried the fight to President Harding. Disaster to the Administration has been predicted by many a regular Republican if Mr. Fordney is permitted to have his way about a matter which strikes at the home builders of the nation no less than at the newspapers. Some very unpleasant things are getting into print about Mr. Fordney's personal investments in lumber.

The American publishers may as well know that the Canadians are organized and are hard at work to bring about legislation at Ottawa which will deprive the American paper mills of almost half of their raw materials. Frank J. D. Barnjum, of Annapolis Royal, Nova

recent bulletin—issued after the lumber tariff fight began in the American Congress. "With the tremendous loss in our available wood supply it is now no longer a question for international negotiations but is simply a question of life or death for our pulp and paper industry."

FORESTRY CONFERENCE CALLED Hearings on Snell Bill Will Also Be Held in September

WASHINGTON, June 22.—Following a talk with President Harding today, Charles Lathrop Pack, president of the American Forestry Association, announced the Association would make plans at once for calling a conference on forestry in Washington next September.

"Need of a national forest policy," said Mr. Pack, "is one of the biggest questions before the country today. Senator McCormick has just introduced the Snell Forest Policy Bill in the Senate. Hearings on the measure will be held before the House and Senate Committee in September, and the Association will ask everybody interested to come to Washington for a conference and discussion on every phase of the subject."

Bids on Algoma Wood District

Tenders were received on June 16 by the executive council of the Ontario Legislative Assembly for the Nipissing River pulp and timber limit in the Algoma district, comprising an area of 2,300 square miles. Members of the cabinet declined to discuss the tenders or state how many were received. The area involved includes nineteen townships and a large tract of unorganized territory north of Lake Superior. It measures 47 by 84 miles. The successful bidder will be required to build a pulp mill costing not less than a million dollars.

Leslie-Judge Co. Sold to Green

Leslie's Weekly, Judge and Film Fun have been sold to William Green, President of William Green, Inc., Printing Company, and a former president of the United Typothetae of America. He is the controlling stockholder in the new management as well as president of the company. The publications will continue, the first two, as weeklies and the third as a monthly. With the debt changing the ownership the heavily bonded indebtedness on the property virtually amounting to \$750,000, has been eliminated.

LABOR PROBLEMS AND THE GOVERNMENT

ESPECIALLY from the standpoint of strikes will be discussed and statements of President Harding on the subject will be interpreted in a special article by Secretary of Labor James J. Davis that will be only one of many features that will make the next issue of EDITOR & PUBLISHER of unusual value to you.

There will be another article in the series by W. B. Swindell on newspaper accounting and cost finding. This series of articles is attracting wide attention and some publishers have pronounced it the best thing that has been written on the subject.

Manley M. Gillam says present-day advertising solicitation is bad business and has written an article in support of his contention. Herbert W. Forster has something to say about the investments in some well known names. These are only a few of the special features that will appear in

EDITOR & PUBLISHER

NEXT WEEK

The Canadian conservation program is said to contemplate an export embargo having the same practical effect in the matter of private timber lands as the provincial decrees in Quebec and New Brunswick have had with respect to the Crown lands. The Senate of the United States re-adopted recently the Underwood resolution providing for an American Commission to enter into negotiations with the Canadian and provincial governments looking to suspension of those restrictions on Crown land concessions held by American interests.

The simple fact is that an active propaganda has been at work in Canada for many months. There is evidence of justification for Ottawa reports to the effect that a majority of the Canadian Parliament favored an embargo against pulpwood exports to the United States.

Scotia, has been most active in the publication of bulletins which urge "an immediate export tax or embargo on Canada's fee land pulpwood." The American lumber manufacturers who are fighting the Fordney tariff schedules on the ground that the domestic lumber industry needs stabilization of prices to encourage home building instead of a prohibitive tariff have refused flatly to draw the question of Canadian retaliation into their fight with the Republican leader of the Ways and Means Committee. The facts have been developed from other sources.

"No country, no matter how friendly its relations may be, will consent to the closing of one of its most important industries for the sake of supplying raw material to the mills of another country," Mr. Barnjum stated in his most



MEMBERS OF THE SOUTHERN NEWSPAPER PUBLISHERS ASSOCIATION,

S. N. P. A. WILL EMPLOY EXPERTS ON LABOR

New Scales Will Be Formulated and Wage Negotiations Conducted by Paid Staff and New Special Committee—Bourne Law Upheld—W. A. Elliott Elected President

By JOHN F. REDMOND

(Special Correspondent of EDITOR & PUBLISHER)

ASHEVILLE, N. C., June 22—Determination to unconditionally oppose the enactment of a 44-hour week for newspaper printers in the South, members of the Southern Newspaper Publishers' Association at its closing session after two days consideration, decided to take matters of wage scales and working conditions as affecting their shops into their own hands through a course outlined in the following resolution unanimously adopted:

"RESOLVED—That to promote a fair scale of wages to be paid by the members of the S.N.P.A. and establish fair working conditions, one or more wage experts be employed by the board of directors whose duties shall be:

"FIRST—To prepare with the advice and approval of the board of directors a standard form of contract to be entered into between members of the S.N.P.A. and such employes as they may wish to contract with.

"SECOND—To formulate a mutually fair scale of wages to be paid by the different papers to their different employes, this scale to be based on size of cities and living conditions in each.

"THIRD—To be present and assist any publisher in renewing contract with any employes; and

"RESOLVED FURTHER—That we will not enter into any contract without consulting the said wage expert of the S.N.P.A.

"RESOLVED FURTHER—That if the expense of said wage expert cannot be paid out of the ordinary funds of said S.N.P.A. the board of directors be requested to pro-rate this additional expense among the publishers of said organization.

"RESOLVED FURTHER—That the incoming president is hereby authorized to name a special standing committee on labor and that the directors of the S.N.P.A. and the labor committee are authorized to take action necessary to carry out the purposes of these resolutions including the making of assessments to meet all necessary expense."

Labor was the big topic of the convention and many publishers in executive session related how the printers' union had come into more control in their offices than the owners themselves. While no action was taken by the asso-

ciation on the matter of definite wage settling, a great many members individually declared themselves in favor of the piece-work method of payment through which every man gets paid for the exact amount of work he does.

The resolution adopted is not meant to interfere in any way whatever with the international arbitration contract which the American Newspaper Publishers' Association is now endeavoring



W. A. ELLIOTT
New President of the S. N. P. A.

to renew with the International Typographical Union. It is the purpose of the S.N.P.A. to work in the utmost accord with any new A.N.P.A. arbitration contract enacted with the printing trade unions, but at the same time help non-A.N.P.A. members and others desiring it to negotiate contracts with the unions which will be to their best advantage.

It is also considered that the plan gives the S.N.P.A. something to fall back upon if the A.N.P.A. and the International Typographical Union fail to come to an agreement. In that event the S.N.P.A. service will go into immediate effect for all its members. Officers were elected, as follows:

President, W. A. Elliott, Jacksonville (Fla.) Times-Union; first vice-president, Charles I. Stewart, Lexington (Ky.) Herald; second vice-president, Arthur G. Newmyer, New Orleans Item; secretary-treasurer, W. C. Johnson, Chattanooga (Tenn.) News; Board of Directors—Alabama, Frank H. Miller, Montgomery Journal; Arkansas, J. N. Heiskell, Little Rock Gazette; Georgia, Charles Atkinson, Atlanta Journal; Kentucky, Urey Woodson, Owensboro Messenger; Louisiana, Robert Ewing, New Orleans Daily States; Mississippi, T. M. Hederman, Jackson Clarion-Ledger; North Carolina, A. W. Burch, Charlotte Observer; Oklahoma, N. K. Gaylord, Oklahoma City Oklahoman; South Carolina, Robert Latham, Charleston News and Courier; Tennessee, Mrs. Edith O. Susong, Greenville Democrat-Sun; Texas, Marcellus E. Foster, Houston Chronicle; Virginia, C. P. Hasbrook, Richmond Times-Dispatch.

Possibly the matter of second interest was the demonstration of newspaper made from Alabama spruce pine given by E. W. Barrett, publisher of the Birmingham Age-Herald. The convention thought so much of the demonstration that it adopted the following resolution:

"WHEREAS, E. W. Barrett, conducted individually and at his own expense a wonderful amount of research work in an effort to establish a paper mill in the South, one that will consume spruce pine in the making of paper—and with a large degree of success that he will be glad to share with us his great achievement one year hence."

Stanley Clague, managing director of the Audit Bureau of Circulations, made an eloquent plea for support of the S.N.P.A. in the efforts of the A.B.C. to repeal the law requiring daily newspapers to make sworn circulation statements to the Government, but the association placed itself on record against his proposition by adopting the following resolution:

"WHEREAS, It has been proposed that the Post Office Department be directed by Congressional amendment to the existing law to omit the stipulation requiring newspapers in their semi-annual statements of ownership, etc., to publish circulation averages, and, WHEREAS, Publishers generally are not complaining of this requirement and are finding in it an opportunity to state under oath for the benefit of all concerned their actual circulation, which is the basis of their right to second-class postage rate, therefore be it

RESOLVED by the Southern Newspaper Publishers' Association that it finds no occasion to join hands for such a modification of the law and holds rather that the government should stand ready on occasion to verify by audit sworn circulation statements if same are questioned or disputed by reputable persons or organizations acting in good faith."

This is practically the same resolution as was adopted by the American Newspaper Publishers' Association at its annual convention in April, also the

convention of the International Circulation Managers' Association and the Associated Advertising Clubs of the World.

The S.N.P.A. also approved the proposed postponement of increase in second class postal rates which would become effective July 1, 1921, and approved the effort to secure an investigation of postal costs and to secure the separation of newspapers from other classes of second class matter. It was moved that telegrams be sent to each member of the House and Senate Post Office and Post Roads committees and that members of the S.N.P.A. be requested to communicate to the House committee the views of the association and urge that they give consideration to the matter.

The S.N.P.A. agreed to assume the management of the popular subscription campaign to re-establish and endow the Lee Memorial School of Journalism at Washington & Lee University as a tribute "To the founder of journalism as a learned profession and to the matchless character and services of her ideal hero."

The president will appoint a committee of seven members, of which he shall be one, who shall appoint state committees, select the date of the simultaneous appeal and as the representatives of the Southern editors carry this patriotic enterprise to a successful conclusion. The president of the University will be requested to act as consulting member of the central committee and to supply to the press in preparation for the campaign all needed information.

A plan proposed by L. J. Boughner of the Chicago Daily News, president of the National Association of Newspaper Classified Managers, to hold a meeting in the South during next winter to consider ways and means of developing classified advertising for Southern newspapers and establishing an adequate method of censorship, provided members of the S.N.P.A. would agree to send their classified managers, was unanimously approved. Mr. Boughner said he would attend the conference in person and bring the association's board of directors with him. Arthur G. Newmyer of the New Or-

(Continued on page 30)



LIES AND GUESTS AT THE 19TH ANNUAL CONVENTION AT ASHEVILLE, N. C.

MAJORITY PRESS CLUB TRUSTEES OFFER TO RETIRE

John A. Hennessy Says Ten New York Board Members Are Willing To Turn Affairs Over To Committee of Twenty-Five—Three Progressive Trustees Will Probably Join in New Plan

JOHN A. HENNESSY'S proffer of the resignations of himself and the majority members of the Board of Trustees of the New York Press Club, provided twenty-five working newspaper men can be found to assume the responsibilities of management for the next two years, was the overshadowing development this week in the New York Press Club controversy.

Mr. Hennessy's offer is made in a letter to EDITOR & PUBLISHER and is the result of a demand made by EDITOR & PUBLISHER that all the present officers resign and place the management and reorganization of the club in the hands of a committee of active newspaper men not now identified with either faction.

Just before going to press the contents of Mr. Hennessy's communication were transmitted to the three members of the Board of Trustees who are affiliated with the so-called Progressive Committee. EDITOR & PUBLISHER was given to understand that they would probably join the ten majority members in turning over the management of the club to a representative committee such as Mr. Hennessy proposes.

On the strength of the new proposal a movement has already been started to call a general meeting of active newspaper men to select a committee as requested in Mr. Hennessy's letter that will take up the work of rehabilitating the club in the esteem of the fraternity and the community.

The passing of the Press Club as it is now managed is already underway. At a meeting of the Board of Trustees, held Saturday night, the popular fourth floor was ordered closed at night. It was stated at this meeting that the club is now running behind \$1,000 a month and the blame was placed upon the expense of maintaining the fourth floor.

Mr. Hennessy's offer in behalf of himself and nine other trustees affiliated with the so-called conservative faction, is contained in the following letter received this week:

June 21.

EDITOR & PUBLISHER: In your issue of June 11 you have the following statement in relation to the New York Press Club:

"The equity of the club in the premises obtained largely through the generosity of the late Joseph Pulitzer is in danger and that equity now represents something over \$100,000."

You have put several grievous misstatements in small compass. The late Joseph Pulitzer never contributed a dollar to the New York Press Club unless you mean that he paid his dues as did other members and that he endowed two beds in one of the hospitals.

You say that the equity now represents something over \$100,000. As a matter of fact we have declined before these present belauded times an offer of \$135,000 for our equity in our real estate which would still leave us in the complete ownership of six hospital beds that cost \$30,000, our large cemetery plot and all the furniture, paintings, books, etc., of the club.

You also publish the following gem: "There are more than 500 working newspaper men, not now members, who are anxious to avail themselves of the privilege of enjoying the comforts of this club and if the present officers will not, the courts should deliver it into their keeping so that the good name of journalism may be preserved for future generations of newspaper men who are coming to New York to seek fame, fortune and a place to express and realize their ideals."

Of course there are 3,000 working newspaper men in New York (not 500) who are eligible for membership—except those already suspended for house charges and dues—and there is nothing in the world to stop them from coming in and taking physical possession of the club's assets. They could have come in any time in the last ten years. Some of them did, as a matter of fact, and went out for

non-payment of house charges or other indebtedness.

In the last 20 years more than 5,000 newspaper men have gone out of the Press Club in arrears. I pass no criticism upon them as I am not called to do so among gentlemen. They bring their own criticism. Some persons who hold their heads high and even were exploited in the world war as more or less supermen, could prove the title without the "super" by paying their bills for meals in the Press Club—they still holding positions on New York newspapers which profess morality in their publications.

You also say in your issue of June 11:

"There seems to be a general misunderstanding as to whom the New York Press Club belongs. Contrary to the impression of some, it is not the property or playing of any individual or group of individuals, but of the newspaper profession of New York City. All of its assets have been accumulated under the name of that profession."

When did the newspaper profession of New York City make the Press Club? It has been sustained by men such as De Young of San Francisco; Gen. Angus of Baltimore; Curtis of Philadelphia, as well as McCartney, Keenan, founder of the Pittsburgh Press; William Berri of the Standard Union, and his successor as editor, John A. Halton; with other newspaper proprietors such as Clark Howell and a few in between, plus some very important leaders in trades newspapers, magazines and advertising agencies. It never was supported by what you call the "working newspaper men" of New York, whatever that phrase may mean; and if you do mean the men who have worked from time to time on the newspapers then permit me to say that most of them "worked" the club.

We have many supporting members who were formerly newspaper men such as the Hon. Jacob A. Cantor, Mr. Justice Ford, Robert E. Bonner, William Jennings Bryan, Russell B. Harrison, Gen. Henry de Witt Hamilton, etc., but in my membership extending from 1884 I have never been aware that the New York Press Club was supported in any way by the "working newspaper men" or that they ever acquired any proprietary right in it. Again you say:

"Secure the co-operation of leading journalists to the end that a reorganization committee may be named at once to take over the affairs of the club and rehabilitate it in the regard and esteem of the community—something that it has not enjoyed for many years. Upon the selection of such a committee the officers and trustees should resign."

The Press Club does not belong to the newspaper profession of New York; I assume you mean the daily newspapers. They never supported any club in or out of New York. The Press Club lives because of the trades newspaper men such as Charles W. Price of the Electrical Review and men of his class, plus advertising writers, playwrights and some play producers. I was formally asked by the unanimous vote of the Board of Trustees simply to call upon you to retract your state-

ment in respect of Mr. Pulitzer and his alleged generosity, but have taken the time to enter more fully in the case. You have one amusing statement, however—which is that:

"the best interests of journalism and of all the members of the New York Press Club demand that the officers and trustees should apply to the courts for the appointment of a receiver to liquidate its affairs with the view of having 'the co-operation of journalists' in a reorganization."

This is practical but not in the profession of journalism. The leaders always have been too selfish or too busy to look after such an affair as a Press Club that would bury its dead, take care of the helpless living and dispense proper charity. The suggestion is amusing inasmuch as in more than 200 cases of burial by the Press Club there was never a contribution from any of the publishers or from those "leading journalists" who establish their standing in society by carefully keeping away from their less successful fellows.

The majority of all cases either of burial or of other charity in the Press Club affected non-members. The newspapers they worked on cared as much for their families as a hungry fox does for the life of a quail. The Press Club always came to the rescue in every case for forty years without one dollar in that period from a single newspaper owner outside of William R. Hearst. That is the indisputable record. The Press Club has recently buried a newspaper man, as you record on its pension roll for a dozen years, managing editor of a great newspaper in the Tweed days, managing editor of another famous newspaper at a later period, and appeals to those newspapers for help might have as well been sent to Tim-huc-to. I could name case after case to fill pages, where the "working newspaper men", actors, artists, playwrights, trades newspaper men and 15 per cent of "journalists" went into their pockets or dipped into the club treasury for charity, but in my 37 years of membership I never saw anything that would suggest that the club could be saved by "the co-operation of leading journalists."

Your proposition now is that we hand over about \$200,000 of assets to some unnamed 500 persons and let the trustees resign. Very good. I shall not ask the EDITOR & PUBLISHER to produce the names of 500 of these "leading journalists." It might prove embarrassing after the time for dissection came. But if the EDITOR & PUBLISHER will produce a committee of 25 of those "leading journalists" pledged to serve the club for a period of at least two years I can say on the part of ten of the thirteen trustees that they can have not only all the assets and authority of reorganization, but every proper assistance that they require.

May I also say that the EDITOR & PUBLISHER had been fair enough to inquire into all the facts as to the Press Club's affairs and into the identity and the motives of those who are posing as reformers there would be much fairer statements as to the facts.

JOHN A. HENNESSY,

Chairman, Board of Trustees, New York Press Club.

EDITORIAL NOTE: Mr. Hennessy's letter is in fine spirit. It must be accepted in good faith. The retirement of the present officers and trustees will open the door of opportunity to the working newspaper men in the greater city who believe that under right auspices the Club can be made to serve the fraternity, the city, the state and the nation in ever increasing helpfulness, despite the fact that for the past quarter of a century the effort of a few earnest men to operate the club on clean journalism lines has been a disastrous failure.

RELATION OF A NEWSPAPER TO ITS PUBLIC

WHEN the Manchester (England) Guardian celebrated its 100th anniversary early in May, C. P. Scott, the editor, delivered an address that attracted considerable attention both in Great Britain and on the Continent. His views upon the relation of a newspaper to the public it serves are worth reading. Mr. Scott said among other things: "I have always held that a newspaper is something much more than a party organ. I have always felt that it had duties to perform just as much to its political opponents as to its political supporters; that it has duties to the whole public which it serves or endeavors to serve.

"A newspaper, particularly a newspaper which has its roots in a great community, is and ought to be something in the nature of a public institution. The public has rights in it just as much, even more than those who own it. Every side has a right to be heard. Every side has a right to be reported. Of course, it has its own political opinions—it would be a poor thing if it hadn't—and the more frankly they are expressed and the

more forcibly the better for it and for everybody. Nobody has ever complained of that. But it should be more than a political instrument. It should endeavor to serve the whole community.

"Looking back on the fifty years of my newspaper life, I ask myself what is it for which a paper stands? What are its duties and what are its functions?"

"Well, the first function, it seems to me, of a newspaper is that which its name implies to give the news and give the whole news. It must not select. It must not pervert; it must not color. Facts are sacred, and to use its command of statement and of publication as a means of propaganda—that is the accursed thing. Its second duty is to reflect life, life in all its phases and in all its multitudinous aspects—art, literature, science, commerce, society, pastimes, religion, everything—and to do this as fully and as fairly as it knows how. And not merely to represent, but to criticize; that is to say, to represent these great departments of thought and activity as fairly and as completely as it knows how."

EDITOR & PUBLISHER has no doubt that more than the required number of successful newspaper men of the metropolitan—men who have had no part in the present fight within the organization—will take themselves of this opportunity to take charge of the affairs of the club and reorganize it in the best interest of journalism.

EDITOR & PUBLISHER stands ready to serve in this labor of love and finance if its service is desired. Manifestly New York newspaper men must lead the way in inaugurating a new kind of press club—one that will be truly representative of the profession of journalism and the great calling of newspaper making.

By way of response to some of the statements contained in Mr. Hennessy's letter and in the interest of fair play, EDITOR & PUBLISHER feels impelled to point out the following facts:

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

SECOND—The New York Press Club does not have six hospital beds, as stated, it has five hospital beds and not one nickel of Press Club money or money collected in the name of the Press Club was ever contributed toward any one of them. Two of those beds, at the Roosevelt Hospital, were given outright by Joseph Pulitzer and the other three were given by a contractor in the days of Tweed.

THIRD—EDITOR & PUBLISHER was not considering the newspaper men eligible for membership in the Press Club when it issued the quotation "more than 500 working newspaper men." That statement referred to men holding responsible newspaper positions who have signified their intention of becoming active members of the club just as soon as the present management steps down and out and self-respecting newspaper workers with ideals and honor in the profession can meet fellows of this kind in such an organization.

FOURTH—It may be true, as Mr. Hennessy charges, that in the past twenty years more than 3,000 active newspaper men have "worked" the New York Press Club but we beg to remind him that "working," with the quotes, has unfortunately come to be looked upon as a regular practice in the best Press Club circles.

FIFTH—Mr. Hennessy raises the question of ownership of the equity in the New York Press Club property. That does not seem to be a hard problem to solve. Joseph Pulitzer gave it a new lease on life because it was supposed to be an organization working for the best interest of all the active newspaper men in the city every dollar that it gathered before and since that time to establish its present equity was paid because it was represented as being an organization of newspaper men, for newspaper men and standing for the highest and the best of the journalism of the metropolis in the city. Without the good name of journalism as a whole to trade upon, the New York Press Club could never have collected a single dollar from any source whatsoever.

We congratulate Mr. Hennessy and the other nine trustees who have empowered him to speak for them. The way is now open to give newspaper men a real Press Club in New York City and in case that is impossible, to close the doors of the present institution and prevent future trading on the good name of the profession of journalism.

Long Island Editors Elect

Vernon Williams of the Hempstead (N. Y.) Nassau County Review was elected president of the Long Island Press Association, at its annual meeting on the Long Island Railroad Experimental Farm at Medford, June 22. Other officers elected were: First vice-president, Francis Hoag, Sayville News; second vice-president, George Schulz, Ridgewood Times; third vice-president, James Canfield, Patchogue Advance; secretary, Morris Friedman, Hicksville Courier; treasurer, William McCarthy, Roslyn News. The Association went on record against revision of the post office zone laws.

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Forgetful of Offended Officers Act or P

Lack of Editor & Publisher from going shortcoming of Clubs held which he ba the most far record.

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ERRORS OF JUDGMENT MARRED AD MEETING

Forgetful of World Scope, It Twice Offended Foreign Delegates—Measures Acted Upon Without Debate or Parliamentary Rules

Lack of time and space prevented Editor & PUBLISHER's correspondent from going into details regarding the shortcomings of the 17th annual convention of the Associated Advertising Clubs held in Atlanta June 12-16, on which he based his statement that it was the most farcical advertising meeting on record.

In addition to the evidences the meeting developed of lack of leadership, purpose and cohesion, it disregarded common international courtesy on two occasions.

At its closing session, it overlooked the fact that it was a world organization and adopted a resolution urging the passage of Congressional legislation to "prevent the flooding of the American markets by foreign goods," an affront to every one of its foreign members, of whom representatives were present from Great Britain, India, Canada and several other foreign lands.

On another occasion a flag address was carried through on the program—stirring tribute to the Stars and Stripes, which was, to say the least, impolite under the circumstances. There is no question but that the address would have been fitting and proper were the A. A. C. W. solely an American organization, but one of its chief prides heretofore has been its international scope. Certainly lack of serious thought was evidenced. The foreign delegates plainly showed that their feelings were hurt, but they let the incidents pass without protest of record. After the meeting was over, though, more than one stated his intention of taking the matter up with his home club upon returning and would not be in the least surprising if there were several foreign club resignations in the near future.

Another happening that created a very unfavorable impression was the way a chairman allowed an audience attending meeting at the auditorium to get out of his control to the extent of breaking up the talk of a speaker by hooting and hand-clapping after a long discourse had exceeded the time limit. The chairman made no effort to warn the speaker that his time was up, nor to compel order from the meeting. Finally the noise forced the speaker to stop and depart humiliated from the platform.

At the closing session resolutions and recommendations were "railroaded" through, or rejected with no thought of consequence. In addition to the international impropriety already noted, a seriously proposed resolution was rejected because it pertained to a Congressional bill proposed by Representative Volstead, of prohibition fame. The resolution urged endorsement of Mr. Volstead's H. R. Bill 2632 providing for law to stop so-called "commercial welfare of a great many advertisers, liberty in business." In spite of the fact that this bill concerns the business the convention refused to consider it because Mr. Volstead was its proponent.

Another unusual procedure for a convention was the A. A. C. W. action in adopting the platform of George W. Hopkins and electing his opponent, Charles Mackintosh, to put it into effect. It is the Hopkins platform that must govern the administration of Mr. Mackintosh for the next year.

There is also some talk that an official protest will be made by a representative group of A. A. C. W. members against the treatment accorded Mr. Chandler of the Chicago delegation when he moved to table the resolution opposing the repeal of the law compelling newspapers to make circulation statements to the Government. It is claimed that after Mr. Chandler, who is chief auditor of the Audit Bureau of Circulations, had properly made his motion and had it duly seconded, the motion to entertain the original resolution was made and passed, without a vote being taken on the Chandler motion. Mr. Chandler's subsequent protests were overruled.

A representative of the Junior Ad Clubs organization made a strong plea on the convention floor for the appointment of a junior department representative to the executive committee. For no other stated reason than that it would entail a change in the by-laws the application was refused.

Certainly the incidents noted above are typical of the way the A. A. C. W. has been deteriorating in recent years. They point to the way to the improvements President Mackintosh must make if the organization is to survive.

LAWSON HAS NEW BABY PAVILION

Chicago News Opens \$250,000 Sanitarium to City's Poor Children

The world's largest fresh air sanitarium for poor babies has been opened in Chicago on Simmons Island, a strip of made land alongside Lincoln Park, by the Chicago Daily News. The sanitarium is a \$250,000 project of Victor F. Lawson, editor and publisher of the Daily News, and was recently completed to replace a smaller institution he has maintained for many years.

A fresh air sanitarium for poor babies was first erected in Lincoln Park at the instance of the late Mrs. Lawson at a time when there was but one other institution of its kind in existence, and that in Boston.

ATLANTA SET MARK AS A.A.C.W. HOST

High Spots Were Chicken Dinner, Barbecue and Club Functions, But Entire City was Ad Men's for the Week

Even though the 17th annual convention of the Associated Advertising Clubs of the World was a keen disappointment from a business result standpoint, the city of Atlanta, as host to the 2,500 delegates who attended, did a job of which it can well be proud. Not one man or woman left Atlanta who was not singing the praises of its hospitality and success as a royal entertainer.

From the time the first out-of-town delegates arrived Sunday until the last one was seen off at the train on his way home, there was not an idle moment. The outstanding social features were the chicken dinner and entertainment at the East Lake Country Club, the barbecue, and entertainments at the Capital City Club. After the annual election Frank Lowenstein gave a notable dinner to Charles Mackintosh, the new president, at the Capital City Club, which was a fitting climax to a week of real Southern hospitality.

The entire city was turned over to the advertising folks—streets, stores, private houses and automobiles were gayly decorated with American flags and the Truth emblem of the A.A.C.W. Practically every private automobile in the city carried the "Welcome Ad Men—Hop In" sign, which meant what it said, morning, noon or night.

Leading men of the city, many of whom were not even members of the Atlanta Advertising Club, gave up their business for the week and placed themselves entirely at the disposal of the visitors. The city itself turned over to the uses of the advertising legion such of its properties as the Public Auditorium and the Boys' High

School, while the general sessions were held in the Wesley Memorial Church's splendid auditorium. Such hotels as the Piedmont, the Ansley, the Kimball House and the Winecoff gave themselves over especially to the convention's needs.

Without question Atlanta set a new mark in A.A.C.W. entertainment. The men named below constituted the convention board, which with the officers of the local club was responsible:

Chairman, Frank E. Lowenstein; Vice-Chairman, B. C. Broyles; Executive Secretary, C. V. Hohenstein.

COMMITTEE CHAIRMEN

Inspirational Meeting, Sam C. Dobbs; Finance, W. V. Crowley; Special Entertainment, St. Elmo Massengale; Organizing New Clubs, Frank E. Lowenstein; Reception, Julian Boehm; Vocational Entertainment, T. H. Daniel; Information Booths, A. A. Jameson; Registration of Non-Members and Badges, B. C. Broyles; Hotel Accommodations, B. C. Broyles; Automobile Service, John Lottridge; Community Co-operation and Business Management, C. V. Hohenstein; Foreign Delegations, George Kohn; Advertising Exhibits, H. S. Baker; Promoting Attendance, R. Winston Harvey; General Entertainment, LeRoy Rogers; Decorations, Lucian York; Program, W. V. Crowley; Meeting Places, Alvin Lovingood; Budgets, Howard See; Women's Activities, Miss Theodora Stansbury; Feeding, Allan Gottschaldt; Registration of Delegates, George S. Lowman; Business Management, C. V. Hohenstein; Transportation, J. C. Beam; Clean Up, C. C. Baggs; Souvenirs, Charles Chalmers; Railroad Rates, John M. Cooper; Telephone Service, Evelyn Harris; Magazine, Armond Carroll.

OFFICERS OF THE ATLANTA CLUB

President, David W. Webb; First Vice-President, George S. Lowman; Second Vice-President, Howard See; Secretary, C. V. Hohenstein; Assistant Secretary, Jack Knowlton; Sergeant-at-Arms, Alvin Lovingood; Chaplain, Dr. Henry Alfred Porter.

DIRECTORS

Frank E. Lowenstein, Chairman; Beaumont Davison, LeRoy E. Rogers, W. V. Crowley, B. C. Broyles, John Lottridge, George M. Kohn.

The Boy Scouts of Atlanta made a particularly fine impression on the visitors—they were everywhere at all times and always waiting to render service. Nothing was too trivial nor too big for the little fellows to handle.

And, last but not least, the three daily newspapers of Atlanta more than did their part. For the entire time of the meeting, their pages were practically given over to convention news.

Getting back to the entertainment, this list will show how Southern it all was. Monday evening, a chicken dinner, Southern fried chicken served in the open air and after that watermelon cutting. That was at the Eastlake Country Club.

Tuesday afternoon there was a reception at Wren's Nest, the former home of Joel Chandler Harris, and the little granddaughter of the noted writer of the old South assisted in the entertainment.

Wednesday evening was the barbecue at Lakewood Park and no one who has not lived or visited in the South knows the meaning of "barbecue."

Those were the headliners in the entertainment, but there were also dinners, dances, luncheons, and informal parties at which Atlanta people entertained small groups of the visitors. The advertising women were entertained by the Women's Club and by Atlanta women at the country clubs. Several of the clubs and all of the golf courses were open to everyone who wore the convention badge. The hospitality of the South lived up to its reputation.

Feeding the visitors was a task that required the painstaking artistry of a housewife operating on the wholesale plan of an army quartermaster. The two feature events of the entertainment program were the outing at East Lake country club on Monday of convention week and the barbecue at Lakewood Park Wednesday afternoon, and at each

(Continued on page 16)

THE ATLANTA CONVENTION

EDITORIAL NOTE—Mr. Stewart, author of the letter that follows, is the retiring president of the Associated Advertising Clubs of the World. The headline and statement in the story of the A. A. C. W. convention announcing the election of Charles E. Mackintosh to the presidency for a three year term, and of which he complains, was an unintentional mistake caused by the fact that the telegraph story of the proceedings reached our office at 2 a. m. press day in a garbled condition. The general tenor of the story, from our correspondent on the ground, was supported by a telegram from one of the leading publishers of the South before publication. However, it is with pleasure that we print the following letter of Mr. Stewart:

June 21, 1921.

TO EDITOR & PUBLISHER:—I am very much disappointed in the article in this week's EDITOR & PUBLISHER by Mr. Redmond. In the first place, the heading of this article is entirely incorrect. Mr. Mackintosh was not elected for three years and you have repeated the same error in the description to the side of his photograph on the same page.

The convention was not a fizzle. In clubs represented, in the quality of the talks delivered before the general sessions and departments and in the calibre of men and women in attendance, it was as good as any convention we have had for a number of years. The only thing against its greater success was the weather.

There was considerable disappointment in the defeat of Hopkins for the Presidency and your representative must have been influenced by some of those who were so disappointed.

I had the opportunity of visiting a number of the departments and while the retail division, newspapers and classified managers were all successful, as he says, there were also a number of other excellent meetings. I was particular interested in talks I heard before the graphic arts, employing lithographers, church advertising department, club secretaries' conferences, et cetera.

The members of The Poor Richard Club, who had expressed their opinion, all agreed that they got a good deal out of the convention.

I think it is very unfortunate, at a time when we should all cooperate to make things better, that you should have published an article of this kind. The EDITOR & PUBLISHER has been doing so much good and is so widely read that I am sure it will not help you if your correspondents do not stick closer to the facts.

With best wishes, I am,

ROWE STEWART.

MACKINTOSH HIKED INTO HIS FIRST JOB AND HAS SET FAST PACE SINCE

New A.A.C.W. President Has Expansion Program, Centering on "Neosho Plan" and Educational Campaigns to Improve Business by Better Marketing

By R. C. BURRITT

(Special Telegraph to Editor & Publisher)

CHICAGO, June 22.—A tall, stockily built young man, 23 years old, walked into the office of the Duluth Daily Star 13 years ago and asked the advertising manager if he "needed any help." The advertising manager didn't think he did, then.

The next day they met on the street. It was a Sunday afternoon, and the advertising manager proposed a walk to Lakeside, several miles distant. "I've been thinking about you," he said, "and if you wish to talk things over and take a hike at the same time, why come along."

The young man looking for a job would and did. His long legs set a heartbreaking pace. He could talk as well as he could hike and during the walk set forth his qualifications. Leaving Lakeside he proposed they walk back. His own home lay on the return trip, twenty blocks nearer than that of the advertising manager. He did not mention the fact but continued until the advertising manager, puffing, reached his own door.

"I guess you had better come in tomorrow," the advertising manager said, as they parted. "I can give you a job at \$25 a week."

The following day he confessed to his young solicitor that before hiring a new man he usually took him on a hike, that good hikers make good solicitors.

This solicitor proved he could go out and bring in the business.

He was Charles Henry Mackintosh, sales and advertising counselor of the LaSalle Extension University and newly elected president of the Associated Advertising Clubs of the World. Mr. Mackintosh is now 36, an orphan, and a bachelor who evidently thinks he travels fastest who travels alone. He has hiked up the Rue Success with surprising swiftness.

What Mackintosh learned and demonstrated as an advertising solicitor at the head of the Great Lakes he has been demonstrating in a broader way ever since. His beat as a solicitor comprised the retailers. The idea he had then, and still holds, was that the retailer should quit purchasing mere newspaper space and start buying real copy.

"The man who buys a hammer wants to buy results, not a hammer. He is thinking in terms of nails already driven. And the man who buys an auger wants to buy holes. The motive behind each sale is a certain, definite result. If advertising is going to sell merchandise this basic fact must be kept in mind in the preparation of the copy," he told a hardware merchant.

Thereupon he trotted out newspaper copy he had written for the hardware dealers and sold him on its appeal. In doing so he sold space in the newspaper he represented. In like manner the young solicitor went from merchant to merchant selling them a copy service he conducted without aid. The retailers had demonstrated for them the value of his contentions. They grew to rely on the copy he wrote for them. Wherefore when the Daily Star passed out of existence not long afterwards, Mackintosh opened an advertising service agency which had built itself and went on writ-

ing the retailers' copy. He had become established in one year.

Mackintosh founded the Duluth Advertising Club, he was its first President and held the office several times. Then, in 1913, he decided to link fortunes with the Clyde Iron Works, manufacturers of logging machinery, a prosperous concern, but a poor second in the industry. Mackintosh thought it could be made the world's largest manufacturer of logging machinery. He induced the Clyde people to put up the money to establish an elaborate magazine called "Logging," which he took under his wing as Editor-in-Chief, head of the copy desk, rewrite and reportorial staff. He went out into the woods country and wrote simple stories that a layman could understand on logging operations and the economy of the Clyde logging machines. He packed them with facts and human interest and served them on fine paper with photographs he took with his own Graflex. He travelled up and down the United States and went as far South as Brazil, looking for and getting interesting copy.

The magazine was placed in the hands of manufacturing lumbermen, of woods superintendents, practical loggers. It cost a barrel of money, but it made many barrels more. Before long the Clyde Iron Works had the drop on their competitors. Before long they were the largest concern manufacturing logging machinery in the world. But "Logging" eventually came to an end. The war killed it, but not Mackintosh, who had meanwhile enlarged the sphere of his activities.

In 1915 he had organized the National Association of House Organ Editors, becoming its first president at the Chicago Convention of the Associated Advertising Clubs of the World. For the year 1916-17 he had been the Governor of the Ninth District of International Rotary. Then at the Philadelphia Convention of the A. A. C. W. he had been chosen president of the combined departments of House Organ Editors and Direct Mail Advertising Association.

Getting down to 1918 Mackintosh, then 33 years old, was invited to become Associate Editor for the four-minute men of the Committee on Public Information at Washington. And soon after he took charge they made him national editor of the work and he started in to write the bulletins that 75,000 speakers employed throughout the country in "advertising the war."

Six weeks after the Armistice he left for Duluth to reopen his advertising service, but LaSalle Extension University stepped in and picked him off as sales and advertising counselor. They don't appear to be sorry they did so, for the University business jumped \$5,000,000 in 1919, the first year of Mackintosh's work there, to approximately \$7,000,000 in 1920. This year the volume is said to be at least 15 per cent in excess of 1920's volume.

Of the work and policy of the A. A. C. W. during his administration Mr. Mackintosh said:

"Our program for the forthcoming year contemplates the creation of new advertising clubs in towns and cities

all over the U. S. and Canada, operating under a tested plan of co-operative marketing, centering upon special monthly community sales days which is known to the advertising world as the Neosho plan. Under this plan and by means of special campaign of education, already projected along lines of retail salesmanship, a vast and early betterment in marketing methods and conditions is confidently predicted.

"It is believed that nothing could do more to change the present pessimistic state of the public mind and to 'break the buyers' strike,' bringing about an early return to normalcy in business, than this progressive organized nationwide movement towards the immediate betterment of marketing."

Aggressive development of the movement in foreign lands also is planned. Fifteen foreign countries participated in the Atlanta Convention through the direct influence of the president and these contacts are already being strengthened to permit of the establishment in those countries of advertising clubs, affiliated with the Associated Advertising Clubs of the World. Foreign trade undoubtedly will be greatly facilitated by the establishment of such organizations, knit together in the world-wide organization.

DETROIT PAPERS CUT PRICES

News, Journal and Times Reduce Street Rate From 3 to 2 Cents

(By Telegraph to Editor & Publisher)

DETROIT, June 22.—The News, Journal and Times, effective June 27, will reduce their street sale prices from 3 to 2 cents. The News and the Journal will be 10 cents weekly, delivered, and the Times will be 15 cents. The Free Press is not affected. Rates outside the 50-mile radius are unchanged. The management, in announcing the cut, said:

"Although there has been a moderate reduction in the cost of print paper, all other costs of production of a newspaper are still at their highest war-time levels. The new schedule, therefore, is in anticipation of further savings in the cost of production."

New Daily in Joliet

JOLIET, Ill., June 22.—The Joliet Times was recently started, using an \$11,000 automobile contest for subscription promotion. R. J. Peacock is publisher, Floyd E. Brown is general and advertising manager and Clarence I. Day is circulation manager. It is published evening and Sunday morning. It is a seven-column paper, with 13-em columns and a depth of 280 agate lines. Equipment comprises five linotypes, one monotype, one Ludlow caster and Hoe press and stereotyping equipment.

Ship Board Advertising Suspended

WASHINGTON, June 22.—Suspension of all advertising contracts of the Shipping Board with newspapers and other periodicals was ordered today by A. D. Lasker, formerly president of the Lord & Thomas Advertising Agency and now chairman of the Shipping Board, pending a detailed study of the situation and determination of the board's future policy. It will determine among other things whether the advertising appropriation was being expended to best advantage.

Crowley Progress a Daily

The Crowley (La.) Daily Progress will appear June 27, with L. A. Andrepoint as publisher. The paper heretofore has been a weekly. It will have the United Press pony service.

MAGAZINE MEN MEET JULY 7-8

Canadians Will Give Time to Talk on Editorial Topics

For the annual meeting at the Engineers' Club, Toronto, of the Canadian National Newspapers & Periodicals Association, which was postponed till July 7 and 8, on account of the printers' strike, the following program has been arranged:

"Free Publicity," introduced by Oliver M. Ross, Consolidated Press, Toronto; followed by B. T. Huston, Maclean Publishing Company, Ltd., Toronto.

"Exchanges: Their Use and Abuse," by Brock Van Blaricom, Hugh C. Maclean Publications, Ltd.; Gordon C. Keith, Commercial Press.

"Relative Number of Reading Matter Pages to Advertising," George D. Davis, Maclean Publishing Company; Rev. G. B. Carson, Presbyterian Publications.

"How Far Should the Advertising Department Control the Policy of the Paper," J. W. Wheaton and H. A. Jones.

"How to Get Contributors," J. Vernon Mackenzie, editor of Maclean's Magazine; L. R. Wright, Hugh C. Maclean Publications, Ltd.

Yonkers Statesman Sold to News

The Yonkers (N. Y.) Statesman, established in 1837 and one of the most widely quoted dailies in the country was purchased this week by Arthur W. Lawrence, owner of the Yonkers Daily News, the consideration being \$50,000. Both papers will be continued for two months, but consolidation will take place as the Statesman-News as soon as the necessary equipment can be secured. Directors of the new corporation are Mr. Lawrence, Everett Addoms, Charles H. Duell, George E. Edie, William J. Wallin, Elijah M. Yerks and Arthur S. Maudlin. The latter, who is manager of the Daily News, has assumed charge of the Statesman. Edwin Oliver, owner of the Statesman, will retire from business.

Radio Conference in Paris

Forty experts, representing the United States, Great Britain, France, Italy and Japan, met in Paris, June 20, for a conference on the question of world wireless communication. The purpose of the conference is to harmonize the radio rules of the world and formulate plans for bringing wireless into more general use through the encouragement of private enterprise under government control. The American delegation is headed by Major Gen. George O. Squier.

Clayton D. Lee Joins I. N. S.

Marlen E. Pew, editor and general manager of the International News Service, announced June 23, that Clayton D. Lee had been appointed business manager of the I. N. S. and had assumed his duties immediately. Mr. Lee has been an executive in press association work for many years and for a considerable period was president of the United Press Association.

Rankin Agency Holds Election

William H. Rankin was re-elected chairman of the executive and plan board of the agency which bears his name at the annual meeting in Chicago last week. Other members named were: Vice-chairman, Wilbur D. Nesbit; research and trade surveys, Herman A. Groth; art, typography and layout, Myron C. Perley; plans, W. S. Nordburg; sales management, J. D. Driscoll; production, R. C. Nelson; Robert E. Rinehart, E. C. Conover, E. C. Tibbitts, Charles F. Higham, Thomas R. Shipp.

HEARST PLACES RIGHT OVER GAIN—MERRILL

Not "Can It Be Done," But "Ought It Be Done" Is Question Before Power of Informed Public Opinion Is Loosed

The best biographies are usually written by men who have been long associated with their subject. They know the habits of mind, the likes and dislikes and ways of doing things, strong points and weak points and shortcomings better than anyone outside of their subjects' families.

William Randolph Hearst's biography has not yet been written, but the man who, above all others, is most competent to undertake the task is Bradford Merrill, who has been closely identified with the general management of the Hearst publications for many years and enjoys his chief's confidence.

Mr. Merrill recently contributed to the Atlanta Georgian some of his views of Mr. Hearst as an editor and publisher of newspapers and of his policies that are both interesting and informative.

In reply to the question as to how it is possible for Mr. Hearst to control the business and editorial policies of his many newspapers located in different parts of the country, Mr. Merrill quoted a remark made to him on one occasion by Mr. Hearst over the telephone.

"Whatever is right can be achieved through the irresistible power of awakened and informed public opinion. Our object, therefore, is not to inquire whether a thing can be done, but whether it ought to be done, and if it ought to be done, to so exert the forces of publicity that public opinion will compel it to be done."

This simple rule, Mr. Merrill goes on to say, makes it quite easy for anybody to understand how a great many editors situated in many different communities can handle issues as they arise without much trouble and without wiring to Mr. Hearst asking what they shall do. It does not require a genius to carry out such a platform.

Mr. Merrill says that Mr. Hearst cares more for what one of his papers is and what it does than for what it makes. The editors and publishers of his papers are constantly reminded that they must do right, even when it does not seem to promote their own interests.

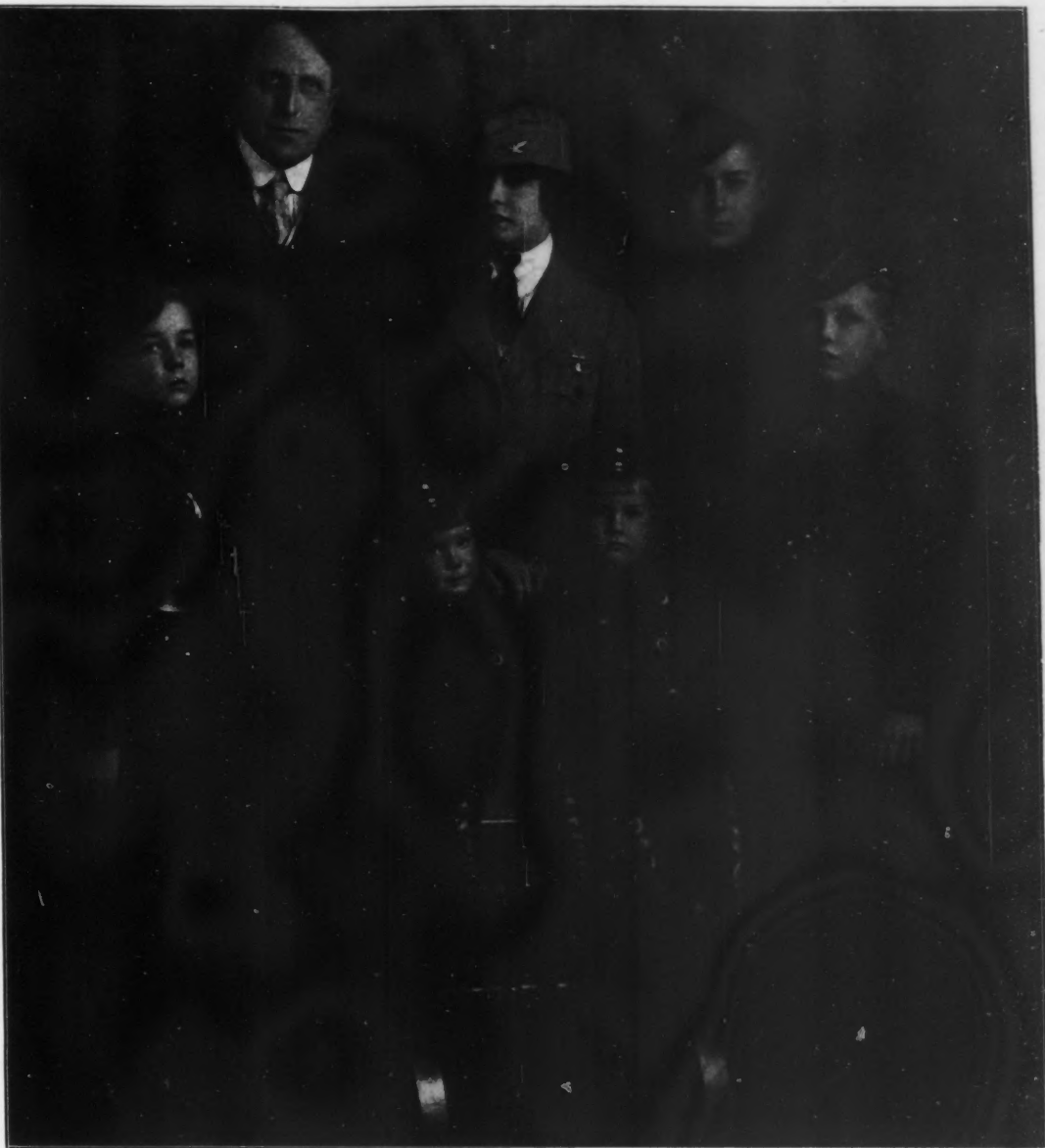
Mr. Hearst is different from every other editor who ever lived, he asserts. Unlike James Gordon Bennett, who exalted the news and underrated the editorial page, Mr. Hearst exalts both the news columns and the editorial page, each in its own sphere, one to give the facts, or the news untrammelled and no matter at what cost; the other to awaken the conscience or indignation of the people or to keep them interested in what is going on.

One secret of the growth of the Hearst organization, Mr. Merrill maintains, is its unity. They proclaim the same principles, diffuse the same information and strike the same keynote, no matter where they are published. The men associated with it catch the spirit of the mass and become stronger through association with it.

PLANES TO RUSH FIGHT PHOTOS

Chicago Tribune Plans to Print Cuts of Jersey City Battle July 3

The Chicago Tribune is planning to bring photographs of the championship fight between Jack Dempsey and Georges Carpentier July 2 in Jersey



MR. AND MRS. WILLIAM R. HEARST AND THEIR FIVE SONS

The names of the boys, beginning at the left, are: John Randolph, who recently published a newspaper on his own hook without help from anybody; the twins, Wilson Whitmire and Randolph Apperson; George, the eldest; and William Randolph.

City to Chicago in time to publish them in the morning editions of the Tribune July 3.

The stunt, as contemplated, will require the use of two airplanes, for which the newspaper is negotiating. Tribune photographers will be at the arena when the clash for the heavy-weight crown commences. If the planes and necessary pilots have been found at that time, the photographers will rush early pictures of the fight to a plane at Jersey City.

Officials of the Tribune say it would be necessary to have the flight divided at Cleveland, whence a second plane would relay the photographs to Chicago. The second leg of the hop would be a night flight.

"We have been negotiating for the planes for some time," a Tribune editor said, "and find that army planes cannot be used."

When first reports in Chicago stated the Tribune had the stunt in mind, it was also reported that the Herald and Examiner proposed a similar stunt and that there would be a cross-country race from the Atlantic Coast to an aviation

field near Chicago between the planes of the two morning newspaper rivals.

"We have considered the matter," Duffy Cornell, news editor of the Herald and Examiner said, "but it doesn't seem feasible. Before the preliminaries are over and all the bigger notables and the little notables have been introduced and the fight actually gets under way, the hour will be late. A night flight by relays is impracticable. I don't think we shall try it, but at that we might change our minds."

SPANISH EDITOR SAILS

Will Return in September to Study American Methods

Francisco Luis, city editor of the Madrid (Spain) El Debate, who has been in this country for the past three months studying American news-gathering methods, will sail for France next week.

Mr. Luis will return to the United States in September for the purpose of continuing his studies and will then establish an office for El Debate in New

York. El Debate is one of the leading morning papers in Spain. It is a six-column, six-page daily and has a circulation of 100,000. Politically it supports the Extreme Right Wing. It is the intention of the proprietors to reorganize its news-gathering facilities along American lines.

One of the first moves in this direction, Mr. Luis pointed out, will be the establishment of direct news connections with the United States and other important foreign countries. Now all news to Spain goes through French and English channels.

Jaffray Again Heads The Globe

The annual meeting of the Toronto Globe Printing Company was held last week, when reports of the year's operations were presented and approved. The following board of directors was reelected unanimously: W. G. Jaffray, Rev. R. A. Jaffray, A. F. Rutter, E. T. Maalane, K. C. G. Tower Fergusson and Martin Love. At a subsequent meeting of the directors, W. G. Jaffray was reelected president of the company.

MANY IMPORTANT THINGS TO CONSIDER IN SELECTING YOUR MEDIUM

Careful Selection Is Only One Among Many in the Kit of Tools Used to Build Your Advertising Campaign and Bring It to Sure Success

By J. GEORGE FREDERICK
President Business Bourse.

ARTICLE V., CONCLUDING THE SERIES

THE usual meaning of the words "analyzing the medium" for advertising purposes applies to the more surface things, such as the circulation, rates, etc.

True analysis of a medium extends a good deal further than this. Before the use of a medium becomes possible the plan of an advertising campaign in which the medium is to play a part must be studied. This medium analysis goes back to the very heart and core of the campaign goal, which, as every good advertising man knows, is often a psychologic or strategic goal.

This is illustrated in the tremendous volume of advertising which a certain well known weekly carries, mainly because it has become a commonplace thing to use this medium "for dealer effect" and similar strategic reasons.

There are some who hint that insertion into popular, high-price-per-line magazines is advocated by some agencies as an easy means of spending the advertiser's money in one lump and getting a commission with the least amount of effort or analysis. How true this is someone else will have to give testimony, but I would not say that it is out of the range of possibility.

LARGE CONSIDERATIONS

At any rate, the proper start for the making up of a list of mediums is to visualize the goal and object of the campaign and to begin considering individual mediums with the larger considerations in mind rather than the narrow ones.

There is a great deal of fulmination regarding the extent of "waste-circulation" used by some advertisers; and yet, from the strategic and larger point of view many such purchases are undoubtedly justifiable and profitable. They are examples of selection of mediums primarily upon major strategic reasons, following a broad policy. The broader a campaign policy is the more nearly sure it is to mean a three, five or ten-year policy consistently adhered to, in which mediums are considered coolly and fundamentally.

There is a very considerable temptation in purchasing advertising to be an opportunist rather than to operate on principle. There are so many enticing ideas sprung, so many bargains peddled about, and so many last minute offers of exceptional position; there is such a welter of ups and downs in business and changes of personnel and policy, that advertising plans are buffeted about exasperatingly. The objective changes too often; the appropriation is inflated and deflated too frequently and there is no clear picture of the advertising plan as a whole.

OPPORTUNISTS SPOIL PLANS

Advertising—it cannot be too often and too insistently repeated—suffers when it is handled by opportunists. Advertising is a deeply submerged principle operating upon the subconscious mind of the public, slow-moving but powerful as the tides; and you cannot fiddle and blow hot and cold with so deep-seated a principle.

The strategy of the effective use of mediums, co-ordinating with a strategy of sales over a long period, must calculate upon long-continued, educational and reiterative steps and a desire to build solidly and safely. Like everything else that is orderly it must have a logical beginning, middle and end. A program of advertising should have its tryout, preliminary and long-pull stages; it is sound to use mediums in a preliminary period for certain strategic elements of purpose; to use others in the middle of the long, full campaign for the hard constant labor of education, and to use other mediums or new mediums at the close of the campaign for the logical last wallop and special drive.

MAY TRIM SAILS

It is logical, in absolute necessity, to trim sails with an eye to the strategy of a breathing spell in expenditure; using certain mediums to create a greater impression of activity than the facts warrant.

The temptation to be a mere bell-wether is very strong in the use of advertising mediums. Because one sees competitors and others using a certain list of mediums is far from assurance that such a list is best. It is appalling how much advertising is placed because competitors and others are "doing the same."

Many of the best successes in advertising have been made by men whose attitude toward mediums was courageous and based on far-seeing policies and clear analysis. Their idea of mediums was individual and correlated only to their own thinking. Wrigley, of Spear-

mint fame; Post of Postum Cereal and others built on this principle.

The advertiser who "follows along" is the good medium's worst enemy, because he cannot be appealed to; he is operating upon an imitative instinct which is beyond the reach of reason and he cannot be shaken loose. Only when he begins to think does he become different, and the many excellent mediums which are not getting the attention from advertisers they deserve could not hope for anything more blessed than a greater realization of this fundamental principle in medium selection. We would then see some of the super-inflated mediums lose their large and often not wholly deserved mass of advertising, and a more logical distribution based upon clear analysis of mediums occur.

TOO MUCH DEBATING

It is wearisome—especially to a man who has been in the advertising business a long time—to hear over and over again each year the same old debates as to the relative merits of different types and classes of mediums. You would think that the solicitors for one type of mediums were savage tribes perpetually at war with neighboring tribes who sell other kind of mediums. It does not seem to dawn upon them that there is a logical structure upon which the excellence of their own medium is based, and a similarly logical structure upon which the excellence of their competitors' medium is based.

It is all the question of a merchandising situation, the strategy of the campaign and the type of article, state of distribution, etc. To one thoroughly versed in merchandising tactics it seems not alone wearisome, but more or less dishonest, because it indicates a woeful lack of study and analysis of the advertiser's problems (despite a lot of noise and pretense on the subject).

TRADE PAPERS UNDERRATED

The natural result of such a lack in many places of careful study of the advertiser's interest has made some advertisers discount all or nearly all of the representations of mediums. It often compels them to do their own analysis, which might be better done if it were made in consultation with constructive

and well-informed representatives of mediums.

In fact, an advertiser may—sometimes—even without interference from his agent—make serious mistakes in mediums—especially when it comes to the matter of trade papers and their logical part in a sales campaign, as their place is persistently underrated.

Other special or class mediums also frequently get entirely inadequate attention—general mediums being the cynosure. Yet this is increasingly a day of specialized interests and therefore, specialized reading. It is true in part that this condition is due in part to some of the temptations to which agencies are amenable. The lure of the large commission and the duplicate electro and thus the larger profit is stronger than it has a right to be.

The president of one of the most brilliant advertisers in the United States, a man who has raced up his sales in half a dozen years from \$500,000 to \$15,000,000 annually, has as fixed and definite a policy regarding mediums as an engineer has measurements and rules of orientation. He made his success by working out a broad policy, selecting the mediums and type of mediums adaptable to his strategic policy, and these mediums made his proposition successful even though the advertising managers of many of these mediums did not—and do not today—know anything about the general policy behind the campaign a piece of whose copy they are running. He is a theorist on his subject which happens to be that of newspaper advertising on a zone basis, and as his analysis has made him successful in his plans, he dogmatizes. He analyzed his way to success, but on a merchandising plan basis.

SEEK SALES SUCCESS

It must thus be seen that advertisers do not sit down to "analyze mediums"—they sit down to make policies work and to make their sales campaigns a success. The medium is only one in a kit of tools, and they never analyze the medium at all unless it fits the job when they have before them the subject of a certain medium they feel they are wasting time unless that medium fits in with their strategic campaign. The average representative wastes time in solicitation by talking about the medium rather than about the job which the medium is to help accomplish.

Now, imagine a broad executive working out his campaign in consultation with an advertising agent—or even possibly with a thoroughly capable and broad-gauged representative of a publication or group of publications. What might be said to be the line of questions that would come out? They might be somewhat as follows:

(1) What publication or group of publications have an audience of the most interested readers, in the largest numbers, at the lowest rate per line or per page per thousand of the kind of people on whom I am trying to produce an effect?

POWER AND INFLUENCE

(2) What publication or group of publications, by means of the type or size or frequency of the copy I intend to use and of the proposition I have to make, will exert the most influence upon my distributive and sales organization?

(3) What publication or group of publications, or kinds of mediums, might I use to achieve the necessary auxiliary campaign effects or side pressure or flank movement with which to fortify my general campaign, and complete it?

(Continued on page 25)

NEWS SERVICE FOR WOMEN BY WOMEN PLANNED BY GENERAL FEDERATION

SALT LAKE CITY, UTAH, June 19.—Declaring that "We should not have the news cables clogged up with their present stuff," Ida Clyde Clark of the Pictorial Review, New York, made a scathing attack on the newspapers of today at a meeting of the General Federation of Women's Clubs in this city. Mrs. Clark said:

"There is a strange news psychology at present, a psychology created by present-day financial conditions and it is for us to change this psychology. If men editors would let the newspaper women of the country alone and not clip, re-write or re-edit their work, the right kind of news that we wish would be safe in the women's hands. The sort of news to which newspapers today cater is not constructive news. I wish you Western women with your directness, your cleanliness, your manner of going straight at things without 'looping-the-loop' would take up this idea of a mighty news service. I wish you could go overseas and show the arbitrators over there how to go at things. They have been 400 years learning how to arbitrate."

"I wish we could have salesmen, women salesmen, who could market our news and make the editors want it as badly as they want the stuff they use now."

At the final meeting it was decided to establish news bureaus for the purpose of giving publicity to activities of women. Stock subscriptions were received from club women in twenty different states. Amounts taken vary from \$50 to \$500. The plan, which originated with Mrs. Clark, is to establish a syndicated women's news service similar to the Associated Press, with headquarters in Chicago. It will be incorporated for \$100,000 and will be entirely in the hands of women. Regional research stations will be established all over the country, in charge of women, where news of interest to women will be collected and sent to headquarters. As a beginning the bureau aims to supply 100 daily papers in cities from 10,000 to 500,000 population.

Mrs. Clark says she is thoroughly familiar with the Associated Press service, as her husband was connected with it for years, and she will pattern the new women's bureau after it, but with the elimination of waste which has always existed, she says, in the Associated Press. She declares that news will be sent from her bureau that will fit the needs of each section. She expects to have all ready by September.

PICTORIAL ADVERTISING THE MEDIUM OF AN ART RENAISSANCE

Leon Gordon Taken as a Figure in the Trend Toward Frankly Commercial Endeavor by Painters Whose Work Is Ranked with the Best of Contemporary Art

By HARRY STATON

Of the New York Tribune Syndicate

WHEN the youthful advertising industry came to the realization that the first requisite of advertising was to compel attention it sought Art as a medium in the printed page. Being young

Gordon has won a measure of success to satisfy the most material ambition. He has done this by putting into the advertising "copy" a spark that has come very near to melting the austere

not believe that the use of an ancient and divine pastoral to advertise a brand of condensed milk will cause any Old Master to turn over in his grave. They do believe that men like Leon Gordon, J. C. Leyendecker, Maxfield Parrish and Edward Penfield are expressing themselves nobly and perhaps permanently and are doing a great service to art by educating the masses to an appreciation of the beautiful through the ubiquitous medium of advertising copy.

Gordon's work is shown throughout the length and breadth of the land in the illustrated advertisements of "Society Brand Clothes," "Ide Collars" and "Mallory Hats." In these campaigns attention has been attracted through colorful paintings of smartly dressed men and women and single figures of men. Gordon divorced himself forever from the alinement of seams and the portrayal of materials early in his career.

Gordon's early struggle was more vigorous, perhaps, than that of the average. Like many an artist hero of our books, he was offered a security that must have been tempting to a youth with a very material appetite. He spurned "three squares" a day for life with prospects of a certain kind of success out in Indian Territory behind a counter. His first job in art was sign painting and his second was sizing walls of a good painting job that was done by a regular union man.

Gordon was born in Russia thirty-two years ago. When he was sixteen years old he packed up his belongings and came to the United States to join his brother who had established a business in Hugo, I. T. It was there, within a few months, that he kicked over the counter and started on his own to paint signs. Perhaps it was his facility with the paint and brush on the sign board that first fired his ambition. At any rate he ran away to Chicago and landed on the steps of the Art Institute with eighty cents in his pockets. He told of his ambition and, the next day, he was doing the sizing job before mentioned. That job well done, Gordon was promoted to dusting statues from seven to nine each morning. For that he received his early tuition. There were other details besides tuition that needed attention so Gordon found a job in a lunch room, "dragging out the dead" (dishes), for which he received his meals. At night he straightened the class room, then hustled over to a near-



Leon Gordon, from a Bronze by E. F. Quinn

by theatre where, if he diligently ushered the patrons to their seats and then got behind the scenes in time to become a part of a mob, he was given fifty cents.

New York was calling Gordon. He managed to gather the car fare and answered. He entered the National Academy and kept himself there by working at night in a moving picture theatre. He ushered, sign painted and (the boy had waxed strong) bounced. Saturday nights he worked as clerk in a shoe store.

Life was complicated between art and bouncing but Gordon had learned enough about art to believe that he could go back to Chicago and sell something for money. He was in Chicago within thirty hours after he got an idea. He worked six weeks on a painting and submitted it to Marshall Field's. What he got for the six weeks work made him decide to hurry back to New York. He was convinced that bouncing was his true calling.

Back in New York Gordon's life assumed the drab grind of peddling art until he was given a chance by some advertising agencies and publications, among which was the American Magazine, followed by Hart, Schaffner and Marks. Success came quickly. He was besieged by other big national advertisers. Today he is considered by many to be foremost in commercial art. Tomorrow is Gordon's to do as he will, his admirers are confident.



A Gordon Group Advertising Society Brand Clothes

and of little experience, Advertising went after the cheapest art it could buy and thus satisfied its requirements for the time because the art it bought was sufficiently bad to do what was expected of it—compel attention. Natural progress ushered in mediocrity which shattered the faith of many and at the same time stirred the intrepid to more ambitious ventures in pictorial advertising. Out of these adventures grew the advertising art we know today—the art that has made the advertising pages of the great newspapers and magazines equally attractive with the text matter, has largely mitigated the obtrusiveness of the billboard, beautified some Ugly Ducklings of circularization, and, according to the opinion of some distinguished painters, has established a renaissance of useful art in America.

Because his fame has been built solely upon frankly commercial endeavor and because his name is frequently a topic where modern painting is discussed, Leon Gordon may be taken as a figure in this renaissance, if renaissance it be. A little past thirty years of age,

aloofness of the geniuses of art for art's sake.

"Is he one of us?" they ask, perhaps a little dismayed at the very thought.

Gordon's ability to paint seems to have been discovered or, at least, accepted by the advertisers before it was noted by those mutually recognized geniuses who conceive unordered masterpieces and wait for true art patrons to establish a cash value.

It is the steady diminishment in the numbers of those who hold the attitude here suggested that has proclaimed the renaissance of useful art. Were not the great masterpieces of ancient art in painting and sculpture executed on order and to fill definite niches in the decorative schemes of the halls and gardens of the great? Were not many of the old painters literally the hirelings of masters who gave them jobs to do when the requirement became apparent? Theirs was the useful art of their day, now the sacred foundation of the purest self expression in art.

Thus argue they of today's renaissance of useful art. These moderns do



Box Label for Mallory Hats, a Fine Example of Modern Useful Art

AGENTS WEARY OF COMMISSION SYSTEM THAT PERMITS MANY EVILS

Conferences Among Parties at Interest Interrupted by Atlanta Convention, but Will Be Resumed in an Effort to Devise a New and Equitable Plan

MORE and more openly it is developing that many reputable agencies themselves are dissatisfied with the present method of agency compensation, though they are reluctant to talk much about it until concentration and conference have shown some way to make a change that would be an improvement upon the present system.

It is not too much to say that a majority of the best agencies realize that a change that will eliminate commissions on the present basis must come. Some of them even now bill their clients net publishers' rates. Those who do not make the claim that this is a form of commission rebate that works for the injury of agencies that do not follow the practice. Some publishers, even, deprecate the practice so far as to put agencies under contract with them not to bill advertisers net; and this, unquestionably, is what the Association of National Advertisers meant by the comment in the report of its agency relations committee saying: "Yet the contracts entered into between some publications and the agencies make it impossible for the advertiser to say how his money shall be spent on compensating agencies."

That the much-condemned split commission still exists is a matter of common talk—even common knowledge. But quite as apparent as that the practice has not been abandoned by some agencies is the futility and unwisdom of discussing seriously details that have grown under the present system when fundamentals and bases are the real things to be attacked. Wipe out, the cause and the effect will cease as a matter of consequence.

None the less, since it may be necessary to prove conclusively the existence of lesser evils in order that the greater may be eliminated, EDITOR & PUBLISHER is gathering data on them to be used should occasion arise.

It may be that no system to be devised by man can entirely prevent oblique practices by men determined upon obliquity; but advertising agents are no more evil-minded than other groups, and much less than some. When a code of practice shall have been evolved that will be an improvement upon the one extant there will be few violators, and they of the kind that have to hide under the policeman comes around.

That a better system will be evolved is certain. Interior conferences have been going on ever since EDITOR & PUBLISHER suggested them as the first step towards reaching a safe and sane conclusion. Inter-organization conferences were interrupted by the occurrence of the convention of the A. A. C. of W., which took many agents, publishers and advertisers to Atlanta. They will be taken up again shortly.

Meantime, interest continues, as is shown by the following letters referring to correspondence already printed in EDITOR & PUBLISHER:

ROBERT FROTHINGHAM, vice-president, Ivan B. Nordhem Company, New York.

"That stealthy and unworthy method of attempting to establish an argument by the setting-forth of a half-truth, is, to say the least, a confession of weakness. Some folks characterize it in much stronger terms. Wise men avoid

it as they would a pestilence; first, because there is always a 'back-kick' which establishes the author's insincerity, and second, because it is decidedly unsportsmanlike. I refer to the following quotation from William H. Rankin's article in reference to the question of agency commissions in the June 11 issue of the EDITOR & PUBLISHER:

"Ten years ago the street cars and the bill-posters paid the advertising agencies commissions and then eliminated them; but they did not give the advertiser the benefit of the saving."

"So far as that statement relates to the bill-posters it is absolutely misleading, and no one is in a better position to know it than Mr. Rankin. The facts are as follows, which can be fully confirmed by anyone sufficiently interested to look them up:

"For many years the poster-advertising plant-owners, who control the billboards in upwards of 10,000 towns and cities throughout the United States, have been represented in the advertising field by concerns like ours, which have devoted themselves exclusively to the development of outdoor-advertising, for which we receive from the poster-advertising plant-owner a fixed commission for our services. In other words, we are advertising agencies specializing in outdoor publicity.

STAY IN OWN FIELD

"Many of us have had adequate experience in the newspaper and the magazine field, in merchandising and advertising agency work as well, notwithstanding which none of us has ever made any attempt to encroach upon the legitimate work of the general advertising agent.

"That there is a definite place in the advertising field for both the general advertising agent and ourselves is proven by the fact that practically every important advertiser in the country with a worth-while appropriation specializes in the services of both. He wouldn't any more place his poster-advertising through the general advertising agent than he would place his newspaper and magazine advertising through an agency specializing in poster publicity.

"With the constantly increasing importance of the outdoor-advertising medium borne in upon the general advertising agent's mind it was quite natural that he should seek recognition therein. His representations to the poster-advertising plant-owner about ten years ago that his recognition would result in the conversion of the clients he controlled (?) to poster-advertising brought about that recognition which he so much desired, and he was forthwith placed upon the same basis of commission that was extended to those agencies specializing in outdoor publicity.

WERE FINALLY DROPPED

"During the years that ensued the general advertising agencies of the country didn't develop or create enough new business to justify their continued recognition by the poster-advertising interests. They were naturally outclassed by the specialists in the field. The recognition, which was general at first, was finally reduced to five different agencies which appeared more hopeful than the rest, and they were given three

additional years to demonstrate their ability along outdoor-advertising lines, resulting in their finally being dropped altogether.

"Mr. Rankin ought to be as familiar with these conditions as any man in the field, because he was vice-president of one of the agencies which was most active in securing recognition: The John Lee Mahin of Chicago, of which he subsequently acquired control and which was finally merged into the agency which now bears his name.

"When, therefore, he creates the impression that the commission extended by the poster-advertising interests of the country to the general advertising agent came out of the pocket of the advertiser and should have been followed by a reduction of the rate when said commission was cut off, he is guilty of an inexcusable misrepresentation from which no plea of ignorance can possibly exonerate him."

W. T. PROSSER, of Strang & Prosser, Seattle, Wash.:

"The present system of agency compensation may not achieve perfection, but we believe it comes much nearer that goal than Mr. Gunnison of the Brooklyn Daily Eagle might admit. Mr. Gunnison's letter to the EDITOR & PUBLISHER said:

"The fundamental defect of the present arrangement is that the agent too often is influenced by the compensation paid to him by the publisher, and, unfortunately, the publishers in their anxiety to get business attempt to influence the agent by a large commission, or by many tricks of the trade by which some advantage may accrue either to the agent or his customer."

"Though we have been in the agency business for the last ten years we have yet to find any noteworthy publisher attempting the seduction which Mr. Gunnison fears. We should be much surprised indeed if Mr. Munsey, Mr. Ochs, Mr. Hearst or even Mr. Gunnison should make our agency or any other a surreptitious offer of 20 per cent instead of the established agency commission of 15 per cent, 12 per cent and more of which goes to actual expense of maintaining the agency for the benefit of the publishers.

"Nor do we find publishers wining, dining or otherwise striving to influence us unduly. As a rule they seem a pretty honorable lot, and they are represented by men who have few of the traits that distinguish safe-crackers and second-story workers.

"The present method of solicitation on the part of newspapers appears to us to be on a basis of the character and contents of the publication and the quality and quantity of its circulation.

"It seems apparent, too, that the agency commission plan is not entirely unfair to publishers, for there generally is an ample differential between the local and the foreign rate card, which differential the advertiser pays. Even if each paper maintained only one rate card, we believe the 15 per cent allowed agents would not seem excessive as compared with the cost of developing new local business. Perhaps the agent has been working for years with advertising prospects—as we have—before they would put their feet into the advertising pond.

"Without being liable to an accusation of bias we believe we can say that the present agency system has helped the publishers of the company to educate the United States into a nation of advertisers, at very low relative cost. We doubt if any other system would have gone so far in the same length of time.

The big advertisers, the big agencies and the big newspapers of the country are visible testimony to the value of advertising, and, unlike Mr. Gunnison, we believe all three are as honest and upright as most human institutions can be in this iniquitous and sinful world."

OWEN MOON, Jr., Publisher, Trenton (N. J.) Times:

"Do you consider the abolishment of agency commission a step of benefit to the development of advertising?"

"Does it mean the concentration of advertising in the hands of a few agencies and prevent the beginnings of new agencies by brilliant and capable men?"

"Does such a step contemplate the abolishment of special agencies upon a commission basis?"

"Is not most personal service work and salesmanship in business generally done upon a commission basis?"

"Will not the abolishment of commission in the field of advertising act as a barrier to new blood, destroy competitive effort and lessen the development of new accounts?"

"What about another vexed question of serious import to advertising—the acceptance by newspapers of general and agency advertising from their local merchants at the lower local rate? This is by far a greater evil and a greater menace to the cause of national advertising. The continuance of this practice means the destruction of the general and the special agency as they exist today.

"Yet the key of the dilemma and the reason local and national rates are not uniform is the evil of so-called co-operation."

"Why should a newspaper perform for a few new accounts the work which belongs to sale department and which is not accorded other national or any local accounts?"

"There is reason for a higher national rate as long as co-operation is asked."

"Here is the greatest evil in national advertising today and its suspension by the newspapers of the country would help solve many other problems. Agency organizations, general and special, should do all in their power to discourage co-operation."

O. A. BROCK, Advertising Manager, Keystone Steel and Wire Company, Peoria, Ill.:

"There is not any question in our minds, and there has not been for a considerable time, but what the present basis of agency remuneration is fundamentally wrong."

"The writer has had considerable agency experience and has seen identically the same amount of service extended the advertiser spending \$100,000 as was given another spending \$10,000, yet our remuneration was \$1,500 in one instance and \$15,000 in the other.

"In either instance service was what the advertiser was buying, and we cannot see the consistency in having the large account pay the way for the small advertiser."

"It is quite likely that, in many instances, the usual discount allowed the agency by the publisher is an equitable charge to the advertiser, as it were, for services rendered. However, we are convinced that the average agency works harder on the small account than it does on the larger and takes more chances on collections than with the advertiser who has a well established advertising department with many years of experience behind it."

"These are only a few of what we consider more vital arguments against the present method of agency reimbursement, but is sufficient to put us on record in favor of the revision."

BOOKKEEPING ACCORDING TO MODERN METHODS IS REAL ASSET

Only by Keeping the Most Complete Records Can the Publisher of a Daily Newspaper Tell Cost of Producing Advertising and Distribute Expense

By W. B. SWINDELL

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

THE bookkeeping end of business has too long been looked upon as a necessary expense, but with greater knowledge of accounting and with modern methods, it becomes an asset rather than an expense because it is only through the accounting end of business that the growth or decay and the causes of this growth or decay is shown. For this reason only the most complete records should be used, and only such systems as give all the information about the business should be allowed. Industrial conditions demand the best, and competition has put the WHY in accounting.

There is a prevailing idea that there are two systems of accounting, one the general books and the other the cost records. The two should be so combined that there will be one complete system. Any system of accounting that cannot show costs correctly, is crude. The newspaper business is far behind in this matter.

Few publishers can tell accurately their cost of production for advertising or circulation, and a knowledge of cost is necessary to fix a selling price.

The absence of such knowledge is the cause of the hand-to-mouth living found in too many newspapers. The proper distribution of costs among the several items of income and the proper unit of calculation of costs is largely unknown in the newspaper business. One publisher will charge all print paper to circulation, while advertising occupies more space than news matter. Another publisher will pro rate the entire expenses between the advertising and circulation, giving each the same ratio of gain or loss, which cannot possibly be correct.

The procedure of cost finding in the newspaper business is entirely different from a manufacturing concern, but the general theory is the same, and that is to find the cost of production in order to get an idea of selling price. Should not the selling price of advertising space be based on the cost of production rather than the number of subscribers? Should not the subscription price be based on the cost of producing the news matter rather than to fix the price at so many dollars per year?

In the newspaper business there are two divisions of income, operating and non-operating, and also two divisions of expenses, operating and non-operating. The non-operating items have no connection whatever with cost finding, as the operating items only enter into the cost figures. The non-operating items are, of course, added to the operating gain or loss to ascertain the total gain or loss. Ignorance of this rule has prevented accurate cost finding in the newspaper business.

There are only two sources of operating income in publishing a newspaper, and they are advertising and subscriptions. All other sources of income are non-operating. It is necessary, therefore, in finding the costs of producing the two sources of income, to charge only such expenses as are used to produce the income, and to see that the expense items are charged to the income which they produce.

Another necessity in cost finding is to get the proper unit of calculation. In the newspaper business some publishers use the page unit and some the column unit, but as pages and columns are not uniform, these units would not be good for statistical purposes. The only reasonably fair unit is the column inch unit, the only variation being the point type used.

In circulation the proper unit is a single paper unit. Papers are not sold and handled by the 100 or 1000, but are delivered by the single paper to subscribers. Hence the single paper unit.

Another necessary consideration in cost finding is to get a proper basis of division of expense items that cannot be accurately charged to any one source of income; those items of expense that are used to produce the whole income, which must be divided between the several sources of income. This division must be calculated on a percentage basis, according to the percent of advertising and news matter. For example, when the totals for the month are made, it is found that advertising carried 58% of the total space, and news matter 42%.

FIVE N. Y. PAPERS GAIN, BUT MAY TOTAL RAN 9 PER CENT BEHIND LAST YEAR

FIVE Greater New York newspapers carried more advertising in May, 1921, than they did in May, 1920, according to the New York Evening Post Statistical Department. The net loss for the month was 1,384,543 lines, the 1921 total being 13,956,310 lines against 15,340,853 in May last year. The percentage of loss was about nine. Three evening papers, the Brooklyn Eagle, New York Evening Journal and the Evening Sun, were ahead of last year, while the Daily News and the Commercial, morning issues, also made advances. With five Sundays in both years, the total of pages used in May, 1921, was 12,836, or 170 more than in May, 1920. The totals by papers for 1921 and 1920 and by papers and years back to 1915 follows:

Pages	Percentage of total space		1921	1920	Gain	Loss
1921 1920						
978 962	American	7.0	976,780	1,046,262	69,482
1,092 1,010	Brooklyn Eagle	9.6	1,336,286	1,334,474	1,812
410 498	Brooklyn Times	2.1	291,874	295,894	4,020
440 344	*Commercial	2.2	307,624	281,430	26,194
718 650	*Evening Journal	7.0	972,914	857,792	115,122
478 454	*Evening Mail	3.8	526,602	608,468	81,866
556 640	*Evening Post	3.6	507,784	539,344	31,560
578 522	*Evening Sun	5.4	758,274	748,400	9,874
560 596	*Evening Telegram	4.5	632,960	769,612	136,652
620 622	*Evening World	5.5	766,590	919,444	152,854
472 518	*Globe	4.1	572,700	725,218	152,518
1,024 944	Herald	8.4	1,172,520	1,214,588	42,068
760 *572	News (Tabloid)	1.6	225,780	*146,922	78,858
652 710	Standard Union	4.3	595,898	783,090	187,192
1,458 1,474	Times	15.0	2,092,816	2,315,637	222,821
936 922	Tribune	6.2	863,320	1,005,858	142,538
1,104 1,228	World	9.7	1,355,588	1,748,420	392,832
12,836 12,666	Totals		13,956,310	15,340,853	1,384,543 Net Loss.

The News started Sunday Edition May 1, 1921.
*No Sunday Edition.

COMPARATIVE TOTALS MAY, 1921-1915.

	1921	1920	1919	1918	1917	1916	1915
American	976,780	1,046,262	905,192	837,292	741,250	831,578	791,630
Brooklyn Eagle	1,336,286	1,334,474	1,048,962	779,239	844,222	856,519	861,567
Brooklyn Times	291,874	295,894
Commercial	307,624	281,430	264,782	164,930	152,384
Evening Journal	972,914	857,792	868,787	691,809	672,299	645,963	614,906
Evening Mail	526,602	608,468	423,509	429,742	435,466	448,889	384,456
Evening Post	507,784	539,344	418,168	379,968	339,872	337,998	304,013
Evening Telegram	758,274	748,400	732,380	498,741	523,077	538,908	447,446
Evening World	632,960	769,612	907,412	763,891	694,907	655,323	664,015
Globe	766,590	919,444	725,742	452,165	481,153	465,531	483,882
Herald	572,700	725,218	786,704	444,697	507,872	541,326	480,393
News (Tabloid)	1,172,520	1,214,588	788,450	596,721	661,758	697,631	764,286
Standard Union	225,780	146,922
Times	595,898	783,090	623,750	480,003	461,062	487,331	492,143
Tribune	758,274	748,400	583,340	319,324	359,715	321,686	383,626
World	2,092,816	2,315,637	1,669,932	1,210,616	1,084,538	1,022,996	877,255
Totals	13,956,310	15,340,853	13,078,840	9,774,424	9,493,336	9,361,805	8,828,024

†Sun and Herald combined into Sun-Herald February 1, 1920; name changed to Herald October 1, 1920.

the division to advertising and circulation would be on this basis, which is the correct one.

Because of labor conditions to which every publisher is subjected, and for full information regarding the business, another very necessary consideration in cost finding, is to show departmental costs. There are several departments necessary to publish a paper and the cost records should show the expenses and the pay roll for each department.

The general rules, therefore, for newspaper cost finding are: Two divisions of income—operating and non-operating. Two divisions of expenses—operating and non-operating. Two items of operating income—advertising and subscriptions, and the subscriptions should be divided into city and mail. All other income should be classed as non-operating and should not enter into the cost figures.

There are many items of expenses, but only those items which are necessary to produce the income should be figured in the cost finding.

The next is the proper unit of calculation, and then the proper basis for distributing those expenses that cannot be correctly charged to any one source of income, but applying to all sources.

With these rules in mind, it is not a difficult matter to plan an accounting and cost finding system that will give accurate results and not be too burdensome of operation. The system worked out along these lines has been in practical operation and has been found to meet every requirement, and with a careful study of the forms in connection with the explanations, it will be found to be simple of operation when the general rules are observed.

URGE DEFERRED RAISE IN POSTAL RATES

House Committee Told That Under Schedule of July 1 Parcel Post Is Carried More Cheaply Than Newspapers

WASHINGTON, June 21.—Arguments on the Longworth bill to postpone the increase in second-class postage, effective July 1, and to provide for investigation of postal costs and rates on publications handled as second-class matter, were heard today by the House Post Office Committee.

Victor Rosewater, representing the American Newspaper Publishers' Association, endorsed the measure, while Wright A. Patterson, of the Western Newspaper Union, opposed it, saying he feared it might be the entering wedge for the abolition of the zone system.

The text of the measure, known as H. R. 7074, introduced by Mr. Longworth on June 11, follows:

"A BILL to postpone the increase in the rates of postage effective July 1, 1921, on publications entered as second-class matter under clause (4) of subdivision (b) of section 1101 of the Revenue Act of 1917; to provide for an investigation of postal costs and postal rates on publications entered as second-class matter; and for other purposes.

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That the increase in the rates of postage effective July 1, 1921, on publications entered as second-class matter under clause (4) of subdivision (b) of section 1101 of the Revenue Act of 1917, shall be and is hereby postponed.

Section 2. That a joint committee to consist of three members of the Senate Committee on Post Offices and Post Roads and three members of the House Committee on Post Offices and Post Roads to be appointed by the Vice President of the United States, and the Speaker of the House, respectively, is hereby created, whose duty it shall be to investigate, consider, and report to Congress its findings and recommendations with reference to those operations of the Post Office Department that have to do with the carrying of second-class matter with a view to ascertaining the cost of this service in its various branches and to determining the principles upon which the charges for such service should be equitably assessed. Such Committee shall submit its report and recommendations as early as possible not later than the first Monday in January, 1922.

Section 3. That the rates in effect under clause (3) of subdivision (b) of section 1101 of the Revenue Act of 1917 shall be and remain in full force and effect, on and after the passage of this Act.

Section 4. That nothing in this Act shall affect existing law as to free circulation or existing rates on second-class mail matter within the county of publication or existing rates on second-class mail matter designated as educational, scientific, or charitable.

The measure was supported by the American Newspaper Publishers' Association and the Southern Newspaper Publishers' Association, the latter sending a message of endorsement direct from its annual convention at Asheville, N. C.

The argument of the A. N. P. A. postal committee was as follows:

"At the annual convention of the American Newspaper Publishers' Association, held in New York, April 26, 1921, the following resolution was adopted:

"Resolved, that the convention approves the program of its committee on second-class postage in proposing to secure a postponement of the proposed increase in postal rates scheduled to take effect July 1, 1921, to secure an investigation of post-office costs, and to secure the separation of newspapers from other classes of the second-class mails.

"Conforming to the directions of the four hundred odd newspapers represented in the convention, the postal

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MILWAUKEE ALREADY TALKING OF A.A.C.W.

Cargill of Sentinel, Who Led Delegation to Atlanta, Says City Looks For a Real Business Meeting in 1922

THREE years of intelligent, steady effort were rewarded last week when the Associated Advertising Clubs of the World unanimously decided in favor of Milwaukee as the city for the 1922 convention and A. B. Cargill, advertising manager of the Milwaukee Sentinel, who led the campaign and the city's delegation to Atlanta, is already preparing to deliver the goods which were sold at Atlanta. Mr. Cargill stopped in New York on his way home from the convention and when seen by a representative of EDITOR & PUBLISHER, was enthusiastic over Milwaukee's accomplishment of last week and over prospective achievements, but modestly reticent as to the part played by himself.

"It was the culmination of a campaign that started at the New Orleans meeting in 1919, was carried on at Indianapolis last year and since that convention, that brought the 1922 meeting to Milwaukee," he said. "We conducted an educational campaign among the clubs, by letters and literature regarding the accommodations we could afford, our hotels, facilities for meeting; and so forth, canvassed the presidents of all the clubs and convinced them that we could handle the convention as it ought to be handled and we kept it in the attention of those at the Atlanta meeting by 24-sheet posters and other means, and when the choice of the next meeting place came before the convention, we had it practically all our own way. Atlantic City made a bid for the meeting and was seconded by Newark, but nominations for Milwaukee came from every part of the floor and it was soon decided to make the choice unanimous."

"Milwaukee's advantages as the convention seat have been underestimated. It is central, easy to get to, and we have within a 350-mile radius 31 per cent of the A. A. C. W. membership, and within a 750-mile radius 61 per cent of the membership. Our endeavor will be to make the 1922 meeting a membership convention, rather than a delegate convention."

"We have facilities for housing and feeding the entire convention under one roof—in our Auditorium, which will seat 8,000 people. If that space is too big, we can use just as much as we need and no more. There are also any number of halls throughout the city that would accommodate the convention and which can be used for department sessions and I've a good one in mind for the meeting of the National Association of Newspaper Executives. Committee meetings can also be conveniently cared for near the main meetings."

"We don't want the convention to be a jollification or a jubilee, but a meeting where the part played by advertising in the reconstruction of business, which is now going on and which may still be with us next year, can be intelligently discussed. We will provide plenty of entertainment, of course, but it will be secondary to the business aspect of the convention."

"Looking at it from a selfish viewpoint, we expect the convention to do Milwaukee a lot of good. Nationally, it will permit the advertising men of the country to go home with a true impression of the city, and locally, it will awaken our own people, who are in-

clined to be conservative, to the value of advertising applied to their affairs.

"A committee of 1,000 will be appointed to work out the details of the convention and the On-to-Atlanta committee which handled this year's delegation will wind up its affairs next Monday and consider the work ahead of us, making recommendations for next year if it sees any need for them."

"Have you any special plans in mind for the newspaper executives at the convention?" Mr. Cargill was asked.

"Not yet," he replied. "Those details will be worked out in good time, but we'll promise them every facility for a good meeting. So far as the N. A. N. E. is concerned, I want to state that they couldn't have chosen a better man for president than A. L. Shuman, nor one more popular or commanding more confidence. He is facing real newspaper problems all the time and with his associates in Fort Worth has just completed a new plant for the Star-Telegram that is a model in every respect. He is the best equipped man for the office in the association."

ATLANTA SET MARK AS A.A.C.W. HOST

(Continued from page 9)

of them it was necessary to serve a crowd of nearly 4,000 convention visitors and Atlanta people.

Barbecue crowds in the South are frequently that large, and the difficulties of serving that number are not insurmountable because of the nature of the feast. Serving a chicken dinner to 4,000 people, not on the buffet plan but to people seated at tables, is a task of such magnitude that it was probably never attempted before. The committee headed by Leroy Rogers, secretary of the American Bakeries Company and a prominent member of the Atlanta Advertising Club, not only attempted it but succeeded.

Here are some statistics to show how large the undertaking was. More than 1,600 spring chickens were served to the crowd. To obtain that number of chickens of uniform size and quality, contracts were made weeks ahead. To be certain they would be delivered fresh and on time they were collected under the direction of the committee by a fleet of motor trucks, some of which went as far as Tennessee, and placed in the refrigerators at East Lake the day before the outing.

The servant problem in the South is not so serious as elsewhere but a force of 200 trained negro waiters and 50 negro cooks was needed for this event and an order for them was placed with every employment agency in the city six weeks before the convention.

Most of these negroes worked all Sunday night dressing and cutting up the chickens to frying size. The rest of the dinner was prepared, but nothing was cooked until the guests began to arrive.

The guests were seated at a row of long tables on the grass by the side of the lake in front of the club house. Down one side marched a line of negroes in white suits carrying platters of uncooked food from the refrigerators to the specially constructed outdoor kitchen. Up the other side the line of smiling negroes paraded carrying waiters stacked high with fried chicken, hot from the skillet, candied yams and other Southern delicacies. Ice cream and coffee followed.

Exactly 1,000 Georgia watermelons, each weighing 30 pounds or more, were provided and nearly all of them eaten.

There was no formality here. Forks for the fastidious were prepared, but nearly everyone did it nigger style. (Grasp a slice firmly in both hands and do a nose dive, burying the face up to the ears. Come up for air at regular intervals and shout for a life preserver if submerged.)

The entertainment at Eastlake Monday evening was an event which none of the visitors will ever forget. The natural beauty of the grounds was enhanced by the light of a full moon. Though the day had been warm, the evening was balmy. More than 4,000 attended, but all were served the chicken dinner warm and fragrant from the stove and enjoyment of it was even greater because it was out-of-doors. Beautiful Atlanta girls danced for the convention guests and later dined with them on the terrace of the clubhouse.

The most interesting feature of the barbecue was that it was served by negro convicts in stripes. It was given by the Fulton county board of commissioners and the cooks and waiters were honor men from the county chain gang. Several were life-term men, some had been convicted of major crimes, yet all were cheerful and capable in the work. The fact that they were obviously well taken care of, well fed, cleanly dressed and contented was declared one of the finest pieces of advertising work done during the convention. It showed Northern visitors that all Georgians do

not mistreat negroes in spite of the stories which have gone out of peonage and atrocities.

Merger in Monroe, Mich.

The Record-Commercial, a weekly newspaper established sixty-three years ago in Monroe, Mich., has been taken over by the Monroe Evening News, the daily paper published in that city. The Democrat Publishing Company, former owners of the News, has been dissolved and a corporation known as the Monroe Evening News Company has succeeded it.

Meriden Record has Eastern Special

The Meriden (Conn.) Record, which has hitherto handled all Eastern foreign advertising through its home office, has just appointed Gilman, Nicoll & Robinson, New York and Boston, as its representatives. This firm has handled the Record's Western accounts for several years.

Willis With Jewish Dailies

W. E. Willis has joined the merchandising departments of the Jewish Morning Journal and the Day-Warrior in New York. He was formerly in charge of the Eastern advertising department of the Philadelphia North American and the New York American and Chicago Herald.



Baltimore Movies First Started Advertising in Sunday Evening NEWS

WHAT better evidence of the pull and popularity of the Sunday Evening NEWS could exist than the fact that the Baltimore Motion Picture Theatres when they first started advertising began in the Sunday Evening NEWS.

And the continued use of this medium by the movies with their largest space published on Sunday afternoon only serves to emphasize the tremendous strength of the Sunday NEWS and the important place it now occupies in the affairs of Baltimore.

Add to this fact the statement that nearly 100,000 people buy The NEWS every Sunday afternoon, paying more for it than on week days, although they get the same size paper and no additional features, and multiply the net paid circulation of close on to 100,000 by the average number of persons in a home, and you can form some definite idea of what a tremendous reader following the Sunday NEWS has and what an excellent advertising buy it really is.

The joint circulation of The Sunday NEWS and Sunday AMERICAN numbers a little less than 200,000 and the combination is offered at the very attractive rate of 35c per line on contract for 1,000 lines or more.

THE BALTIMORE NEWS

Evening, Daily And Sunday.

The Baltimore American

Morning, Daily And Sunday.



DAN A. GARROLL Eastern Representative 150 Nassau Street New York

Handwritten signature: *Hand A. Webb*
Advertising Manager

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

**FORUM OF FEMINE FRATERNITY OF
FOURTH ESTATERS**

Conducted by **MILDRED E. PHILLIPS**

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

It seems quite the thing in California for newspaper women to get a corner on two or three executive jobs in the same organization.

Mrs. A. M. Loveless is managing editor and business manager of the Sacramento Recorder, a daily business and news organ.

Mrs. W. S. Green is editor, managing editor and business manager of the Colusa Sun.

Florence J. O'Brien is publisher and editor of the Chico Enterprise, an independent daily with a circulation of 1,272.

Lola J. Simpson is managing editor, general manager and business manager of Berkeley Times, a daily with 3,169 circulation.

Lillian M. Allen is publisher of the same paper.

Ella M. Robb is general manager, and right hand "man" of the Gridley Globe.

MARJORIE DRISCOLL, a reporter on the San Francisco Chronicle, spoke recently before the journalism students of Stanford University. "Know a little of everything," she said, "from music to the elements of a rugby football game. An ability to secure an unusual slant on everyday occurrences and a knowledge of the rudiments of spelling and punctuation are the best means of getting into the good graces of the editor. I cannot emphasize too much the value of the study of history, geography and other practical subjects in newspaper work. Small town papers offer the best training to be had for young reporters. A working knowledge of law, music and sports are almost indispensable to the best writers.

"The chances of women in executive positions is steadily increasing. A woman working on a story," concluded Miss Driscoll, "is on absolutely equal terms with men working on the same assignment."

THE paths of Newspaper Row may often lead to glory. Meet Mrs. Florence C. Pierce, the first newspaper woman mayor on record. Mrs. Pierce was recently elected mayor of Goodhue, Minn. She is starting out with the true newspaper spirit of reform. Her first job is to tidy up the streets of Goodhue. Best of luck, Mrs. Pierce.

THE term "conservative" with regard to Southern women has evidently fallen into disrepute. We have on our list of Southern publishers, Mrs. Lois K. Mayes, Pensacola Journal, Pensacola, Fla.; Mrs. E. O. Susong, Greenville Democrat-Sun, Greenville, Tenn.; and Miss Beatrice Cobb, of Morgantown, N. C. And, of course, there are more.

WRITES Ramona Brady, editor of the George Mathew Adams Service, New York City.

"If you have not already been overwhelmed with congratulations upon your very interesting new column,

won't you please accept mine? I am counting upon being a regular reader."

MANY thanks, Ramona. We want you to be one of us, a writer as well as a reader.

Ramona was managing editor of the Colorado Springs Gazette, before she was induced to pack her trunk for Gotham. So one of these days she will probably write us some interesting newspaper lore of the West.

MUCH has been said about the emotional unfitness of women for "the game." Without affirming or denying that we are constitutionally unfit for the sight of editorial shirt sleeves, we beg to state that thus far, emotional outbursts in newspaper shops have been confined to the male Round Table. We are inclined to believe that our vocabulary is not yet sufficiently developed to enter this "emoting contest."

WE sympathize with Edwina Dumm, the originator of the comic strip, Capt. Stubbs, which she draws for the Geo. Mathew Adams Service. She probably has to hear "Oh, a girl could never do that" (draw pictures of the antics of a dog and a boy) every time some well-meaning editor asks about her strip. Here we might quote Mary Roberts Rinehart, but we won't.

THE Colyum's prize offer: A copy of the volume of journalism in which one newspaper woman is mentioned. It would be a priceless volume, we assure you, after browsing over some ten hundred or so to find said elusive feminine journalist!

A LITTLE would-be journalist came into my office the other day with a beaming countenance.

"My dear," and she produced a clipping from a recently issued book of essays, "just look at this. I can't see why men write such untruths they can't possibly believe, just to be clever."

"Newspaper women are my pet abomination. They present a marvelous combination of unquenchable enthusiasm and slovenly inaccuracy. They needs must love the highest when they see it, but they are congenitally incapable of describing it correctly. They produce an incredible quantity of daily and weekly matter for the press. They wheedle commissions out of male editors by appealing to their sex, and write sprightly articles on Bachelor Girls and Their Ideals and the Economic Independence of the Married Woman. They demand political power without intending for a single moment to assume political responsibility. Their days are about equally divided between catching a husband and achieving what they describe as 'a scoop.'"

When I finished reading that clipping, I nearly lost my temper and my front teeth trying to convince that young'un that the thing wasn't a satire, it was a solemn truth.

Unlike Any Other Community

JOPLIN Missouri

The Market 240,000

In laying out your merchandising plans, do not consider Joplin, Mo., from the standpoint of its immediate population — 29,902, but from the standpoint of its actual suburban market of 240,000. Joplin is the hub, the operating center of this market. The population increase has come in the splendid suburban sections, every mile of which is served by most unusual transportation facilities.

Unlike Any Other Newspaper

Joplin Globe

(A. B. C. Member)

Paid Circulation - 23,801

Daily Average for 6 Months ending March 31, 1921

Line rate 8c flat Mornings except Monday

The Joplin Globe serves practically all of this well defined market.

The Globe is a Joplin institution respected by its subscribers and advertisers. The merchants have seen the Globe's aggressive policies formulate, develop and become effective. They know that the Globe is largely responsible for the increase of their suburban trading territory.

The Globe reaches all throughout the suburban and a good part of the country territory, and pulls business into Joplin.

The Joplin Globe is an exceptional property.

Representatives

E. Katz Special Advertising Agency

Established 1888

Chicago
Kansas City

New York

Atlanta
San Francisco

UNITED "Y" SCHOOLS TO AID BUSINESS

Standardized Courses in Advertising and Printing Are Now in Preparation by Leaders in Both Fields

By GEORGE FRENCH

Whatever may have been the outcome of the great European war in industrial and economic, social, ethical and religious progress, it is certain that it ended with an immense impulse toward business education. Education in general has experienced an unprecedented boom, as the records of all the colleges, universities and technical schools show.

Business education had not got fairly under way before the war, despite the fact that those colleges specializing in business courses had already made very substantial progress. The showing in general was greater than actual progress warranted. A great number of students were recorded, but the instruction given them was efficient and uniform in neither scope nor performance.

This condition, which was emphasized by the accomplishments shown by the Y. M. C. A. efforts in the direction of business education, and the need of more thorough work and larger facilities, led to the organization of what is known as the United Y. M. C. A. Schools. This is broadly an attempt to unify and standardize the educational work of the Y. M. C. A. organizations throughout North America, to aid to the courses given, and to establish a correspondence school of far reaching purposes.

To put this plan into practical operation there was organized in the spring of 1919 an educational council, made up of two delegates from each association doing educational work, meeting once a year, and electing a board of governors of 15 members. This board meets three times a year, and is the executive and administrative body of the schools.

At the forthcoming meeting of the educational council the executive secretary of the board of governors will report a membership in the schools, not including the students in the correspondence division, of more than 120,000. The educational work of the local association is directed by the resident division of the organization, and that of the correspondence branch by the extension division.

The extension division is well organized, and its work is being carried on by experienced men, headed by a man who has had long experience in correspondence school management. It is just getting under way, but has many courses to offer. New courses are being prepared, and in the near future a fairly complete curriculum will be available. Enrollment of students has been far more rapid than was anticipated, and the total enrollment is now over 22,000.

The distinctive characteristic of the work of the United Y. M. C. A. Schools, made possible by the fact that profit is not sought, is thorough instruction and a policy which seeks to keep students in the work until they complete the course undertaken.

The scope of the work of the schools is limited only by the needs of the young for education. The courses in the general field are too numerous to allow of mention here. Specifically, it is the business courses which relate to those activities connected with publishing that claim our attention, though we set aside the more comprehensive view of this great and intensely interesting enterprise with regret. All of the work undertaken, and to be undertaken, is of

special interest to progressive publishers, but space in EDITOR & PUBLISHER is limited.

The Department of Commerce of the resident division of the schools deals with production, marketing, finance accounts, and business administration. Under the marketing head there has been outlined a curriculum covering four years, and to include newly planned courses on advertising and printing, among the others that may not be of quite so much present interest in the field of newspaper publishing.

The course in advertising, covering two semesters and composed of eight books, sixteen special lectures, and suggested readings covering all ramifications of the subject, is in process of being written. It was planned by Harry Tipper, general manager of the Class Journal Company, with the co-operation of a board of consulting editors made up of twelve experienced advertising men. The books are being written by Mr. Tipper and George French, and the course is to be put into use by the beginning of 1922.

It is planned by the United Schools and the authors to make this course in advertising as nearly standard as present knowledge and experience in advertising permits. The books will have a minimum of 50,000 words each, composed of four lessons, two special lectures, and a "project," which is a working out of the teachings of the book into a practical application and serving as a model for a similar project to be done by the student, in lieu of the usual examination questions.

On this scale, the eight volumes comprising the course will have thirty-two lessons and sixteen special lectures. These lectures will be written by members of the editorial board and others, and will be in the form of pamphlets accompanying the volumes. They will treat subjects intimately related to the contents of the books but arising out of the special experience and studies of the men writing them.

The course in printing will be but half the bulk of the advertising course—four books of 50,000 words each. It will not attempt to teach printing. It will be wholly given to such a survey of printing as will be of use to the buyer of printed matter in all forms. In this the course will be quite unique, since it will appeal to the general business

man rather than to students in the usual sense.

The general plan of the printing course is to conceive a product to be marketed, and to follow it through all the processes, considering first the methods of selling, then the methods of advertising, then the methods of printing that are used in advertising; then the processes of printing, the personnel, the forms, the equipment, the business management, the economy, etc., all being predicated upon a relationship akin to partnership between the buyer and the printer.

The plan of this course is similar to that of the advertising course. The four books each have four chapters, and each chapter eight sections. Each book will be accompanied by two lectures by members of the marketing editorial board, or printers, or business men who have studied the problem of printing in business. The four books will bear the titles of The Business Problem, The Growth of Printing, Its Practical Application, Methods and Processes. They are to be written by George French.

These courses, and all others originated for the United Y. M. C. A. Schools, are to be produced by authors selected wholly without dictation or suggestion from the managers or salesmen, or anyone else. They will embody the best thought and greatest degree of progress possible to secure; and will be handled throughout for the benefit of

the students enrolled, who will be helped and encouraged by the authors and the organization of the schools, with the purpose of graduating them qualified for the exactions of modern business.

Bone and Farrington Guests

Two newspaper men, both named territorial governors recently by President Harding, were honored at a dinner in the Waldorf-Astoria, New York, June 17. They were Scott C. Bone, former editor of the Seattle Post-Intelligencer, and Wallace C. Farrington, publisher of the Honolulu Star-Bulletin, governor of the Territory of Hawaii. While the dinner was arranged particularly to honor Mr. Bone by former Seattle and Alaska residents, they joined in felicitating Mr. Farrington, who was a guest. John H. Perry, publisher of the Seattle Post-Intelligencer, was toastmaster.

Reick to Head Journal of Commerce

W. C. Reick will become president of the New York Journal of Commerce in the near future, succeeding John W. Dodsworth, who retires from office. The Dodsworth family will retain control of the paper. Mr. Reick was former president of the New York Herald and later owner of the New York Sun. Selling the latter to F. A. Munsey has been with the Munsey interests.

"The milk pail tells what sort of care the cow has had."

And your business in Brooklyn tells how much or how little you have used the Standard Union.

R. P. Shulman

POTASH
AND
PERLMUTTER
by
Montague Glass

A NEW SERIES
(the funniest ever)

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

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

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

Wire to Ask if Your Territory is Open

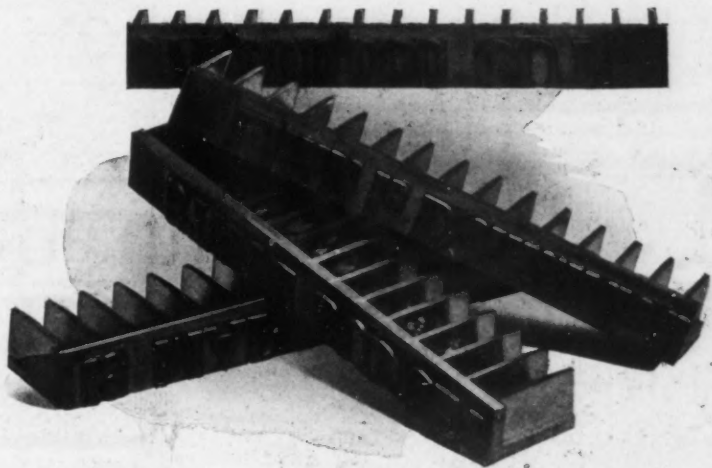
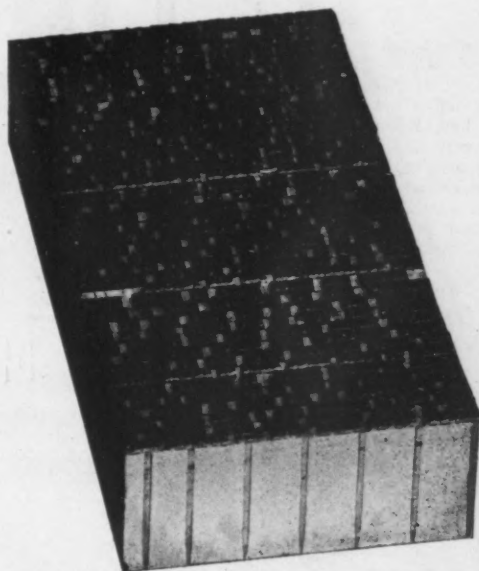
McClure Newspaper Syndicate
373 Fourth Ave. New York

MORE THAN 41,500 IN USE



THE MACHINE THAT LASTS

Of course
you are setting
body type
on
Linotype Slugs-----



-----but
are you setting
Display
by the same
economical
method?

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

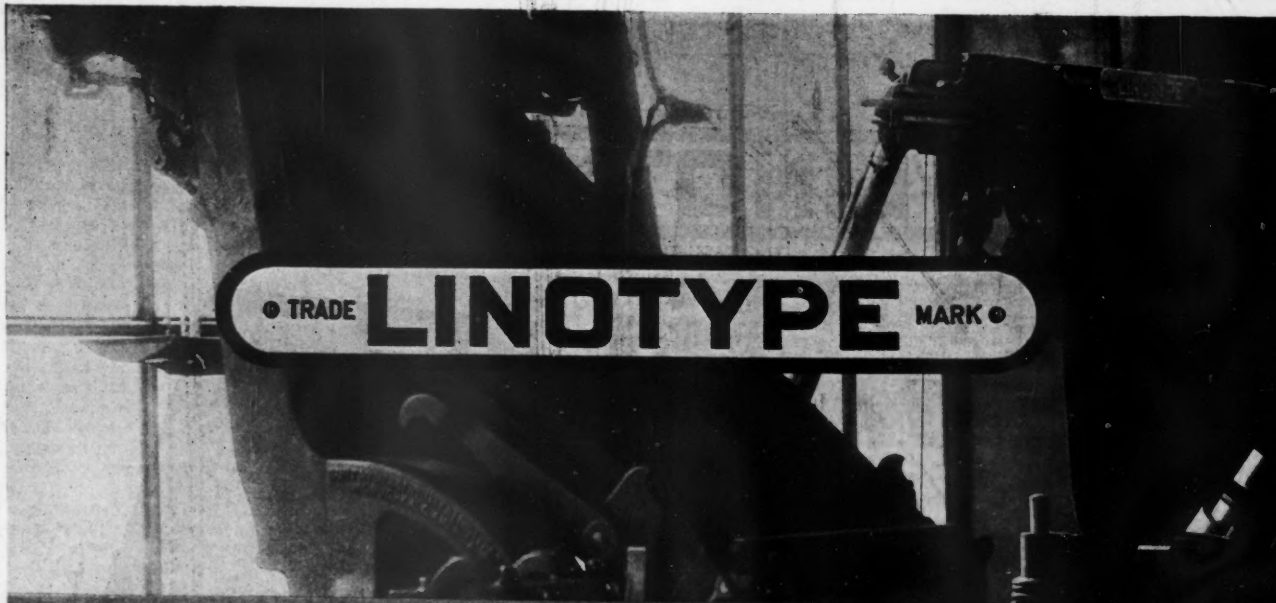
SAN FRANCISCO

CHICAGO

NEW ORLEANS

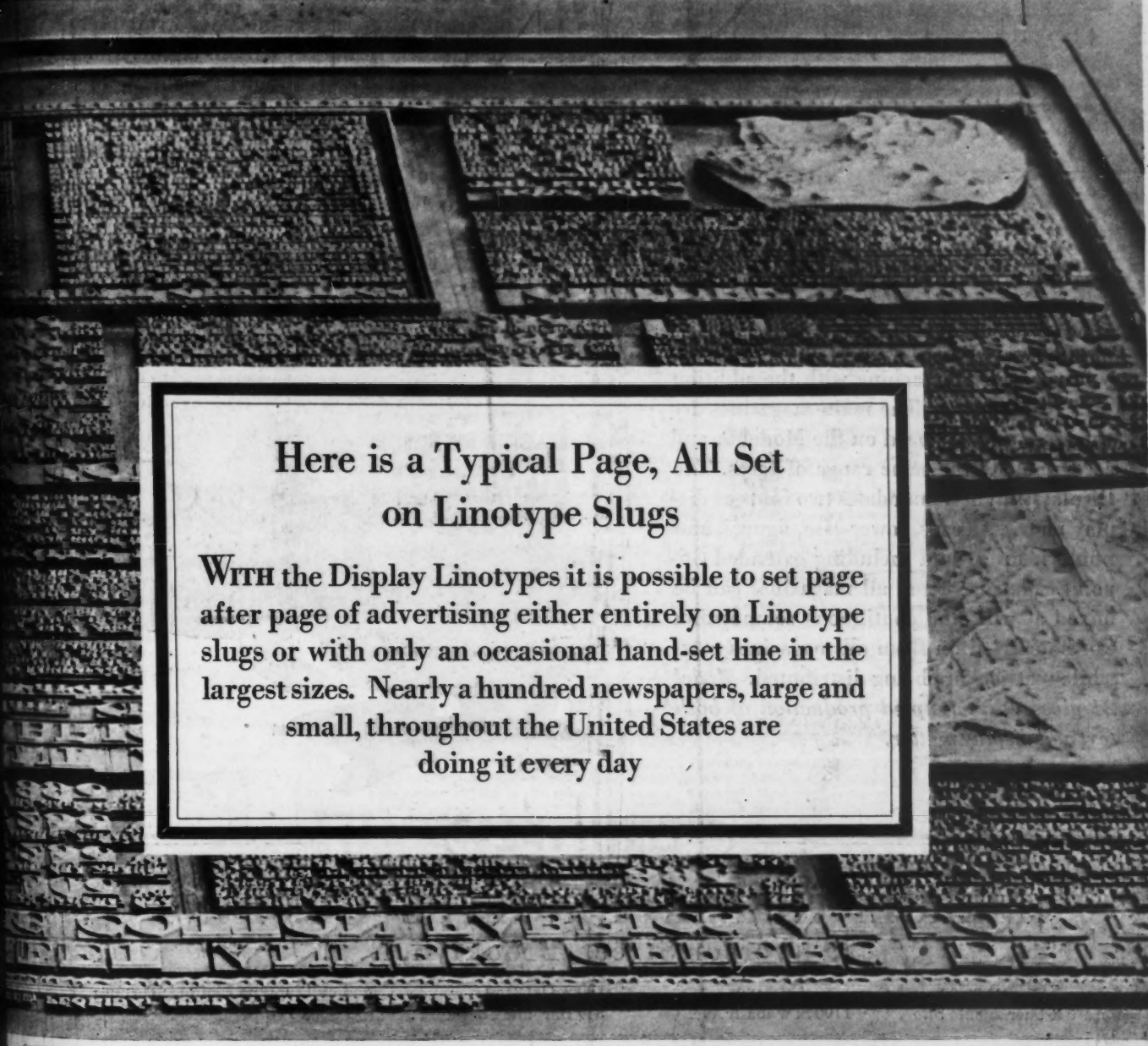
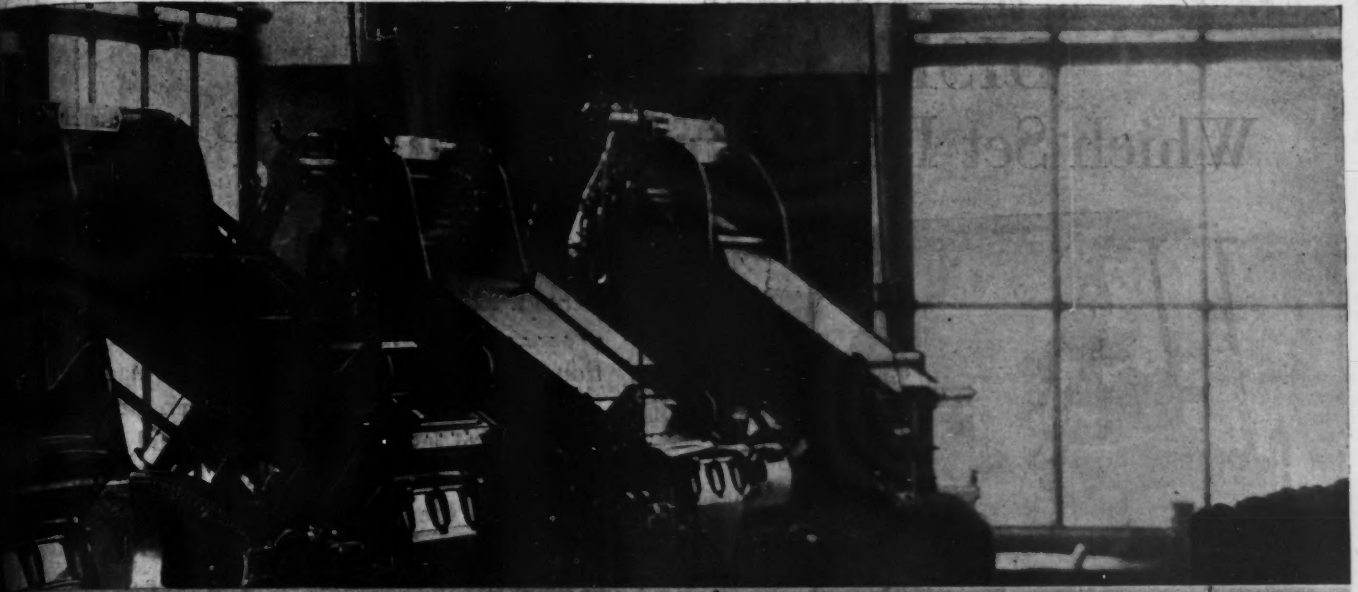
CANADIAN LINOTYPE LIMITED, TORONTO

This advertisement is composed entirely of LINOTYPE material



TRADE **LINOTYPE** MARK



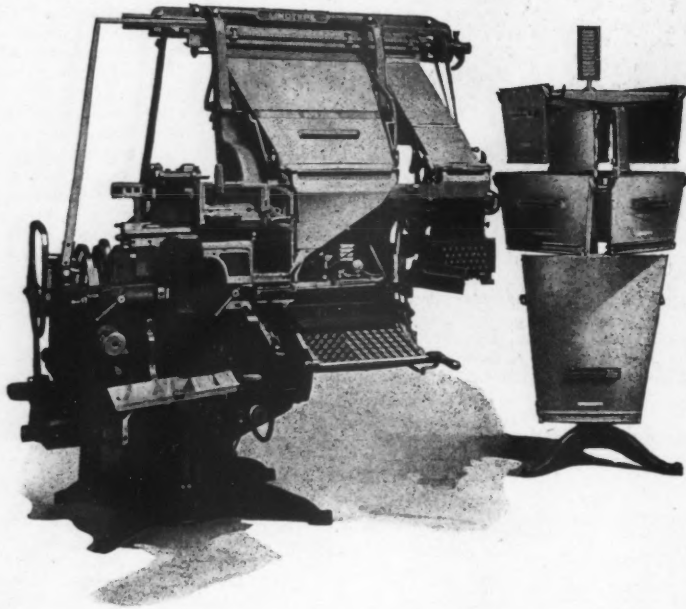


Here is a Typical Page, All Set on Linotype Slugs

WITH the Display Linotypes it is possible to set page after page of advertising either entirely on Linotype slugs or with only an occasional hand-set line in the largest sizes. Nearly a hundred newspapers, large and small, throughout the United States are doing it every day

DISPLAY LINOTYPES

Which Set Display up to a Full 36-Point

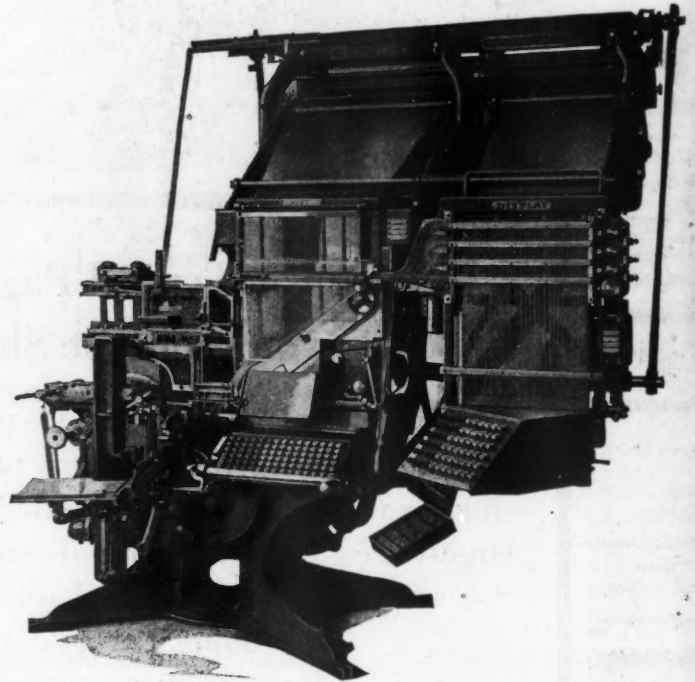


MODEL 22

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

MODEL 24

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



TRADE **LINOTYPE** MARK

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO
646 Sacramento St.

CHICAGO
1100 S. Wabash Ave.

NEW ORLEANS
549 Baronne St.

Canadian Linotype Limited, Toronto
68 Temperance St.

This advertisement is composed entirely of LINOTYPE material

GEN. TAYLOR, LONG BOSTON EDITOR, DEAD IN 75TH YEAR

Forty-Eight Years At Head of Boston Globe, He Made Moribund Paper a Giant of New England Dailies—Rose From Printer to Publisher in 12 Years

BOSTON, June 22.—Gen. Charles H. Taylor, for almost 48 years editor and publisher of the Boston Globe, died at 10 o'clock this morning, as the result of a stroke which he suffered Sunday at his home on Commonwealth avenue. He was in his 75th year.

After his discharge from the army, he went back to work in the Traveler composing room.

"There were still eight boys employed there, all anxious to become reporters," he said. "There were only three reporters on the paper and the

Greeley's newspaper and added \$1,200 a year to his income. His assignments improved and soon were the most important that the Traveler's city editor gave out, but during the winter of 1868 he decided that he wanted to increase his fund of information as a journalist.

"Governor Claflin wanted a stenographer for his private secretary," Mr. Taylor said, "and I applied for the position. As the governor's secretary I knew that I would make the acquaintance of most of the prominent men of the state, get information about state institutions from the inside and could study politics. A few years' experience would make me a much broader and bigger journalist than continuing in the profession where I was then situated. I held that position for three years and was then elected a member of the House of Representatives and the next year was elected clerk of the same body."

Then, in 1874, came the opportunity to take charge of the Globe, which had been started the year before. Journalism looked more attractive than politics to Mr. Taylor, whose service in the army had won for him the title of colonel while he was secretary to the governor, and he decided that with twenty or thirty years of good fight in him, he would embrace opportunity.

"The paper was in a very bad way," he said, "receipts were \$120,000 a year and expenses were \$180,000. It looked like a forlorn hope, and most of my friends thought I was crazy to attempt it.

"That was more than 43 years ago and the career of the Globe since that time is a matter of public history."

The only capital that Col. Taylor could put into the Globe was his character, intelligence and energy. With those assets he barely managed to keep the paper a jump or two ahead of the sheriff for four or five years of a hand-to-hand struggle before the tide turned.

"Well, thank heaven! He's got by another day," the luncheon companions of the young publisher were in the habit of shouting, as he came rushing in at 2 o'clock from his daily strain to balance accounts at the last minute of banking hours. Sometimes night fell upon an anxious day before the delivery could be negotiated of the white paper indispensable for the edition next morning.

"That was very good paper you gave us yesterday," the impecunious customer once remarked to the manufacturer, by way of breaking the ice for another day's supply on a promissory note.

"Huh!" was the crusty retort; "a

damned sight better than the paper you're giving us."

"There were years of debt and discouragement and difficulties which seemed almost insurmountable," Gen. Taylor put it, "but in six or eight years the turn came in the tide, and the Globe took its position among the leading newspapers of the country. It has been managed with the idea of giving the employees, readers, and advertisers a square deal, and yet one of my chief sources of pride is that I did not attempt to get the business of any other papers. I created new readers and new advertisers, and entirely new business, which had not existed before, and while we gave a very poor living to the 60 men on the Globe force then, the Globe now gives a much better living to a force of about 1,200 men and their families.

"Another very satisfactory feature of the Globe has been the loyalty of the men who have been in its employ during these forty-three years. Frequently a man leaves his place of employment and tries the rest of his life to see what he can do to injure his employer; on the contrary, 'once a Globe man, always a Globe man,' and the scores of men who have graduated from the Globe office are still its warmest friends. Whenever they are employed in any part of the United States they are always anxious to do something to advance the interests and fortunes of the paper they were trained on.

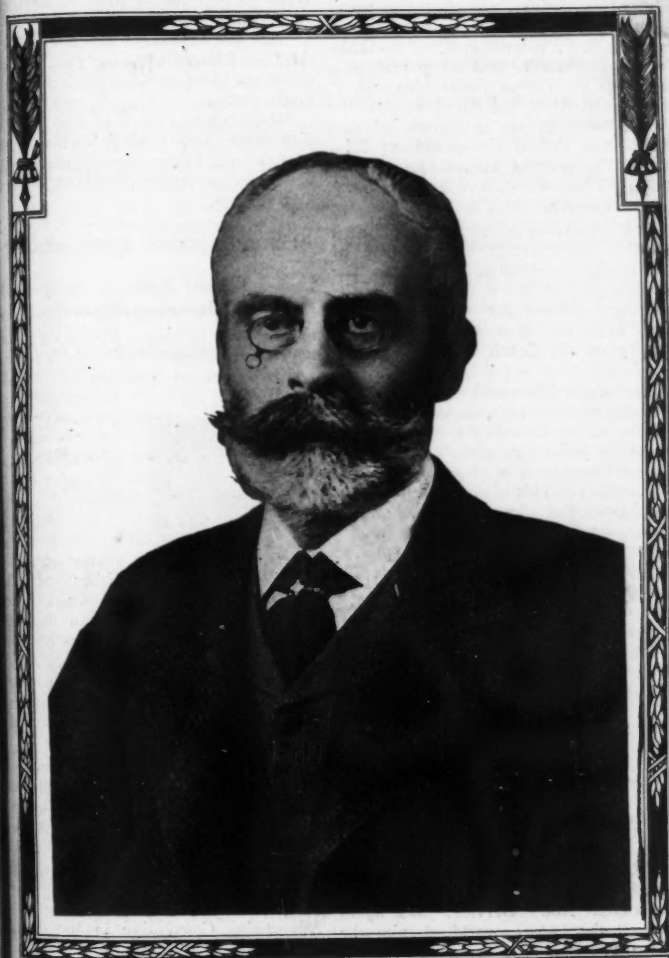
"I cannot close this interview without acknowledging my eternal obligation to Eben D. Jordan, who was one of our greatest merchants. He was my backer, my friend, and my business trainer. His courage never failed, and in all my years of debt and discouragement, he was like a life-buoy to a drowning man.

"To his help I owe a large part of my success in life."

Funeral services will be held Friday afternoon at the Trinity Episcopal Church.

General Taylor's wife died in 1919. They had three sons and two daughters. Charles Henry, Jr., is manager of the Globe, and William Osgood is business manager. John Ingalls, the third son, is in the real estate business. The elder daughter, is the wife of Horace D. Pillsbury of San Francisco and the younger daughter is Mrs. Matthew C. Armstrong of Hampton, Va.

Condolences were received by General Taylor's family from publishers and editors throughout the country and from the A. N. P. A. and A. P. officers, as he was for many years active in directing the affairs of both organizations.



General Charles H. Taylor

He was one of the oldest editors in the country and had been in the newspaper business since he was fifteen years old, when he entered the composing room of the Boston Traveler. At sixteen, he was a private in the 38th Massachusetts Infantry, fought through the fall of 1862 and well into 1863, when he was wounded at Port Hudson. He received his discharge from the army in December, 1863.

Gen. Taylor told of his early days as a printer and soldier and of his struggle to break into the reporters' ranks in a simple story written for *EDITOR & PUBLISHER* in December, 1916.

"There were eight boys employed in the composing room of the Traveler," he wrote. "We set type until noon, then went down into the press room, folded papers from the presses, folded them, did them up for the mail and put them in bundles for newsdealers. The boys then took the bundles to the different trains."

chances looked slim enough to be sure.

"I had an hour at noon and spent most of it picking up items in the Charlestown City Hall and police court. These I carried daily to the editorial room. For this work in my dinner hour I was not paid and did not expect anything. My idea was that when there was a call for an extra man, the editor would say, 'send for young Taylor in the composing room.'

"It worked exactly as I expected and when I was nineteen, I became a regular reporter. I worked early and late and 'always did more than was expected of me.'"

He grew with his job and by working 18 hours a day and watching opportunities he scored several beats and made the Traveler's sales hum as they had not done since the days of the Civil War. Quick perception of the availability of certain Boston news for the New York Tribune won him the post of Boston correspondent for Horace

LEDGER SYNDICATE

News and Feature Services

Maintain Prestige—Create Circulation—Attract Advertising.

Complete Leased Wire Service From 52 Correspondents.
Foreign News Service Covering Europe and Asia.
Domestic News Service from Staff of Trained Writers.
Business News Service Covering America, Canada and the London Markets.
News Commentaries by former President Taft, Col. E. M. House, René Viviani, Marquis Okuma, Wu Ting Fang, etc.
Feature Service Including Magazine Pages, Comics, Cartoons, Paris Fashions, Home Page Features, Daily and Weekly Serials, Sports Features, Inspirational Features, Humorous Features, Children's Features, Personality Features, Fifteen "Midget Features" of Stick Length.

All Needs of a Distinctive Newspaper

LEDGER SYNDICATE

INDEPENDENCE SQUARE

PHILADELPHIA, PA.

ALABAMA SPRUCE PINE USED FOR NEWSPRINT

Birmingham Age-Herald Printed June 20 on Paper Made from Wood Thought Worthless—50-Ton Mill Is Planned

Southern publishers at Asheville were deeply interested in the outcome of an experiment made June 20, by E. W. Barrett of the Birmingham Age-Herald, which printed its issue of that date on newsprint made from Southern spruce pine grown in the forests near the Warrior River in Alabama. The Age-Herald is backing a movement to organize a company which will invest \$1,500,000 in a complete 50-ton paper mill on the Warrior River.

Saving in cost of manufacture and freight charges were primary considerations when the S. N. P. A. members on the floor of the convention and in private conversations discussed the pos-



Alabama spruce pine, of which a close-up view is shown, has a thin flaky bark and grows to a considerable height before throwing out branches.

sibilities of Southern made newsprint. It was pointed out that the freight rate from the Warrior River to Birmingham would be 18 cents a hundred pounds, against a rate of 85 cents from Northern mills to that city.

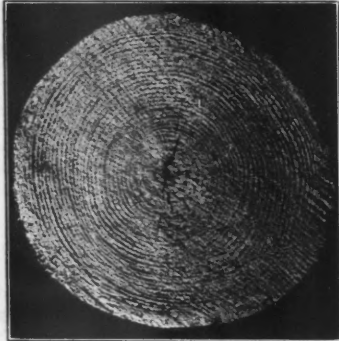
Publishers in other cities along the Warrior and Mississippi Rivers would also enjoy considerable saving in these charges, as paper could be shipped down the Warrior and up the Mississippi at 20 per cent less than all-rail freight costs. Consumption of newsprint by Birmingham newspapers is estimated at 10,000 tons a year, and the saving in freight imposts would be about \$134,000, or 9 per cent on the proposed investment in the mill.

The spruce pine which was used in making the paper for the Age-Herald replaces itself every 18 years, which is as long as it takes a tree to grow to paper-making size, according to Alabama authorities. The tree, for which no use has hitherto been found, exists on the hills bordering the Warrior River and all through northwestern Alabama, being indigenous to the hilly countries. It is a short-leaf pine and its foliage contains many cones. The bark is thinner than that of the ordinary pine, as the accompanying illustration shows, and the wood contains very little rosin. The heart of an eight-inch tree is about an inch in diameter and the wood is of long fibre. Preliminary surveys show

that the tree will cut from four to 20 cords per acre.

Robert Clade, who has been superintendent of paper mills in Canada for 30 years, after an examination of the growth along the Warrior River, advised Mr. Barrett to have fifty cords of the wood cut and shipped to Niagara Falls for manufacture into sample paper. He was impressed with the possibilities of paper mill development on the Warrior, because of the advantages afforded by the easy delivery of wood, low coal cost, low electric power rates and low freight charges.

The fifty cords of wood, shipped from Birmingham in December, was not made into newsprint until after the strike in May. While the strike was in progress Mr. Clade, assisted by the superintendent of the Defiance Paper Mill at Niagara



Total absence of heart and fine fibre are characteristics of the Alabama spruce pine, both of which contribute to the ease of its manufacture into woodpulp.

Falls, ground the wood and made it into paper. It is reported that the paper grinds as easily, has as good fibre and is equal in every way to the Canadian spruce. Mr. Clade in his report says:

"The paper was run on a 90-inch Pusey & Jones machine at 420 feet per minute. No trouble was experienced and the finished paper is equal to the paper made from Canadian spruce wood. The weight is 32 pounds and the breaking strength is 11 pounds per square inch, which is the standard test for newsprint. No bleaching was used and the yield per cord of wood was the same as spruce. Our experiment has proved conclusively that the Southern spruce pine will make as good a sheet as spruce in every respect."

He adds that the price of Southern wood delivered at a mill in northern Alabama would be about one-fourth the price of Canadian spruce delivered at a mill at Niagara Falls or any of the mills in Northern territory and that the price of coal in Alabama would net a considerable saving over the expense of the Northern mills.

Samples of Alabama spruce pine have been shipped to a number of mills where severe tests will be made. Care was taken to choose mills which had turned down the pine as a possible material for the manufacture of print paper.

Investigations to determine the amount of spruce pine available for the manufacture of the paper are now being made by experts. A movement to convert these forests of trees, heretofore considered worthless, into print paper is being backed by the Age-Herald and the establishment of a mill is being seriously considered. Up to the present time no use has ever been found for spruce pine.

The saw mills would not have it at any price, the mining companies would rarely use it even for temporary props and it was worthless as fence posts, being fibrous and quick to rot.

WOMEN RULE IN FLORIDA

Elected To Fill All Offices of South Press Association

(Special to EDITOR & PUBLISHER)

TAMPA, Fla., June 19.—Striking a new note in Florida journalism, the men of the South Florida Press Association at the semi-annual meeting, at Lakeland, a few days ago, retired into the official discard and assisted in the election of women to every office of the organization.

Miss Gail Binkley, of the Polk County Record, one of the most charming young women in the news game in the state and for several years an active member of the South Florida and of the State Press Associations, was chosen as president for the ensuing six months, succeeding J. F. Worthington, of the Lake Wales Highlander and lately managing editor of the Tampa Times. Mrs. M. F. Hetherington, of Lakeland, wife of the ex-publisher of the Telegram of that place, was chosen vice-president; Miss Edith Edeburn, of Mount Dora, secretary, and Mrs. C. V. S. Wilson, of Sarasota, treasurer.

The association voted to hold its next meeting also at Lakeland because of the central location of that city. The meeting just closed was declared by the retiring president Jack Worthington to have been the most successful in the history of the South Florida Association.

One of the interesting features of the meeting was an address by Gilbert D. Leach, of the Leesburg Commercial, in which he told of progress of the paper pulp mill project now under construction at Leesburg. This plant is to manufacture newsprint from sawgrass which grows abundantly upon prairies in different sections of the state. Samples of the paper show it to have great tensile strength and Mr. Leach believes that his project will be a big benefit for the newspaper fraternity.

Among the speakers who addressed the editors were C. O. Codrington, of DeLand; S. J. Triplett, of Lake Wales; C. H. Rerick, of Dade City and Frank Kay Anderson of Tampa.

BEAT FOR GEORGE HOLMES

He Forgot to File It, But It's Out Now —He's Married

WASHINGTON, June 20.—"By-line" George Robert Holmes (Copyright International News Service) has again scooped the known world, despite the fact that he almost completely forgot to put the story on the wire.

Briefly, George R., the man who tells the Washington solons what they should think for publication, the man who, as

manager, tells the rest of the Washington "I. N. S." when and how to do is now taking orders himself. He stepped into the class of those strange beings who "maintain establishments."

In other words, George found romance in the Harding camp at Marion, O., last summer. He led her to the altar at Baltimore seven weeks ago. Now he has found time to announce the event.

Mrs. George R. was Miss Mary Catherine Early, sister of "Steve" Early of the Associated Press here, and daughter of Mr. and Mrs. Thomas J. Early. She was employed at the Harding headquarters in Marion before the November stampede at the polls. On April 23, the couple went to Baltimore for the marriage.

"Just got around to announcing it today," scribbled George on the important white engraved epistles which are in the mails today.

Mrs. Holmes, on a pleasure trip to California, sent a special letter to her husband via Eddie Rickenbacker on the ace's recent transcontinental hop to Washington.

LEDERER GOES WITH HEARST

Leaves Indiana Times to Become Publisher of Milwaukee, Wisconsin, News

John H. Lederer, for seven years general manager of the Indianapolis Daily Times at Indianapolis, has resigned to become publisher and general manager of the Milwaukee Wisconsin News.



JOHN H. LEDERER

W. D. Boyce of Chicago, owner and publisher of the Times, has been out of the country a considerable time during Mr. Lederer's management of the paper and he has had practically entire supervision of the paper.

Mr. Lederer has also taken an active part in civic affairs in Indianapolis. He is a member of the Kiwanis, Optimist Advertising and Indianapolis Athletic Clubs, as well as taking a prominent part in the activities of the Indianapolis Chamber of Commerce. He had entire charge of the reception committee of the Advertising Convention in Indianapolis a year ago.

It is understood that he goes to new work about July 1, and is said to have a three-year contract with entire supervision of the paper.

Half Tone News

MOST ECONOMICAL PAPER FOR ROTOGRAVURE

33½, 66½ and 70 inch rolls
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27 WILLIAM STREET

NEW YORK

AMONG THE NEW BOOKS

"EDITORIALS and Editorial Writing," by R. W. Neal; Homer Correspondence School, Springfield, Mass.

Books on editorials and editorial writing are not numerous probably because the teaching of journalism is a comparatively new thing. Indeed it is doubtful whether there were half a dozen in existence ten years ago. The demand for books on the subject made itself specially felt when the first school of journalism was established at the University of Missouri. The reason why books on editorial writing were then so few was that those already engaged in the work did not think they needed instruction and those who were forced into editorial writing apparently did not have time to study the subject. Moreover, it does not seem to have occurred to many editors that the principles involved could be learned in any other way than through actual experience in a newspaper office.

And yet the importance of the editorial page is so great that it is the one thing that has brought a national reputation to many a small city newspaper. It is vested whatever authority and leadership the publication possesses. It is the only place in which editorial opinion finds expression. It is therefore important that those newspaper workers who finally gravitate to the editorial tripod should know and be able to put into practice the principles that have crystallized out of many years of experience in the office of the representative journals of the country.

The two latest, and in some respects the most notable contributions to the subject of editorial writing are "The Editorial," by Professor L. H. Flint, head of the Department of Journalism at the University of Kansas, which was reviewed in these columns January 22, and "Editorials and Editorial Writing" by Robert Wilson Neal, director of the Major Course in Journalism in the Massachusetts Agricultural College, and formerly of the World's Work, the New York American and other publications.

Mr. Neal's book is a stout volume of four hundred pages, the matter being set two columns to the page. His method of handling his subject is logical and comprehensive. In the chapter devoted directly to editorial writing he begins with a statement of facts and the enunciation of the principles involved under each head, and then proceeds to present editorials selected from the representative daily papers to illustrate them. Then at the end of each editorial quoted he runs a paragraph in agate type designed to help the student through comment or suggestion.

The value of such a method of treatment is readily apparent, for it is through iteration and re-iteration, through the use of examples and illustrations, that facts and principles are fixed in the human mind.

Mr. Neal is right in affirming that "There is no worse offender against the individual or the nation than a slovenly, lazy, indifferent, low-idealed, loose thinking, dishonest writer of published editorials."

The born editor, he believes, is philosophical, has the scientific attitude of mind, the teaching instinct and literary tendencies. But he might as well not have them unless they are combined with practical common sense and judgment.

In addition he needs actual experience in the other departments of newspaper making; especially in the composing and news-rooms. A course in the school of hard knocks is valuable if not indispensable.

The author gives the following as the characteristics of editorial style: 1—Simplicity and directness; 2—Clarity of idea and clarity of treatment; 3—Non-personal tone; 4—Authoritative attitude.

Concerning the editor's responsibility Mr. Neal says: "There is something ludicrous and a bit pathetic in the way in which readers—even the well educated unconsciously accept the editorial writer as a sort of superior intellect, a man of universal knowledge, an infallible teacher, a human encyclopedia and a seer and prophet all in one. It is this pathetic confidence of the public in his learning and judgment that at once gives the editorial writer his opportunity for good and imposes on him the sobering obligation of an extreme responsibility. A misleading assertion, an unsound conclusion may deceive and mislead hundreds and even thousands of people."

Mr. Neal dissects and analyzes the editorial in an illuminating manner. The standard type in its structural form consists of 1—The annunciatory beginning; 2—The considerative advance or interpretative amplification and 3—The conclusion or application. The different kinds of editorials include peg-hung, news and news summary, survey and review, controversial, human interest, human subject and interpretive, and the paragraph or squib.

One of the best chapters of the book is devoted to the writer of editorials. In it the author enumerates the qualifications deemed essential in a good writer, his educational needs, methods of assembling ideas, etc.

Mr. Neal has done a good piece of work in the construction of "Editorials and Editorial Writing" and teachers of Journalism will find it admirably adapted to class room use. From a typographical standpoint the text is worthy of a better presentation than it has received at the hands of its printers.

THINGS TO CONSIDER IN ANALYSIS OF MEDIUM

(Continued from page 12)

(4) What publication or group of publications or mediums can provide me with the highest ratio or reader-value, based upon the peculiar strength, scope and nature of its editorial appeal?

(5) What mediums, publication or group of publications should I use, and for what period, to perform the preliminary, or psychological, or specialized part which I desire it to play?

(6) How may I be sure of getting my money's worth from them, and how shall I check up their claims?

(7) How may I so co-ordinate the work of my sales organization and my distributive organization with my use of such mediums so that, the largest percentage of the readers of my advertising will find my representatives, my jobbers and dealers on their toes and ready at the moment consumers' interest is highest?

Rochester The Quality City

Rochester is a manufacturing city of diversified industries. Its population is composed largely of home-owning, highly skilled workers who produce quality goods shipped all over the world.

Among many nationally known products made in Rochester are Eastman Kodaks, Bausch & Lomb Scientific Instruments, Blue Label Catsup, Y & E Filing Systems, Todd Protectograph; Stein-Bloch, Michaels-Stern, Adler and other lines of clothing; Tycos Thermometers; Utz & Dunn and other lines of shoes.

The favorite newspaper of Rochester's skilled workers is The Times-Union. They read it—when the day's work is done—when they have time to read—when they are in a receptive mood—when news is news.

That The Times-Union dominates in Rochester is proven by this fact—it has more than twice the city daily circulation of any other paper.

That The Times-Union readers are responsive is proven by this fact—many campaigns run exclusively in The Times-Union have produced results entirely satisfactory to the advertiser.

Get in touch with the Manager of our Merchandising Service Department. He will co-operate with you to the fullest extent.

Rochester Times-Union

First in its Field

Circulation (A.B.C.) 64,018

J. P. McKinney & Son, Representative

334 Fifth Avenue
New York

122 S. Michigan Ave.
Chicago

EDITORIAL

THE NEW SECOND CLASS POSTAL RATE

UNLESS Congress takes action within the next week upon the Longworth bill providing for the postponement of the increase in the postal rates for second class matter, which under the Revenue Act of 1917 goes into effect July 1, the big newspapers and magazine publishers will face a mighty stiff increase in the cost of distribution by mail or be obliged to pass the increase on to their readers.

Second class publications are now paying 1½ cents a pound for the first and second zones. After July 1, the rate for these zones will be 2 cents, with larger proportionate increases for the other zones until, for the eighth zone, the rate will be 10 cents a pound. While the new rates will lie most heavily upon the periodical publishers they will add materially to the costs of the larger newspapers which have a country-wide circulation.

Realizing the seriousness of the situation the American Newspaper Publishers' Association and the National Periodical Association are giving earnest support to the Longworth bill, and have submitted arguments in its favor at hearings given by the Committee on Post Office and Post Roads, to which it has been referred. The A. N. P. A. has shown that newspapers making extensive use of the mails have sustained a loss of from 20 to 40 per cent in subscription circulation under the present rate. Many publishers are sending their papers by express, at 1 cent a pound flat, a saving of three-quarters of a cent over the mail rate.

If the new second class rate goes into effect July 1, a mail order house will be able to send by parcel post 70 pounds of merchandise to the first and second zones for 74 cents, while it will cost the publishers \$1.28 to send 70 pounds of newspapers the same distance.

In a letter to Postmaster-General Hays, Louis Wiley, business manager of the New York Times, on the new rates, says that under it the Times will have to pay—in some zones—more for postage than it receives from the subscription. To increase the rate at this time when business is at low ebb and when a war emergency no longer exists is uncalled for.

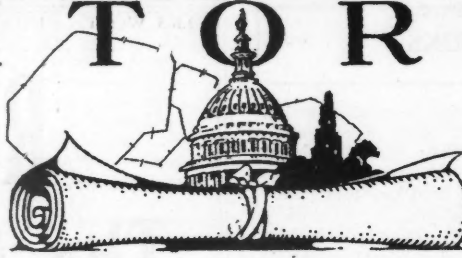
Viewing the subject from all sides the Longworth bill provides a temporary relief that will work no hardship to the government. If the investigation into the cost of carrying second class matter provided for in the bill shows that it is being transported at a loss which cannot be overcome by the adoption of economical methods, the newspaper publishers, big and little, will be the last business men in the world to protest against the proposed increase in rates.

A DAILY NEWSPAPER IN THE PULPIT

IT is not often that a clergyman bases his sermon upon the contents of a single newspaper—not that it does not furnish texts and illustrations for dozens of sermons, but because the Bible is the universal source from which texts and illustrations are usually drawn.

The Rev. Dr. John Roach Straton, of the Calvary Baptist Church, of New York, demonstrated his unconventionality last Sunday evening by taking a copy of the New York Times of June 15 into the pulpit, and, after reading the head-lines, preached a sermon on the state of the world as reflected in that chronicle of twenty-four hours of its history. His comments were illuminating and interesting. He deprecated the presentation of the immoralities and festering sins of human beings, and thanked God in view of what was printed that the Times readers were not given the news that was not "fit to print."

DELEGATES to the Atlanta A. A. C. W. convention are enthusiastic in their praise of the manner in which they were entertained by the people of that municipality. All unite in saying that in no city have they been more cordially welcomed or been the recipients of greater hospitality. Had they been old-time friends they could not have been taken more closely to the hearts of Atlantans than they were on this occasion. The hosts were splendid exemplars of that generous hospitality for which the South has been famous for over a century



I am not a prophet, but I know that the greatest era of development in the history of the world is dawning now.

—CHARLES M. SCHWAB.

SUPPORT THE NEW A. A. C. W. PRESIDENT

NOW that the brief but exceedingly hot campaign over the election of a new president of the Associated Advertising Clubs of the World has resulted in the choice of Charles E. Mackintosh of Chicago, the entire membership should get behind him and give him its heartiest cooperation. If the supporters of the defeated candidate will show the real sportsmanship spirit and support Mr. Mackintosh wholeheartedly as they were prepared to support Mr. Hopkins, the organization may yet be made to render a public service of first importance. Let them pitch in and show by their acts that they are still loyal to the A. A. C. W. and anxious to serve like good soldiers under their new leader.

Mr. Mackintosh will find his new office no sinecure. A tremendous volume of work lies ahead of him. Plans for revitalizing the association and making it more efficient in meeting the demands made upon it and in increasing its usefulness and influence, must be worked out. If he lives up to his campaign promise to visit during the year every one of the 200 clubs comprising the A. A. C. W. membership, Mr. Mackintosh will not have much time left to play golf. He will certainly need all the help and encouragement he can get in his new position.

The EDITOR & PUBLISHER wishes him the best possible success in his administration.

AN ADVERTISERS' BRIBE

HOW would you like to have your national advertisers insert in their contracts this clause:

"Nothing shall be printed which is in any way antagonistic to the advertiser."

And yet all the newspaper contracts of at least one prominent advertiser contains this provision! In other words, in order to get this advertiser's business the newspapers must sell their independence for a bribe of a few hundred dollars! If a bill is introduced in the Congress or in the State legislature that affects unfavorably this advertiser's interests the newspaper cannot print a line about it without violating the contract. Fine state of affairs, isn't it? It would be interesting to know how many newspaper publishers would accept such a contract.

June 25, 1921

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EDITOR & PUBLISHER

Published Weekly by

THE EDITOR & PUBLISHER CO.

1117 World Building, 63 Park Row, New York.

James Wright Brown, Editor.

John F. Redmond, Managing Editor.

Arthur T. Robb, Jr., News Editor.

Rosalie Armistead Higgins.

Associate Editors:

Ben Mellon Walter Sammis

Frank LeRoy Blanchard

J. W. Ferguson, General Manager.

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

R. L. Staunton George Strate

C. B. Groomes J. G. Tanner

F. W. Payne

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

Winchmore Hill.

London Distributor: The Rolls House Publishing Co.,

Ltd., Rolls House, Breams Buildings, London,

E. C. 4.

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

Bourbon.

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

Building.

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

Washington: Robert T. Barry, Pennsylvania Avenue

and 14th Street.

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

GENERAL CHARLES H. TAYLOR

ALTHOUGH General Charles H. Taylor was the dean of metropolitan journalists and had been editor of the Boston Globe for nearly half a century, he was thoroughly up-to-date in his ideas and methods. It was because he made the kind of a newspaper that was always abreast of the times that the Globe year after year maintained its position of leadership in the Boston and New England field.

There was nothing old-foggy about General Taylor. He realized that his newspaper to be successful must be alive to and improve its opportunities every day. Yesterday's achievement was no excuse for the lessening of effort to achieve something worth while today.

General Taylor rose to the editorship of the Globe through the composing room. He was only twenty-seven years old when he took hold of the newspaper, and although for quite a long time he had to fight desperately to keep the paper from bankruptcy, he finally made it one of the best paying dailies on the Atlantic Coast.

In addition to his work on the Globe, General Taylor was for many years vice-president of the Associated Press and rendered that organization most efficient service. He took great interest in all public movements that had for their object the betterment of the public.

His was a busy a life. He gave the best there was in him to the Globe and to humanity. His work will live after him.

"CALL FOR MR. E. Z. MARK"

THE woods are full of people who want to advertise but who do not want to pay the price. Every advertising manager of a publication, especially of a newspaper, receives all kinds of propositions from them for free publicity. Instead of cash, which they seem to think publishers do not need for the payment of bills, they offer merchandise in exchange for space.

Sometimes they ask for part payment in money for the article they have to sell. For instance, the Fall River Herald received a letter from the Automatic Adding Machine Company proposing to send a machine listed at \$20 for a check for \$6.50 and \$13.50 in space at its regular advertising rates. This offer is sugar-coated with the alluring statement that should the advertising prove encouraging, the company will continue using the paper on a cash basis.

The Bon Bon Candymakers Company, of Philadelphia, doesn't ask for any cash from the publisher, but "generously" offers to send a \$15 "Complete Candymaking Course" in payment for \$15 worth of advertising. Many editors, names not given, have already accepted this proposition, according to the company's letter.

A few years ago, country editors who did not know the value of their space would gladly have accepted both of these offers. Today it is doubtful whether out of the entire list of 18,000 daily and weekly newspapers, a dozen can be found that will "fall" for them.

This change in attitude has been brought about by the educational work done by the editorial associations and advertising clubs and by the trade papers and through the introduction of cost systems. The country editor and the editor of the small city daily now has his eye-teeth cut and is no longer the easy mark he once was.

PRINTING methods are now in process of evolution and the day is probably not far distant when our present cumbersome mechanical equipment will be regarded as archaic. William Gamble, at the World's Congress of Printers in London, declared that printing from type is likely to be superseded by a photographic method upon which at least three inventors are now working. He predicts that the machines for printing by this process would occupy little more space than a typewriter. Newspapers and books have already been printed in this way, but the experiments have not been so highly successful as to lead publishers to adopt it permanently.

PERSONAL

GEORGE B. DEALEY, president and general manager of A. H. Belo & Co., publishers of the Dallas News, Dallas Journal and Galveston News, was awarded the degree of Doctor of Laws at the commencement of Southern Methodist University, Dallas, last week.

Edgar B. Piper, editor of the Portland Oregonian, delivered the graduation address this year at the University of Oregon and also at the University of Idaho.

W. C. Steigers of the St. Louis Post-Dispatch and Mrs. Steigers have gone to Mount Washington, Bretton Woods, N. H., for the summer. They will make the trip by motor, as has been their custom for several years.

G. A. Buder, president of the St. Louis Times, has given \$5,000 for equipping a public library in connection with the R. Buder School, named for his father. Mr. Buder will assume the entire expense of equipping and conducting the library.

Hugh Baillie, manager of the New York Bureau of the United Press Association, returned home from a three-week visit to Paris on the new French liner of that name, on her maiden voyage.

Fred I. Ker, former superintendent of the Whalen Pulp and Paper Company's mill at Port Ellice, B. C., has been appointed assistant general manager of the Hamilton (Ont.) Spectator. He succeeds John M. Imrie, whose transfer to the Edmonton (Alta.) Journal as managing director was announced last week. Mr. Ker is a son-in-law of F. N. Southam and a graduate of McGill University.

A. E. Frost, publisher of the Corvallis (Ore.) Courier, fell, on a fishing trip, recently, breaking his leg in two places. He set the bone himself before help arrived.

A. C. Weiss, former publisher of the Duluth Herald, which he sold to M. F. Hanson and Paul Block, has established offices in the American Exchange Bank building, Duluth, where he cares for his numerous real estate holdings in that city.

George E. Dunham, editor of the George (N. Y.) Press, was given the degree of Doctor of Laws by Hamilton College, at the commencement exercises, June 20.

IN THE EDITORIAL ROOMS

TUBERT D. BLISS of the New Bedford (Mass.) Standard staff and Miss Julia A. Wahl of Wellsville, N. Y., were married June 21.

Otis Peabody Swift has joined the copy desk of the Paris edition of the Chicago Tribune. Swift spent the winter in London on the New York Tribune staff and made the trip to Paris by airplane.

B. Bennison, the leading authority in England on boxing, arrived in New York this week to report the Dempsey-Carpentier fight for the London Daily Telegraph. Mr. Bennison's reports will also appear in Le Matin, Paris.

Edward O. Dean, of the cable news desk of the New York Evening Post, has just had a volume published by Harter and Bros., entitled "Opportunities out of Doors." Last year the same firm published a book by Dean entitled "Opportunities in Farming," agriculture having been this newspaperman's hobby for a number of years. In his leisure Dean puts out the Evening Post's "Suburban Gardeners" department. At the present time he is engaged in writ-

ing a volume based on his experiences in the Klondyke about 25 years ago.

Louis Graves, former New York newspaper man and now secretary to George McAneny, chairman of the New York Transit Commission and a former executive of the New York Times, and Miss Mildred Moses were married last week at Chapel Hill, N. C.

Herbert L. Dunn, division traffic chief of The Associated Press in Chicago, has just made an inspection trip to the organization's bureaus at St. Paul, Minneapolis, Grand Forks and Fargo.

Alton Koch is the latest addition to the St. Paul Daily News force.

Frank McDowell, formerly advertising manager of the Sailor, the organ of the Navy League in Canada, has joined the editorial staff of the Toronto Sunday World, as assistant to Herbert Lash, editor of that paper.

John M. Gardiner, formerly news editor of the Montreal Herald, has joined the staff of the Montreal Standard, an illustrated weekly, as associate editor. Mr. Gardiner is also local representative of the New York World, besides conducting a publicity business of his own.

Roscoe R. Ran has joined the service department of the Periodical Publishing Company, Grand Rapids, Mich. He formerly was on the editorial staff of the Grand Rapids Press.

Edgar Marsh, formerly of the Louisville Courier-Journal, last week sat down at the copy desk of the Duluth News Tribune.

A. B. Kapplin, former city hall reporter for the Duluth Herald, has become advertising manager of the Lyceum Theater, Duluth.

Henry Zuidema, for the past two years with the Grand Rapids (Mich.) Press, has joined the editorial staff of the Grand Rapids Herald.

Leslie J. Pigott, telegraph editor of the Detroit Times, has returned to his desk after being confined for three weeks in Herman Kiefer hospital.

Henry Weitschatt, former news editor of the Detroit Times, and later Detroit publicity man for the Near East Relief drive, has joined the copy desk of the Detroit News.

Paul Sheedy of the Cleveland News has joined the Detroit Times, as has **Dick Appleton** of the Detroit Free Press. Sheedy is covering general assignments and Appleton has been appointed city hall man.

Frank Tierney has resigned from the Detroit Times copy desk and joined the desk of the Free Press.

Harvey W. Getzloe, formerly city editor of the Milwaukee Sentinel and rewrite man on the Chicago Examiner, is on vacation in the woods of north Wisconsin. He has resigned from the editorial staff of the Duluth News-Tribune, with which newspaper he was last associated.

Rudolph Block, Jr., of the San Francisco Examiner, has been called east by his father, Rudolph Block, of the Hearst Publications.

W. H. Hines, city editor of the San Francisco Examiner, is visiting in New York. During his absence the Examiner's local end has been in control of Charles Upton and William Jordan.

THE BUSINESS OFFICE

GEORGE F. GOLDSMITH, Jr., son of the advertising manager of the Philadelphia Public Ledger, will sail from San Francisco, July 2, for Tokio, where he will enter the business office of B. W. Fleisher, publisher of the

FOLKS WORTH KNOWING

WILLIAM T. HAMILTON, Jr., the new manager of national advertising of the New York American, spent the first five years of his business career learning the manufacturing and selling ends of the printing business with Rogers & Co., of Chicago and New York.



WILLIAM T. HAMILTON

When he graduated to advertising, Mr. Hamilton became Western advertising manager of the Housewife, later merged with Today's Housewife, and moved to New York in 1914 as Eastern advertising manager of Metropolitan Magazine.

He joined the Hearst forces in a similar position with Cosmopolitan and in a short time was made advertising manager. In 1919 he was elected vice-president and a director of Van Patten, Inc., advertising agency, but returned to the International Magazine Company last year as a representative of Hearst's and Cosmopolitan. His appointment with the New York American was noted in a recent issue of EDITOR & PUBLISHER.

Japan Advertiser and the Trans-Pacific Magazine. Mr. Goldsmith will remain in Japan for three years. He has been connected with the Public Ledger's New York office.

William E. Haskell, Jr., has been appointed manager of the New York Tribune's local advertising department. Mr. Haskell has been on the Tribune for the last two years.

Harry Williams, formerly advertising manager of the Hutchinson (Kan.) News, but now of the E. Katz Special Advertising Agency, New York, visited a couple of days in Hutchinson recently.

L. B. Mickel, Southwest division manager of the United Press, has been transferred to San Francisco as business manager of the Pacific Coast division.

WITH THE AD AGENTS

LESTER H. SCHROEDER has been appointed space buyer of Johnson, Read & Company, Chicago advertising agency. Mr. Schroeder was with Critchfield & Co. for the past five years.

O. T. Frash has joined the copy staff and William C. Hanks has become chief auditor of the Charles F. W. Nichols Company, Chicago advertising agency.

The E. J. Cooney Advertising Agency and the Crahan Advertising Agency have been combined, with offices in Worcester, Mass.

Duncan S. Blaikie, formerly of the Herald Press, Montreal, but lately with R. C. Smith & Son Advertising Agency, Toronto, has resigned as vice-president of that firm to start as the Duncan S. Blaikie Advertising Service, at 35 St. Nicholas street, Montreal, where it is understood he will handle among other accounts those of the Bell Telephone Company and McArthur, Irwin, Ltd. He will be succeeded by A. C. Ackerley, for the past few years account executive with the Baker Advertising Agency, Toronto.

Joseph Mauk, of Grand Rapids, Mich., a World War veteran and a protege of the government vocational training system, is now in the copy department of the Walter J. Peterson Advertising Agency of Grand Rapids.

Thornton Purkis, of the Thornton Purkis Advertising Agency, Toronto, left June 24 for a three-months' trip to the British Isles.

NEWS OF THE AD FOLKS

J. H. NEWMARK, advertising manager of the Chevrolet Motor Company, has been made assistant manager of sales, and will be located in the General Motors Building, Detroit.

D. B. McCoy has been appointed advertising manager of the Reo Motor Car Company, Lansing, Mich.

Herbert Hyman, for five years advertising manager of the Cole Motor Car Company, Indianapolis, resigned this week. He has not announced his future plans.

Robert C. Patterson has been appointed publicity manager and sales promotion assistant of the Flagg Ink Company, New York.

Why don't you

have your questions answered

By

Frederic J. Haskin

WHAT TRAFFIC WILL BEAR IS BASIS OF MAT SERVICES' CHARGES

Newspapers of Same Size Pay Widely Varying Prices for Identical Product—Advertising Mats for South Two Months Out of Date

By FRED MILLIS

THAT mat service companies are not standardizing their charges to newspapers was shown by the answers to questionnaires sent to the members of the National Association of Newspaper Executives about six weeks ago.

The charges range for the same service in cities of from 25,000 to 30,000 population from \$15 to \$25 a month. Another service has a price range in these same cities of from \$15.50 to \$20.77. This mat service company seems to have no standard price. The following prices were reported by newspapers: \$16.67, \$18.00, \$15.50, \$15.87, \$20.00, \$21.00, \$21.50, \$20.77.

The widest range is that a service for which a newspaper in one state is paying \$45 a month, while in a state adjoining a newspaper in a city of approximately the same population is paying but \$10. Another service has a price range of \$16 to \$24 for newspapers in towns of 25,000 to 30,000 population.

It is a common saying among newspaper advertising managers, "A newspaper man is a sucker to buy a mat service at the price first quoted by the salesman."

It is a fact that the best buyer gets the best price. Otherwise why should one newspaper get a service for \$10 while another newspaper with about the same circulation and in a town with the same population pay twice as much for it?

According to the answers to the questionnaire there isn't a service in the country, large or small, that goes to the publisher with a one price proposition. And on the other hand there isn't a service that isn't criticized in many ways by the different publishers.

SHUMAN PLANS DAY ON BOAT AT MILWAUKEE

BEFORE leaving Atlanta, A. L. Shuman, the new president of the National Association of Newspaper Executives, made arrangements with the Milwaukee delegates to spend one of the days on a boat at the next advertising convention, in Milwaukee. It is Mr. Shuman's idea to hold the joint session between the American Association of Advertising Agencies and the newspaper men throughout a day on one of the large lake steamers.

Among the suggestions received by Mr. Shuman at Atlanta was one from Tracy W. Ellis, assistant advertising manager and in charge of the local situation for the Indianapolis News, that more time be devoted to local advertising managers at the next convention.

"We whose primary interest is in the local field go to the sessions of the National Association of Newspaper Executives and hear nothing but the problems of the national advertisers discussed," says Mr. Ellis.

There should be at least one carefully planned session given over to the local advertiser. How to handle the department stores? When to make your dead line for accepting copy? How to handle credits in case of typographical errors? These according to Mr. Ellis, are but a few of the many particular questions

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

From every Southern newspaper comes the criticism that the mat services are always from a month to three months too late in styles. It is a fact that Southern newspapers need a special service.

There is an opportunity right now for one of the mat service companies to put a special set of illustrations for Southern publishers. What good do mats of heavy fur coats or snow scenes do for the man trying to sell space in Texas or in Birmingham? Summer begins in Dixie along in April. Palm Beaches are the thing May 1. They have straw hat days in Houston, Tex., sixty days before they have them in St. Louis or Des Moines or New York.

In brief the analysis of the questionnaire shows two things of vital interest to the producers of mat services.

First—Prices should be absolutely standardized.

Second—A special service should be gotten out for the South.

The last suggestion does not require any revolution in the art studios of the mat service companies. The mailings to the South should include the illustrations which will be sent to northern publishers sixty days afterwards. Then, of course, some illustrations sent to the north could be eliminated.

that the advertising managers want to hear discussed in the sessions.

And, on the other hand, that new group of newspaper executives, the merchandise men, are keen for a separate session of their own. B. L. Chapman, manager of the merchandising department of the New York World, feels that a half-day or a day could be profitably spent on these problems.

If the National Association of Newspaper Executives grows in membership and interest in the coming year as it has in the past year it is going to be almost necessary for Mr. Shuman, to institute a circus of four or five rings at the Milwaukee convention. There will have to be the general sessions at which all the newspaper executives are present. Then there will be joint sessions with the A. A. A. and probably with the Association of the National Advertisers. Then if the plans for the affiliation of the classified man go through there will be going on at the same time the classified sessions. Then there should be merchandising sessions and local advertising sessions.

One prominent newspaper advertising manager who, in addition, has the function of business manager, is responsible for the statement that the classified men get more in a practical brass-tack way in Atlanta than display men. He says that all the credit in the world is due to L. J. Boughner, of the Chicago

Daily News and C. L. Perkins of the Hearst organization, for the practical classified discussions.

"Although the display managers did much in bringing about a closer understanding with the agency men and the national advertisers, their sessions were devoted too much to the general and not enough to the specific," said this advertising executive.

DIGEST NOT READY FOR TWO MONTHS

THE digest of the Newspaper sessions at the Atlanta convention of the National Association of Newspaper Executives will probably not be ready for members for at least two months. The stenographic report cannot possibly be typed for three weeks, as the official reporter estimates that it will run over 100,000 words. This fact alone gives an outsider an index to the length of and the interest in, the sessions.

WRONG TACTICS LOSE MANY FRIENDS FOR A. B. C.

THE Audit Bureau of Circulations hit a hornet's nest when its representative, in urging the A. A. C. W. convention at Atlanta to reject a resolution which opposed the repeal of the law requiring the publishing and filing of circulation statements with the Post Office Department, implied on the floor of the convention that the newspapers of the country wanted the law repealed.

Newspaper men jumped to their feet in every part of the hall. Arthur Newmyer of the New Orleans Item got the floor. His simple statement was sufficient that the gentleman evidently erred in his sources of information since the A. N. P. A., the I. C. M. A. and the National Association of Newspaper Executives had already gone on record as being opposed to the repeal of the Bourne Law of 1912.

Not another word was needed. The cries of "Question" drowned out other would-be speakers. When Rowe Stewart finally was able to call for the vote it was unanimous for the resolution in opposition to the repeal of the law except for the A. B. C. man, who let out a vociferous "No."

The tactics pursued in trying to stop the resolution lost many friends for the A. B. C.

C. G. TOMERLIN TO GO WITH STREET & FINNEY

CHARLES G. TOMERLIN, for the past three years merchandising manager of the Pettis Dry Goods Company in Indianapolis, will become vice-president and in charge of the merchandising of Street & Finney, New York, advertising agency. Mr. Tomerlin, who

goes to New York to take up his work about the middle of July, is well known in department store circles in this country as a keen, sound merchant.

REX CASE JOINS AMERICAN

New Promotion Manager Has Had Long Experience in New York

Rex R. Case, for twelve years in charge of the publicity for the New York World and promotion manager for the New York Herald during the past year, has been appointed promotion manager of the New American. His work on the World was chiefly with the want advertising developed by that paper in the years 1904-1916 and on the Herald he was in charge of all promotion of general advertising, classified advertising and circulation.

Born in Lansing in 1874, Mr. Case received the degree of LL.B. from the University of Michigan when he was 19 years old. From 1895 to 1900 he was a reporter on the Detroit News, police editor of the Detroit Journal and assistant city editor of the Chicago Daily News. In 1900 he joined the advertising staff of the Chicago Tribune and three months later became classified advertising manager of W. R. Hearst's new Chicago American, transferring to the New York American's classified department in the fall of 1903. During the summer of 1904, Mr. Case was in charge of the World's Fair advertising for the St. Louis Globe-Democrat.

During the war, Mr. Case synchronized the workings of the business office at McCook Field, Dayton, where a plane test work was performed for the Government and later was appointed assistant business executive at the field.

Banner Buys Messenger's List

The Brenham (Tex.) Banner Publishing Company, publisher of the Daily and Weekly Banner-Press, will cut out the unexpired subscription contracts of the Brenham Daily and Weekly Messenger, which recently suspended publication, after publishing a month daily for about a year and a half. The Messenger was formerly the Volksbote, a German weekly. Several years ago it was changed to an English weekly and later entered the daily list suspending publication May 22.



Rex R. Case

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

Highly Endorsed by Eminent American Users

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

Finnish Paper Mill Association
HELSINGFORS

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

H. REEVE ANGEL & CO.

INCORPORATED

7-11 SPRUCE STREET

NEW YORK

JUDD LEWIS ELECTED TEXAS PRESIDENT

Editors Want Higher Rate for Legal Advertising and Urge End To Free Publicity For State Fairs— Visit Mexico

(Special to EDITOR & PUBLISHER)

McALLEN, Tex., June 18.—Denton was selected as the next meeting place for the Texas Press Association at the closing session of its forty-second annual convention here. Judd Mortimer Lewis, Houston Chronicle paragrapher and poet, was elected president. Other officers elected were: S. D. Chestnut, Kennedy, vice-president; Sam P. Harben, Richardson, secretary (re-elected); C. F. Lehmann, San Antonio, treasurer (re-elected); Lee J. Rountree of Bryan, editor; P. E. Montgomery of McAllen, essayist; Arthur Lefevre of Houston, poet and E. P. Merriman of Corpus Christi, historian; A. H. Luker of Grapeland, Sam Braswell of Clarendon and Tom Willie of San Antonio were selected to form the executive committee.

The convention adopted resolutions favoring raising the legal rate of official publications from 1c to 2c, disapproving of any tendency to inject political discussions into the proceedings of the convention and opposing what was referred to as the "free publicity graft" over the state. The resolution concerning the cutting off of free publicity made special mention of the fairs and expositions in Texas, including the Texas State Fair at Dallas, the Cotton Palace at Waco, the Stock Show at Fort Worth, and the various state-supported institutions of learning.

On the closing day of the convention the editors went by special train to

Brownsville, arriving there at 4 o'clock in the afternoon. They were then taken across the Rio Grande to Matamoros, Mexico, where they were welcomed by Mayor A. B. Cole of Brownsville, Consul Y. M. Vasquez and C. L. Jessup. More than three hundred visiting newspaper men attended the convention, which proved one of the most largely attended of any convention within recent years. Secretary Sam P. Harben announced that fifty new members were received at this convention, bringing the membership of the association to 525.

MOVE FOR ANGLO-AMERICAN PRESS CONFERENCE

(Continued from page 5)

American publishers and he would be very pleased to act in conjunction with them as the proposal took shape. He brought the idea of a preliminary committee an excellent one.

When interviewed, following the meeting, W. W. Hawkins, head of the United Press Association, who is now touring Europe, said:

"Nothing could be more appropriate at this time than Lord Burnham's suggestion for a conference of British and American newspapermen, and I am sure that it will be welcomed by everyone who has the future welfare of Anglo-American relations at heart. The time is ripe for such a meeting, and I sincerely hope that it may be brought about. The first meeting should be held in London, beyond a doubt, because the idea originated with Lord Burnham, and he has extended the invitation in his capacity as the president of the Empire Press Union. I wish that every responsible editor in America could visit England and other parts of the Empire.

Certainly we would be glad to welcome British Pressmen in America.

"The editors of newspapers throughout the world today, more than ever before, realize the responsibility that rests upon them in connection with the final restoration of peace. It would be a serious mistake to assume that there are no misunderstandings between the people of Britain and America. There are constant misunderstandings, but fortunately there is none of serious moment at this time, and, if proper measures are taken to develop mutual knowledge, there will never be any serious misunderstanding in the future. The great public in America receives its impressions of the British public largely from the Press of America, and the converse is equally true. In the newspapers we have been inclined always to emphasize the differences rather than the normal similarities and common interests of the two countries. That is natural, because the normal thing is not always news. It is the unusual that is the most interesting.

"In reading the papers in London I am impressed with the fact that frequently the more or less abnormal and unusual side of American life is pictured. In America, our papers are filled with things that in the aggregate give a wholly untrue picture of conditions in England. The development of better relations can be brought about only through direct contact. If the publics of the two countries are to receive their impressions from the newspapers, then it is of primary importance that the men who make the newspapers of the two countries should know each other. If they do not understand each other, how can we expect the two publics, who receive their impressions secondhand, to have a mutual understanding?"

"Therefore it seems to me that Lord Burnham has made a suggestion of great importance. We are facing all the complicated circumstances that have developed from the war. There are many agencies at work to foster and develop misunderstanding. It is well, indeed, that some definite active steps be taken to supplement through the press the good results being accomplished by various organizations of citizens and business men here and in America which are working so effectively to foster better feeling. It is my opinion that the gathering together of men who are predisposed to be friendly is a splendid thing, but far greater and more lasting results can be obtained through such a movement as Lord Burnham suggests, which will reach all classes of the citizenship of both countries."

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

Send samples; quote price of features checked below.

THE BOYS AND GIRLS NEWSPAPER

"The Biggest Little Paper in the World."

PARAGRAPHS BY ROBERT QUILLEN

"America's Greatest Paragrapher."

J. P. McEVROY

"A Comic Strip in Type."

"MAKING GOOD IN BUSINESS"

By Roger W. Babson

A special 12-week series starting June 25

Signed
Position
Paper

INTERTYPE

"THE BETTER MACHINE"

Making Comparisons, means Intertype Victory!

We are always pleased when a prospect tells us he is going to make a comparison of other line casting composing machines before purchasing.

We have faith in the Intertype because we know it is "THE BETTER MACHINE" and again because one Intertype sold, on its performance and dependability, readily sells another—and again when a critical prospect is convinced that the Intertype represents the highest type of line casting composing machine offered the trade to-day.

When you anticipate the installation of line casting composing equipment, make a thorough comparison, investigate "THE BETTER MACHINE," get your full benefits from Intertype Standardization and Simplifications.

Write for literature

INTERTYPE CORPORATION

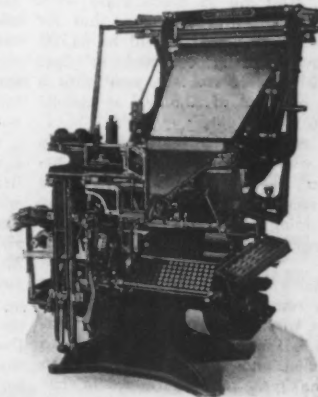
BUILDERS OF "THE BETTER MACHINE"

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

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

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

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



S. N. P. A. WILL EMPLOY EXPERTS ON LABOR

(Continued from page 7)

leans Item presented the classified conference proposal.

The S.N.P.A.-A.N.P.A. printers' school was pledged better support from now on than it has been receiving—both in the furnishing of students and funds and in the dissemination of information about the institution, with the particular view of interesting high class young men and women to take the course. A number of publishers agreed to furnish at least one student, and if necessary pay his expenses next year and all agreed to run information about the school in their newspapers and aid it in every other way possible. A resolution adopted follows:

"WHEREAS during the past year marked progress has been made under the supervision of Eugene, W. T. and P. T. Anderson in the establishment and carrying on of the linotype school in Macon, and

"WHEREAS several companies and individuals have contributed in machinery to the completion of this institution,

"BE IT RESOLVED that this association recognizes the great constructive work being done in this school and expresses its thanks to all who have contributed to making it a success. The Messrs. Anderson may have the finest equipment and the finest instructors on the face of the earth in this school, still it cannot be the unqualified success it was intended to be unless each and every member of the S. N. P. A. sends some boy or girl, man or woman to learn the trade.

"RESOLVED FURTHER that every member of this association do his utmost to send a student to this school during the ensuing year."

Other resolutions adopted by the convention follow:

"RESOLVED that the thanks and the sincere appreciation of the S. N. P. A. are extended its president, the secretary and the board of directors for the energy, ability and tireless work during the past year and especially appreciation of President Foster and Secretary Johnson for the innumerable sacrifices they have made in order that our individual and collective interests might be better served."

"RESOLVED that this body, deeply appreciative of the courtesies extended by Mayor Gallatin Roberts, of the Board of Commerce, Dr. Morse of Chimney Rock, Kannaga Inn, the newspapers of the city and the management of Battery Park Hotel in making the 19th annual convention a pronounced success, extend our sincere thanks to them."

"WHEREAS our advertising committee has attracted wide attention to the South by its intelligent handling of the S. N. P. A. advertising account, he it resolved that the work of this committee be continued and that the membership of this committee have the thanks of the members of this association."

"BE IT RESOLVED by this association that the members should extend commissions for advertising only to agencies recognized by the S. N. P. A."

"WHEREAS, in many cities and towns an effort is being made to nullify the eight-hour law, we desire to go on record as a body and individually as favoring the principle and will do all in our power for its retention."

"RESOLVED, that the program committee for the 20th annual convention is hereby instructed to prepare the program for that convention so that there will be two evening addresses by prominent non-members."

In his opening address President Foster said:

"Our last year's president, James H. Allison, who did so much good work for our organization, estimated that our receipts for this year would be \$4,750. We have actually collected in dues \$5,659.20 and we end the year with a balance on hand of \$2,619.63 as against \$1,195.76 a year ago.

"We now have a total membership of 238 which is the largest in the association's history and the S.N.P.A. is today recognized as an organization that is doing real constructive work of great benefit to every newspaper in the South.

"Probably the greatest work ever done by our association was the establishment of a printers' school at Macon, Ga. It has been of great help to young men and women who want to learn the type setting trade and has likewise helped newspapers which were confronted with a scarcity of mechanical labor. The school deserves the constant encouragement of our membership

and the report of the manager will be one of the interesting features of this session.

"Newsprint is plentiful today and is being offered freely by both domestic and foreign mills even though there has been a big curtailment in production recently due to strikes in this country. Spot prices have dropped considerably and contract prices on the whole are slightly lower than they were a year ago. For the first six months of the year, however, nearly all newspapers have averaged more per pound under contract than they did for the same period in 1920.

"It has been difficult to make advertisers understand this situation. They have seen reports of declining prices and they have called upon newspapers to join them in the general return to what they call, 'normalcy,' but there is yet no normalcy in the running of a daily newspaper. We still have all expenses at the highest and revenues must be secured to meet present, rather than hoped for or prospective conditions."

NEW MEMBERS

The following were elected to membership:

D. C. Batchelor, Clearwater (Fla.) Sun; C. E. Palmer, Texarkana (Tex.) Four States Press, T. M. Callahan, Lafayette (La.) Advertiser; J. A. Lloyd, Miami (Okla.) News; P. M. Burdette, Asheville (N. C.) Times; George H. Evans, Chickasha (Okla.) Express; J. B. Dawson, New Bern (N. C.) Newbernian; John H. Payne, Houston (Tex.) Press; E. C. Hunter, Sherman (Tex.) Democrat; D. J. Whitehead, Greenville (N. C.) Reflector; J. F. Carroll, Kingston (N. C.) News.

In connection with the report of the membership committee the secretary announced that as a result of the aggressive work of Chairman Horne of the membership committee, North Carolina had been put in the 100 per cent class, joining South Carolina and Tennessee. He stated that Florida was very close to the 100 per cent mark and R. B. Brossier, a member of the committee, who expected to be present, had failed to show up, he evidently being busy rounding up the few remaining non-members in the State.

Secretary-Treasurer Walter G. Johnson in his report declared the year was the most active one in the association's history. He said:

"Early in the year, your secretary began the compilation of a history of the association from the date of its first meeting. The data is now in hand and will be issued as a special bulletin as soon after this convention as possible. The fact that the minutes of the meetings of the first ten years were either lost or destroyed made it necessary to reconcile the places and dates of meetings during the several years and with this information in hand secure a copy of the newspaper story of the convention that appeared in the publications in the respective cities in which the conventions were held. In pursuing the task the secretary was ably assisted by Past President Edgar M. Foster, who spent many hours examining the files of the Nashville Banner in order to locate the stories of the convention or telegraph references that appeared in his paper. In addition to securing this data for the history the secretary has been fortunate in obtaining possession of photographs of all past presidents with one exception. The S.N.P.A. is a going concern and with your help we can keep going in

our efforts for the upbuilding of the South and Southern newspapers."

Reporting for the advertising committee, Chairman Arthur G. Newmyer of the New Orleans Item, said:

"Upon the suggestion of Chairman Dallis it was decided that the 1920-1921 advertising campaign should be operative from November, 1920, to November, 1921, permitting of the publication of association advertising during the July-November period, when fall campaigns are at the peak point of preparation in most agencies.

CAMPAIGN EFFECTIVE

"Your committee is unanimously of the opinion that this year's campaign has been the most efficient and effective in the history of the organization; it feels assured that this concentrated, constructive effort stiffened the backbone of the Southern selling situation during the readjustment era; and that the accumulative effect of this advertising will assert itself in the various allotments for territorial appropriations during the upgrade months just ahead.

"We take this opportunity of expressing deep thanks for kind co-operation, courteous consideration at all times to President Foster and Secretary-Treasurer Johnson, to Chairman Ernest E. Dallis and the entire membership of the Southern council of the A.A.A.A. as well as to the membership of this association in general."

Chairman-Newmyer stated that Henry Staples, the new chairman of the Southern council of the A.A.A.A. had advised him to the effect that the Southern Council would be pleased to serve the association in the same manner and on the same basis as before, if it met the approval of the incoming advertising committee, which will be appointed shortly by President Elliott. In the meantime last year's committee remains intact.

ONLY ROUND TABLE TALKS

All discussions were of the round-table variety, there being not one set speech on the program and only two non-members being allowed the floor. They were James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, and Stanley Clague, managing director of the Audit Bureau of Circulations, who were given ten minutes each by invitation to tell the publishers of their organization problems and answer questions. Mr. O'Shaughnessy said in part:

"We do not want publishers to lose a dollar through any member of the A.A.A.A. We have scored 100 per cent on this point. We want to hold this record. We are having difficulty in getting increase in appropriations, but we are meeting the slump with new business. I believe there will be a better percentage of new business created this year under the circumstances than in any year since we have been talking together.

"I think the new volume of advertising before the season ends will bring the total volume back to par. We have been following a method which means growth.

"If the agency commission is to be disposed of it might be well to pick a time when the cost of the change could easily be borne. Commission is a method by which the agency secures pay for service. There was a time when advertising did not need as much service as today. We should remember that advertising is a competition in itself. That thing which was good advertising last year will not build the volume of advertising today. There

must be an improvement over advertising today. If the change should take place, and I am very much pleased with what has been said to me by many, the agency commission is abolished in twelve months not one agency will remain, and newspapers will be down to 8 to 10-page sizes. Our rates have been based on the fact that we must show to the publisher an increasing net.

AID TO SOUTHERN AGENTS

The A.A.A.A. has never tried to break down advertising rates. Instead always our efforts have been directed toward increasing the net profits to the publisher. We have endeavored to give a better understanding and have more harmonious work in our dealings. We do not understand all of the phases of newspaper operations. The newspapers have something that we do not understand. We are endeavoring to be fair in the relations as we are in our own household. We believe we can truthfully that we have given you advertising agency service in Jacksonville, Atlanta, Montgomery, New Orleans, Chattanooga, Dallas, Oklahoma City and other Southern cities equal to the service rendered by the advertising agencies in New York and Chicago.

Mr. O'Shaughnessy said the A.A.A.A. members handle over 90 per cent of national advertising placed yearly in America. He said the association does not contend a non-member agency should not be granted commission, as his organization looks upon many of these agencies as future members and does all it can to develop them along sound lines.

He also said the 15 per cent commission allowed agencies by publishers is the agent hardly 3 per cent. While this is too narrow a margin to work on Mr. O'Shaughnessy said the agencies would manage to get along on it until the time comes when possibly a change can be made without seriously disrupting advertising conditions. That time is not now, he said.

Mr. Clague told why it would be good thing for the A.N.P.A. to endorse the A.B.C.'s proposal to repeal the law requiring government circulation statements, after which the association would be contrary to Mr. Clague's advice.

NEWSPRINT

Newsprint came in for quite a lot of attention despite the better conditions of the past year has developed. Chief interest centered in the demonstration of E. W. Barrett of the Birmingham Age-Herald, of the successful production of newsprint from Alabama spruce pine the story of which is told on another page.

Mr. Barrett gave a complete history of the test, and paper experts of the International, Great Northern and other paper companies present expressed wonderment at the results. They said to their knowledge it was the first of Alabama spruce pine for newsprint making and there seemed to be no reason why, if enough could be obtained economically it should not be entirely practicable. They said it was the best substitute for pure spruce in making newsprint that they had ever seen. These companies all requested Mr. Barrett for shipments of wood for further testing. Mr. Barrett reported the paper was run by his presses without the slightest trouble. He explained it was made of 30 per cent unbleached sulphite, ten per cent clay, some blue ink, 5 gallons of alum per ton, and the rest spruce pine.

The wood, Mr. Barrett said, grows in vast quantities in the hilly country

Alabama, especially wherever there are coal deposits. He has already surveyed enough to last the needs of Birmingham publishers one hundred years, he said, and has acquired the surface rights to vast coal deposit lands. Paper can be produced in Alabama for \$69.63 per ton under present conditions, he said.

Newsprint also was discussed from various other angles, practically every one agreeing with the views of the newsprint paper committee presented by Chairman Charles I. Stewart of the Lexington (Ky.) Herald, expressed as follows:

"There is now in the United States and Canada a mill capacity in excess of the present rate of consumption and there is a constantly increasing stock of paper in the hands of publishers. We have a fair index, your committee believes, to the extent that the paper mill strike is a factor in the situation in the announcement of the International, the Canadian Export and the Mead Company of a price of \$4.75 for the third quarter of this year.

"If there were an immediate prospect of danger of a paper shortage it is not at all likely that these larger producers would have made a price reduction. The report of the paper committee of the American Newspaper Publishers' Association submitted at the April convention estimates the new production for the year 1920 and 1921 at approximately 1,300 tons per day, but in spite of this increase in capacity there is an actual decrease in production.

"In the meantime the foreign paper available for the American market this year is estimated at 300,000 tons. In spite of this situation there appears to be a tendency towards expansion in the newsprint manufacturing industry. Some mills are enlarging their capacity and a recent issue of a trade paper reports a new \$5,000,000 enterprise near Winnipeg.

"There are some obvious lessons in our recent experiences. One of them is that much of the talk about world-wide paper shortage and the exhaustion of the raw materials for making paper has been propaganda designed to prepare the way for abnormally high prices. Most of us were to some extent taken in, or at least impressed with the idea that there was a real danger that newsprint could not be produced in sufficient quantities to meet the world demand. For the moment at least the demand shows shrinkage rather than expansion and there is expansion both in mill capacity and the development of raw material supply.

"We have a more definite idea of the possibilities of newsprint production in Norway, Sweden and Finland than we had a year ago. The actual production of wood pulp has begun in Alaska and what has been done there is only a beginning.

"A very obvious lesson of our recent experiences is the value of a dependable connection for newsprint supply. With the spot market under the contract price and with a surplus of paper, it is well for publishers not to forget that in the long run a contract for an adequate supply with a dependable manufacturer is the best possible insurance for their business. The great change that has taken place with the last twelve months in the paper market does not in the slightest degree affect the vital fact that the interests of the newspaper publishers and the newsprint manufacturer are mutual.

"While your committee does not presume to give unasked advice, it does take the liberty of calling attention to the fact that this is an opportune time for publishers to take steps looking to permanent relations with dependable newsprint manufacturers.

"Your committee is also of the opinion that there is nothing in the present situation to call for the purchase of paper beyond immediate requirement, and we suggest that those whose contract supplies are inadequate, buy only as they actually need paper.

"Some of the suggestions respecting tariff legislation made at Washington are inimical to the newspaper publishing interests and your committee recommends that this association support the efforts of the American Newspaper Publishers' Association in opposition to tariff changes affecting newsprint."

W. A. Elliott of the Jacksonville Times-Union made a report of the Alaskan wood pulp possibilities, in which he said:

"Your committee on the paper industry development in Alaska has had some correspondence during the year with the Forest Service of the Department of Agriculture and with others familiar with conditions in Alaska.

"E. A. Sherman, acting forester, whom you will recall with us last year, advises that a small pulp mill has been established in Alaska and that the first run of pulp was made in January 24, 1921. The Forest Service is now advertising for sale the West Admiralty Island, with an estimated timber stand of 335,000,000 cubic feet board measure.

"John W. Troy, editor and manager of the Alaska Daily Empire, and for some time past Collector of Customs for the District of Alaska, states that a contract with the Government has been made for timber on the Tongass forest reserve. This mill does not make paper. Mr. Troy also advises that another company started work in March at Thine near Juneau, and it is expected they will produce paper within a year.

other company started work in March at Thine near Juneau, and it is expected they will produce paper within a year.

"It is estimated that southeast Alaska can produce 1,500,000 to 2,000,000 tons of paper in perpetuity. It is understood that J. W. Butler Paper Company of Chicago and the Methodist Book Concern are planning to enter the paper business in Alaska. It has been stated that ground wood pulp can be made cheaper in Alaska than at any other point.

"It is difficult to state just what development in the paper manufacture possibilities of Alaska will be made, but those who have studied the situation feel confident that before many years a greater portion of the paper used in this country will be made in Alaska or from wood pulp made there."

Other publishers maintained that those who decline contracts with mills at present prices are better off, especially when so much paper is available from abroad. One of the non-contract publishers reported being able to get all the paper he wanted in the spot market for balance of year at 4 1/4 and 4 1/2 cents domestic and 4 cents per pound for excellent paper from Holland and Germany.

Many complimentary remarks were made about the service rendered by the Publishers' Buying Corporation during the recent paper crisis. It was declared by one of the leaders in the discussion that the A.N.P.A. was very largely responsible for the break in the paper market by getting its members to conserve paper, thereby creating a surplus which broke the manufacturers' power. It was also developed that samples of foreign paper show up as well as the domestic and Canadian product, but the buyer is not always certain of getting just what he orders.

Only one publisher reported a reduction in subscription price and no one admitted having cut advertising rates.

It was declared impossible to reduce prices in any way in the face of higher paper prices now than those prevailing at the same time last year, also higher operating costs and a falling-off in advertising. It was agreed that the newsprint experiences of last year had proven a very valuable lesson for publishers in teaching them how to better conditions in all departments of their newspapers and lay the way open for larger earnings and better publications in the future.

Chairman Urey Woodson of the legislative committee reported verbally, stating that no meeting of the committee has been held during the year. He stated that the only legislative matter under consideration at the present time was the postal zone rate matter. He stated that the periodical publishers are active in Washington in an effort to have present postal laws on second class matter repealed. Mr. Woodson stated that the movement now in in Washington to abolish the present zone and establish a new flat rate was being investigated. He urged the endorsement of the Longworth bill.

At this point a telegram was read from H. G. Osteen, publisher of the Sumter (S. C.) Item, expressing inability to be present because his plant burned down Saturday night. A message of regret was immediately sent to Mr. Osteen with the pledge of the Association to furnish him any help required in securing new equipment or other services he might require.

A. W. Burch of the Charlotte (N. C.) Observer reported for the committee on photo engraving saying that it would be possible, if the association so desired, to establish an S.N.P.A. school in photo engraving at Charlotte, but in view of the legislative action in New York State, which seemed likely to extend to other states, declaring illegal price-setting agreements by the union and employing photo-engravers, he believed the need for a school would be

DO YOU KNOW WEST VIRGINIA

has ranked first among all states in the production of gas for a number of years and is still increasing production until the value is now of \$50,000,000?

West Virginia contains over 30 per cent of all natural gas land acreage and 21 per cent of all productive gas wells in the United States.

Forty per cent of all the natural gas produced in the United States is furnished by West Virginia.

West Virginia offers opportunities to the National Advertiser. Do not overlook this prosperous territory.

These West Virginia daily newspapers will help you.

	Circulation	Rate for 5,000 lines		Circulation	Rate for 5,000 lines
Bluefield			Martinsburg		
†Telegraph ... (M)	5,673	.025	*Journal (E)	4,336	.03
Charleston			Parkersburg		
‡Gazette (M)	17,079	.05	‡News (M)	5,258	.02
‡Gazette (S)	20,007	.05	‡News (S)	6,327	.02
†Daily Mail (E&S)	13,034	.05	*Sentinel (E)	5,740	.024
Clarksburg			Wheeling		
†Exponent . (M&S)	8,304	.03	*Intelligencer (M)	9,180	.04
*Telegram ... (E)	7,874	.035	*News (E)	13,235	.06
*Telegram ... (S)	9,541	.035	*News (S)	17,328	.06
Fairmont					
*West Virginian (E)	5,240	.03			
‡Times (M)	6,471	.03			
Huntington					
†Herald-Dispatch (M)	12,521	.035			
†Herald-Dispatch (S)	12,521	.035			

†Government Statement, Apr. 1, 1921.

*A. B. C. Report, Apr. 1, 1921.

‡Publisher's Statement.

ILLINOIS

A FEW POINTED FACTS

Illinois is easily the most important manufacturing state west of the Alleghanies. Three factors have contributed largely to this: abundant raw materials, cheap coal and adequate transportation facilities, both by water and by rail.

It has over 12,000 miles of railroad and nearly 4,000 miles of electric railway.

The State of Illinois is the home of 6,485,098 people.

Everything considered, Illinois is one of the wealthiest States in the Union.

What more could you ask in the way of a market?

This list of daily newspapers will cover the Illinois territory.

	Circulation	Rate for	
		2,500 Lines	10,000 Lines
Bloomington Pantagraph (M)	17,774	.05	.05
‡Chicago Evening American ... (E)	364,769	.60	.60
Chicago Herald-Examiner (M)	335,331	.55	.55
Chicago Herald-Examiner (S)	709,966	.75	.75
‡Chicago Daily Journal (E)	116,243	.26	.24
§The Chicago Daily News (E)	412,020	.65	.65
Chicago Evening Post (E)	44,021	.25	.12
*Chicago Tribune (M)	460,739	.70	.70
*Chicago Tribune (S)	787,952	1.00	1.00
*Lincoln Courier-Herald..... (E)	1,967	.02	.02
*Moline Dispatch (E)	9,899	.04	.04
*Peoria Journal-Transcript.. (M&E)	29,743	.11	.09
Peoria Star (E)	22,585	.075	.06
Rock Island Argus (E)	9,174	.04	.04
*Sterling Gazette (E)	4,790	.03	.03

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

alleviated when the business gets back on old competitive lines again.

Practically every phase of newspaper making was covered in the discussions.

A suggestion for handling free publicity which met with general approval was to not open the envelopes when the senders have become known, but mark it return and let the post office carry it back again. Wayne Thomas, representing the Tampa Tribune and also connected with the Thomas Advertising Agency, Jacksonville, said agencies such as his are not in favor of free publicity and they consider it a very bad reflection on the publisher who runs it.

On the matter of newspaper co-operation with advertisers, the association recommended adoption of the standard of practice now in effect with the members of the National Association of Newspaper Executives. It also developed that automobile factories like free publicity when they can it, but do not insist when requests are properly declined.

Reports were made that auto accessories are more and more ordering their advertising run outside so-called automobile sections in order to get away from the free publicity stigma. Many publishers reported having absolutely refused free publicity to every one, except when there is news value in it. As a result they have not lost one dollar's worth of business.

NO TAX REPORT

The committee on income tax did not present a report, but moved to appoint a special legislative committee to take up with the Washington authorities the matter of revising income tax requirements as affecting newspapers.

The labor discussion developed the need of organization among publishers to offset the demands of union labor. So long as publishers will not stand together in negotiating with unions, the unions have them at their mercy.

The Texas Daily Press Association and the organization of Atlanta publishers showed what could be done with labor unions by standing together. Their success made a deep impression and possibly was responsible more than other things at the meeting for the decision to establish an S.N.P.A. special standing committee on labor and to employ labor experts to take care of the publishers' interests.

Among the many methods of saving money outlined was one in which two newspapers in a certain city agreed to stop bidding against one another for features and as a result each saved a thousand dollars in one year on one feature alone. Other reports were made where competitive newspapers in cities have gotten together in doing business with the resultant saving of much money.

Publishers were warned to keep away from circulation contests, one member stating that no well-conducted newspaper can afford to run a contest when it is taken into consideration that 80 per cent of the money taken in goes to the promoter.

W. T. Anderson, Macon Telegraph, said the best interests of the South can be promoted by newspapers electing public officials who can be trusted and then upholding their judgments and rulings. He urged especially that editors do not judge for themselves the right or wrong of public utility requests for increased income. Mr. Anderson urged fair editorial treatment of public utilities, saying that State and Governmental control has been responsible for junking many of them.

One publisher likened the 44-hour week of printers to a plague of influ-

enza which had swept over the country and killed one out of every ten printers, placing them at a premium. It pointed out that the reduction to 44 hours actually represented a 10 per cent reduction in production and the only way to overcome this was to insist on the piece scale, whereby a man got paid for the work he did. The piece scale will give the publisher fully 25 per cent more production, he said, and that is why the I. T. U. is exerting every effort to have it universally abolished.

Opinions on whether or not newspapers should return to pre-war advertising rates were to the effect that it would be right to do so if a satisfactory profit could be made. As to the application of the local and foreign rates to advertising, it was the opinion that the rule of reason was the only solution.

The convention favored more attention to classified advertising, believing that it can be generally increased.

The discussion on division of operation costs in a newspaper organization developed that one newspaper's sales cost on local advertising runs between 5 to 7 per cent; on classified business 10 per cent to 12 per cent, and national advertising between 25 per cent and 30 per cent. The cost of operating the editorial and composing rooms on this paper are equal, with the highest average compensation going to the composing room. No one disagreed with these figures. The paper referred to is the Lexington (Ky.) Herald.

It was decided that the new administration should appoint a committee to look after the interests of S.N.P.A. members at annual conventions of the Associated Press and the American Newspaper Publishers' Association.

There was much concern over the increased expenses entailed for newspapers if the July 1 zone rates on second class go into effect. The Houston Chronicle reported that it would mean added expenditure of \$7,500 per year for distribution in the first and second zones.

PROTEST EXPRESS RATES

Efforts by American Railway Express Company to increase carrying rates on newspapers within state limits were called to the attention of the convention. It developed that a group of Tennessee publishers have combined to fight in their State the proposed increase from half a cent to one cent per pound and now have their case before the State Public Utilities Board. They firmly believe they will win and that their case will establish a precedent on which every other State's publishers can defend themselves. Edgar Foster and Major Stahlman of the Nashville Banner explained that the ground of protest is that the express companies want a cent a pound for carrying newspapers within the few miles represented within State limits, which is the same rate they charged for interstate carriage from New York to San Francisco.

No two publishers could agree on what should be the correct proportion of news and advertising. Clark Howell, editor of the Atlanta Constitution, said he was convinced local conditions solely governed this matter. He said the newspaper's first obligation is to give its readers the news and he believed every Southern paper is living up to this rule, even in the months of July, August and September, which is the dull season in the South and when many newspapers do not pay expenses. He said the Constitution runs between 60 and 70 columns a day all year round. He gave the news percentage figures of the

three Atlanta newspapers as follows: Constitution, 47 per cent; Journal, 48 per cent, and Georgian, 60 per cent

The general opinion was that the news space depends upon the editor's ability to condense and yet retain reader interest Bert N. Garstin of the Louisville Courier Journal and Times said his paper has been putting its editorial men through a condensing course with satisfactory results.

Arbitrary rules on contests, Mr. Garstin thought, are wrong, very often a paper on a light news day being spoiled by running filler material because a rule had to be lived up to.

The outstanding mechanical saving for newspapers was reported by Clark Howell, who said that by the use of dry mats, change in size from a 13 1/2-cm column (7 to 8 columns to the page) and use of a 68-inch paper roll instead of 67-inch, his total saving in the first year was \$150,000. Mr. Howell said all Atlanta papers are now using the 68-inch roll, with dry mats, eight 12-cm columns to the page and columns an inch longer than before. As a result they are saving \$35,000 each per year in paper costs alone. The change in column size did not draw a protest from an advertiser and the papers have much more space at their disposal and conditions that make a better newspaper mechanically all around, Mr. Howell said.

Reports on German dry mat tests were that they are satisfactory and considerably cheaper than domestic mats. It was pointed out, however, that it might be well to postpone contracting for larger quantities until it is decided whether or not an import duty is to be put on them by the new tariff law. Foreign dry mats were reported to be purchasable at 16 1/2¢ apiece in 500 lots. The domestic mat price is now about 18 cents.

Invitations for the 1922 convention were received from Asheville, N. C., Jacksonville, and Kanuga Lake, near Asheville. No decision was made.

An invitation was presented by the Asheville Board of Trade, the Asheville newspapers and the management of the Chimney Rock Association for the newspaper men to stay over and be their guest at an automobile trip to Chimney Rock, Thursday. Many accepted.

A confidential report of the advertising agency committee was then adopted. Recognition was recommended for the following:

Acme Advertising Agency, Atlanta; A. O. Goodwin, Richmond; Morgan Robinson Company, Louisville; C. H. Tuffer Agency, Birmingham; Thomas Advertising Agency, Jacksonville; G. W. Ford Company, Atlanta; Diland Jacobs, Atlanta; Louis Coffey Advertising Agency, Atlanta; T. E. Basham Agency, Louisville; Chambers Advertising Agency, New Orleans; Ferry Hanley Advertising Company, New Orleans; Southwestern Advertising Agency, Oklahoma City; Nelson Chesman Company, Chattanooga; Lake Denham Advertising Agency, Memphis; Johnson Dallis Company, Atlanta; Messingale Advertising Company, Atlanta; Cox Advertising Agency, Birmingham; Mid-Continent Advertising Agency, Dallas; Bott Almley Agency, Little Rock; Elmer H. Doe Advertising Agency, Louisville; Wilson Advertising Company, Nashville.

After adjournment Rotarian S.N.P.A. members held a luncheon together in a corner of the Battery Park Hotel dining room.

A special vote of thanks was tendered by the association to Miss Vocie Hines, who recorded the proceedings of the convention. Miss Hines is private secretary to Secretary-Treasurer Walter Johnson and came from Chattanooga to fill the assignment. Mr. Johnson said she was the real secretary of the S.N.P.A.

Lady members of the Association present were Miss Ruby Edna Pierce, of Palm Beach, and Mrs. Edith O.

Susong of the Greenville (Tenn.) Democrat Sun.

As a closing act the Association passed a resolution of appreciation for Caddison's Shop, an Asheville store, in recognition of a special piece of advertising copy run in the Asheville Times on June 21 as a tribute to the convention.

Just before adjournment word of the death of Gen. Charles H. Taylor, editor of the Boston Globe, was received. A memorial resolution was adopted and ordered sent to Gen. Taylor's family.

FOREIGN SERVICE CLUB IS ORGANIZED

Washington Correspondents Who Have Seen Service in Other Countries Launch New Club in Washington—Will Honor Prominent Visitors

WASHINGTON, June 22.—Washington's newest newspaper organization was formed at a meeting in the Cosmos Club tonight. It consists of writers now practicing their profession at the national capital who have seen foreign newspaper service. A name for the new organization is to be chosen at a subsequent meeting of charter members, who will number between 20 and 25. The following executive committee was elected to serve for the first year.

Richard V. Oulahan (New York Times) chairman; Frederic, William Wile (Public Ledger) secretary-treasurer; Mark Sullivan, David Lawrence (Consolidated Press) and Oliver Owen Kuhn (Washington Star.)

Mr. Oulahan was at one time London correspondent of the New York Sun and represented the New York Times in Europe during the peace conference.

Mr. Wile was at Berlin for many years before the war for the Chicago Daily News and New York Times, and during the war was a member of the editorial staff of Lord Northcliffe's Daily Mail in London.

Messrs. Sullivan, Lawrence and Kuhn spent many months in Europe during the war and after the armistice, in Paris and other European capitals in connection with the peace conference. Like Messrs. Oulahan and Wile, they also accompanied President Wilson on his historic tour of the European capitals.

The object of the new organization is to tender hospitality in Washington, at luncheons, dinners or receptions, to distinguished foreigners who visit the capital and to distinguished Americans who have been abroad on American service.

Among charter members of the organization are Edwin M. Hood (Associated Press); Birge McFall (Associated Press); Ralph H. Turner (United Press); J. Fred Essary (Baltimore Sun); Robert J. Bender (United Press); Frank J. Taylor (New York Globe); Robert T. Small (Consolidated Press); L. C. Probert (Associated Press); H. R. Baukhage (Consolidated Press); Lowell Mellett (Scripps Newspaper Alliance); Jay G. Hayden (Detroit News); Clinton W. Gilbert (Evening Public Ledger); Harold Phelps Stokes (New York Evening Post); Paul Hanna (Federal Press); Charles A. Selden (Curtis Publishing Company); Herbert A. Corey, Norman W. Hapgood (Hearst Newspapers); Stephen Early (Associated Press); Albert W. Fox (Washington Post).

Tarheel Meeting at Morehead City

The North Carolina Press Association will hold its annual meeting in Morehead City, July 28 and 29.

WISCONSIN

The educational facilities of a territory are bound to reflect through its people in the using of their money.

In Wisconsin the halls of learning are somewhat strange; in some cases cheese factories, creameries, town halls, and even kitchens are used. Wherever a half dozen men or young men will attend there is a school.

The courses pursued are dependent largely upon the local interest; for example here are a few of the courses offered.

1. *Betterment of soils—keeping up fertility.*
2. *Better forage crops.*
3. *Better live stock.*
4. *Better care in feeding stock.*
5. *How to make home surroundings more pleasant; installing electric light, bath, running water, electric flat irons and electrical equipment.*

These experiments alone have paid for themselves many times over in the quantity and quality of crops produced.

A territory of this kind is receptive to advertising. Sales are assured through these daily newspapers.

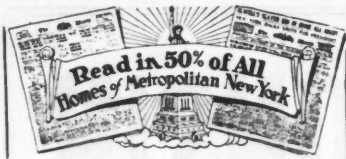
	Circulation	Rate for 5,000 lines
*Appleton Post-Crescent	(E) 7,760	.035
*Beloit News	(E) 7,937	.045
Eau Chaire Leader-Telegram	(ME&S) 8,603	.035
*Fond du Lac Reporter	(E) 5,538	.03
*Green Bay Press Gazette	(E) 10,183	.04
Kenosha News	(E) 5,858	.03
La Crosse Tribune and Leader-Press ..	(E&S) 12,423	.05
Madison (Wis.) State Journal	(E&S) 15,119	.05
†Milwaukee Journal	(E) 112,649	.20
‡Milwaukee Journal	(S) 91,016	.20
Milwaukee Sentinel	(M&E) 76,611	.14
Milwaukee Sentinel	(S) 74,398	.14
Racine Journal-News	(E) 8,113	.045
*Superior Telegram	(E) 17,973	.055
‡‡Superior (Wis.) Sunday Times	(S) 10,000	.055

Government Statements, April 1, 1921.

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

‡‡Publishers' Statement, April 1, 1921.

†Publishers' Statement, June 1, 1921.



THE WORLD AND THE EVENING WORLD ARE NEW YORK'S NEWSPAPERS

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

—in making up advertising schedules, agencies invariably include such newspapers as 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.

Famous Wits of History

A short magazine page feature twice a week.

NEWSPAPER FEATURE SERVICE

241 W. 58th ST., NEW YORK

Nearly every person in Richmond reads

The NEWS-LEADER

The NEWS-LEADER's circulation in Richmond is greater than that of all the other Richmond papers combined. The NEWS-LEADER's circulation in Virginia is greater than any other Virginia newspaper.

The sworn statements of the Richmond papers show the NEWS-LEADER has a daily circulation in Richmond which is more than three times greater than its nearest competitor.

Foreign representatives
 The Kelly-Smith Co., Chicago, Ill.
 B'way, at 34th St. Kelly-Smith Co.
 New York City. Lytton Building.
 Marbridge Building
 J. B. Keogh, Candler Bldg., Atlanta, Ga.

Are You Reaping the Benefits Found in

EDITOR & PUBLISHER

Classified Advertisements

NOTES OF ASSOCIATIONS AND CLUBS

The Dallas (Tex.) Advertising League at its regular meeting last week installed the newly elected officers as follows: Shearon Bonner, president; Milburn Hobson, first vice-president; Ward C. Mayborn, second vice-president, and George C. Purl, secretary-treasurer; directors, W. R. Patterson, R. A. Hall, James P. Simpson, Herbert Stellmacher, Clyde O. Bedell, S. Gid Howell, J. Milton Panders, Leon A. Whittier, R. C. Dunlap and George W. Lemmons.

The annual meeting of the Periodical Publishers' Association was held at the Advertising Club, June 15, 1921. Robert Cade Wilson was elected president. Mr. Wilson is president of the McCall Company, publishers of McCall's Magazine, and one of the publishers of the Popular Science Monthly.

James O'Shaughnessy, general manager of the American Association of Advertising Agencies, and H. N. Kellogg, chairman of the special standing committee of the American Newspaper Publishers' Association, will be the headliners at the summer meeting of the New York Associated Dailies at Geneva June 28. The publishers of the Geneva Times have arranged the entertainment program, which includes luncheon and dinner, with an evening entertainment and dance and an automobile ride in the afternoon. The State Press Association meeting will be held at Ithaca June 29.

The Connecticut Editorial Association will hold "Governor's Day" in conjunction with its June outing at New Canaan, June 25. Governor Everett J. Lake will be the guest of that town and the editors will take part in the ceremony, which starts at 6 o'clock. Dinner will be served at 1 o'clock.

The Advertising Club of St. Louis will give an excursion on the Mississippi

River steamer J. S. of the Steckfus line on the evening of August 2.

Walter M. Ostrander has been appointed chairman of the new membership committee of the New York Advertising Club and has organized the following committee: L. W. C. Tuthill, William R. Robinson, Gilbert T. Hodges and Carl G. Percy.

Group meetings of members of the Oklahoma Press Association, as provided at the recent meeting of the association, will begin June 10, under a call from H. P. Wettengel, chairman of Group 1, which comprises the counties of Roger Mills, Beckham, Harmon, Greer, Jackson, Custer, Washita, Kiowa, Tillman, Caddo, Comanche, Cotton, Grady, Stephens and Jefferson.

The committee of the Minnesota Editorial Association having charge of the movement to raise \$100,000 to for an addition to the Minnesota State Hospital for Crippled Children in memory of the late M. J. Dowling has chosen an executive committee. It comprises Julius A. Schmah, former Secretary of State; H. C. Hotaling, executive and field secretary of the National Editorial Association; J. R. Landy, past president of the State Press Association and chairman of the general committee; Maj. Harrison Fuller, assistant managing editor of the St. Paul Dispatch-Pioneer Press, and George Akerson of the Minneapolis Tribune. Mr. Hotaling was made secretary.

Other officers were elected as follows: F. B. Everhart, Auburn Citizen, vice-president; I. S. Dunn, Divernon News, secretary treasurer; Wilson Smith, Waverly Journal, and Frank Lacy, Rochester Item, members of the executive board.

PROMOTION IDEAS

RESOURCES and summer attractions of Minnesota are to receive extensive advertising the next few weeks. The editors of several newspapers in the state are gathering data for special editions outlining the civic, business and agricultural opportunities in their communities. These editions are expected to cover every section of Minnesota and will be circulated in every state of the Union and every province of Canada. Merchants will cooperate with advertising displays.

A "History of Duluth" written by 30 teachers of the fifth grade of the public schools of Duluth for instruction on the city will be published in serial form by the Duluth Herald. The history includes interviews with leaders of commerce on the future of Duluth, tells of the city and county government at the present and the past and goes back to the earliest settlers in its history.

An unusual contest is being conducted by the Oregon Agricultural College to determine which newspaper in Oregon maintains the best rural news service. More than 75 country papers have entered sample copies in the competition. The contest was inaugurated by the Portland Chamber of Commerce, the State Editorial Association and the department of industrial journalism of the college. Entries closed on June 14, and the display will be made a feature of the annual farmers' week at the college.

A loving cup and cash prizes will be awarded.

A Duluth picture play which will be made under the direction of the movie houses of the Rubenstein-Finkelstein interests and the Duluth Herald, and is to be known as the Herald-Garrick play, will be produced in Duluth in July. The writer of the scenario is a school teacher who was awarded first prize by judges selected by the Herald and the Garrick theater. Fifty scenarios were submitted to the Herald, coming from different parts of northern Minnesota. Fifty dollars was given for the first prize, \$12 and a season ticket for the second. Production of the play is under the direction of James Watts, dramatic critic of the Herald; A. F. Dod, publicity representative of the Rubenstein-Finkelstein interests in Duluth and former city editor of the Superior (Wis.) Telegram, and P. F. Schwie, general manager of the shows in Duluth.

The St. Paul Sunday Pioneer Press gives its boy and girl readers a chance to secure a silk flag as a prize in a contest apropos of Memorial Day. They are to send in drawings of "Old Glory" in honor of those who died in the World War.

The St. Paul Daily News promises a cheque to the boy or girl taking a snapshot of his or her favorite pet or of some playmate's pet.

1920
 Indication of Lineage Increase
 1920 vs. 1918
 in the
BOSTON AMERICAN
 on
 Financial Advertising
 Total Lines, 1918... 21,769
 " " 1920... 233,609
 1918
 Buy Space in Boston's Greatest Evening Newspaper

The Best Paper in New Orleans—
New Orleans States
 Watch for next ABC Statement from New Orleans Papers.

Wherever You Are
 You are anxious to keep in touch with the news from home. That's why you buy
The Pittsburg Dispatch
 and know you get the "Best Always."
 Branch Offices:
 Wallace G. Brooke, Brunswick Building, New York
 The Ford-Parsons Co., Marquette Building, Chicago, Ill.

WIRE NEWS
 For Evening and Sunday Newspapers
 International News Service
 World Building, New York.

SHOWALTER
 Advertising Promotion Service
 Founded by W. D. Showalter
 Carried on by E. J. Craine
 51 Irving Place
 For Newspapers and Magazines
 Monthly promotion copy for use in building up classified and store advertising. A Service that educates readers to read the advertisements and stimulates merchants to advertise adequately.
 Write for particulars and rates on 100 month's trial service.

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

IN NEW ORLEANS
IT'S—

THE NEW ORLEANS ITEM

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 dissociated from the character of such a paper.

DAILY AND SUNDAY

Daily **143,067** Average

Government Statement for the six months prior to April 1, 1921, credits to the

EVENING HERALD

More circulation than any other daily in Los Angeles—more than both of its afternoon rivals combined—more than any daily in the West. Completely covers the field of

LOS ANGELES

New York Chicago
H. W. Moloney G. Logan Payne Co.
604 Times Bldg. 432 Marquette Bldg.

A business depression has no terrors for the North Jersey Shore—the field dominated by

THE ASBURY PARK PRESS

(Evening and Sunday)

This territory has factories that produce \$25,000,000 annually; farms yielding \$10,000,000 annually; and a huge resort business besides.

It requires a panic, indeed, to seriously affect all of these lines of endeavor.

Member A. B. C. Standard Rate Card

Frank R. Northrup, Special Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago, Ill.

J. LYLE KINMONTH, Publisher
Asbury Park, N. J.

TIPS FOR AD MANAGERS

Advertising Service Company, Ltd., Montreal. Will handle the advertising of the Sterling Bond Corporation, Ltd., Montreal. Newspapers and financial weeklies will be largely used. The Montreal office of the same agency will also place the advertising of the Bryant, Isard & Co., investment securities, in a list of newspapers, financial publications, farm journals, and a selected number of United States newspapers. Orders are going out from the Toronto office to a restricted list of daily newspapers for A. G. cigarette papers.

Barritt & Co., 932 Consumers Bldg., Chicago. Reported will make up list of newspapers, etc., during July for Sidway Mercantile Company, baby vehicles, Elkhart Ind.

George Batton Company, 381 4th avenue, New York. Reported will make up list of newspapers, etc., during July for Curtis Companies, Inc., woodwork, 1200 South 2nd street, Clinton, Ia.

Bloomingsdale-Weiler Agency, 1420 Chestnut Street, Philadelphia. Making trade deals for the Ritten House, Philadelphia.

Brearily-Hamilton Company, Michigan Trust Bldg., Grand Rapids, Mich. Will handle through Detroit branch, 403 Stevens Bldg., the following accounts: Almar Manufacturing Company, Marion, Ind.; "Allmar Automatic Electric Cook Stoves"; Sharpe Domestic Appliances Company, Detroit, household appliances.

Burns-Hall Advertising Agency, Milwaukee. Has secured accounts of Cleveland Motorcycle Manufacturing Company and the Badger Manufacturing Company, automobile bumpers.

Cecil, Barreto & Cecil, Mutual Bldg., Richmond, Va. Placing orders with newspapers for Beaufort Ginger Ale, Richmond.

J. H. Cross Company, 214 South 12th street, Philadelphia. Has secured account of Vitamon Corporation, Times Building, New York.

Dorland Advertising Agency, 9 East 40th street, New York. Again placing orders with newspapers for Feigenspan Brewing Company, "Private Seal Beverage," Newark, N. J.

Erwin, Wassy & Co., 58 East Washington street, Chicago. Placing orders with newspapers for Hawaiian Pineapple Packers Association, 58 East Washington street, Chicago. Will make up list during July for E. W. Rose Company, 1750 East 27th street, Cleveland.

"Zemo" and "Zemo" Soap.

Ferry-Hanly Advertising Company, Chicago. Has secured account of Central Trust Company of Illinois, Chicago.

James Fisher Company, Toronto, has secured advertising account of a new organization known as Rid-jid of Canada, a branch of the American company, Ingersoll Ont., where they will manufacture the "Rid-jid Open End" folding ironing table.

Charles H. Fuller Company, 623 South Wahash avenue, Chicago. Reported will make up list of newspapers, etc., during July and August, for Orange Chemical Company, powders and tablets, 224 West Huron street, Chicago.

Fuller & Smith, New Guardian Bldg., Cleveland. Placing orders with Pennsylvania newspapers for Westinghouse Electric Company, East Pittsburgh, Pa. Have sent out orders to a number of Canadian papers for Willard Storage Batteries.

Stanley E. Gunnison, Inc., 30 Church street, New York. Handling account of Noxon Chemical Products Company, Inc., Newark, N. J., metal polish; Hadon Products Corporation, New York, cigarette holder.

Gundlach Advertising Agency, Wrigley Bldg., Chicago. Has secured accounts of the Elhinger Shoe Manufacturing Company and the Bond Shoemakers, Cincinnati.

Henri, Hurst & McDonald, Chicago, is now placing the advertising for the Royal Easy Chair Co., Sturgis, Mich.

Hoyt's Service, Inc., 116 West 32d street, New York. Has secured account of the Russell Manufacturing Company, Middletown, Conn., automotive products.

Martin V. Kelley Company, 19 West 44th street, New York. Handling account of the Blue Bird Hat Company, New York, "Blue Bird" hats for women and misses.

Korean Company, Pender street, West, Vancouver, B. C. Placing copy for "Korean Hair Tonic" direct in a number of Western daily newspapers.

Thomas F. Logan, Inc., 680 5th avenue, New York. Reported to have secured account of Encyclopedia Americana Corporation, New York.

Lord & Thomas, Mallers Bldg., Chicago. Usually make up list during July for Mitchell Motors Company, Racine, Wis.

Eugene McGee, Inc., 1211 Chestnut street, Philadelphia. Placing accounts of Atlas Truck Corporation, York, Pa.; Splitdorf Electrical Company, Newark, N. J., and Vim Motor Truck Company, Philadelphia.

Theo. F. MacManus, Inc., 82 Hancock avenue, East, Detroit. Reports to have secured account of the Charcoal Iron Company of America, Detroit.

A. McKim, Ltd., Winnipeg. Placing copy for "Climax" batteries, manufactured by the Climax Manufacturing Co., Winnipeg, and also for the Canadian Insulation Company, the Montreal office of the same agency is also placing orders with a list of daily papers throughout the Dominion for Robinson & Cleaver, Irish linens, Belfast.

A. J. Massia, Ltd., Winnipeg. Placing newspaper copy for "Kennedy" shirts, manufactured by the Northern Shirt Company, Ltd., Winnipeg.

Robert M. McMullen Company, 522 5th avenue, New York. Will make up list during July for D. Appleton & Co., 35 West 32d street, New York.

C. Mitchell Advertising Agency, London, England, is placing copy for Reudel Bath

Salrates, a British product, in a list of Canadian publications.

Mitchell Advertising Agency, 8th street and Mary place, Minneapolis. Placing orders with newspapers for Loring Park Sanatorium, 1508 Harmon place, Minneapolis.

Morse International Agency, 449 4th avenue, New York. Will make up list during July for Hampton Shops, 18 East 50th street, New York, advertising furniture and interior decorations.

R. Sykes Muller Advertising Agency, Montreal. Will send out orders shortly for the Canadian Toledo Scale Company, Windsor.

Mutual Service Corporation, 140 Cedar street, New York. Placing orders with newspapers for Lehigh Valley Railroad, New York.

National Advertisers Advertising Agency, 243 West 47th street, New York. Again placing orders with newspapers for Emergency Laboratories, "Postlam," 243 West 47th street, New York.

Norris-Patterson, Ltd., 10 Adelaide street, East Toronto. Preparing copy for the Monarch Knitting Company, Dunnville, Ont., sweater coats and hosiery. A selected list of Quebec dailies will be used.

Harry D. Phillips, 76 West 35th street, New York. Reported to have secured account of Keystone Tire & Rubber Company, 1877 Broadway, New York.

Porter-Eastman-Byrne Company, 22 West Monroe street, New York. Has secured account of American Radiator Company, New York and Chicago.

Philip Ritter Company, 185 Madison avenue, New York. Again placing orders with newspapers for Young & Griffin Company, "Franco-American" coffee, 97 Water street, New York.

Oscar Rosier Advertising Agency, 1314 Walnut street, Philadelphia. Has secured accounts of Progressive Knitting Works, Brooklyn, N. Y., and S. N. Magill, "Her Majesty" petticoats, Philadelphia.

F. Albany Rowliatt Advertising Agency, Toronto. Preparing copy for the Gillespie Eden Company, New York, "Eden Electric Washers." A list of Canadian newspapers and magazines will be used. The same agency will shortly place orders for the Canadian Pocket Umbrella Company, Toronto.

Smith, Dennis & Moore, Lumsden Building, Toronto. Are about to send out copy and orders for the Conklin Ginseng Nursery Company. The campaign will be limited to farm papers.

Trades Advertising Agency, 665 5th avenue, New York. Has secured account of E. A. Mallory & Son, Inc., hats, Danbury, Conn.

Van Patten, Inc., 50 East 42d street, New York. Placing accounts of American Druggists Syndicate, Long Island City, N. Y.; Montgomery Ward & Co., Chicago; National Cloak & Suit Company, New York, and Shah of Persia Toilet Soap.

Wood, Putnam & Wood, Oliver Ditson Bldg., Boston. Again placing orders with newspapers for Moxie Company, Boston.

CONGER LEAVES N. Y. TRIBUNE

Joins Gilman, Nicoll & Ruthman in New York

H. H. CONGER, for over two years with the New York Tribune, will join the New York office of Gilman, Nicoll & Ruthman on Monday, June 27. Mr. Conger was formerly connected with the Charles H. Eddy Company, New York, for over two years.

He is therefore well known in the New York field where he has a great number of friends and acquaintances in the business. His addition to the Gilman, Nicoll & Ruthman staff gives that firm a total of seven solicitors.

Ridenour Heads Piqua Call

New directors of the Piqua (Ohio) Call Publishing Company, owner of the Piqua Call and the Press Dispatch, were elected last week as follows: C. F. Ridenour, former publisher of the Xenia Daily Republican; James A. Chew, publisher of the Xenia Gazette-Republican; Merritt C. Speidel, publisher of the Iowa City (Ia.) Press-Citizen; William E. Meredith, of Meredith & Co., Piqua; Frank P. Irvin, vice-president of the Citizens' National Bank, Piqua; and George M. Peffer, cashier of the Piqua National Bank. Mr. Ridenour was elected president and general manager; Mr. Chew, vice-president and secretary, and Mr. Speidel treasurer.

Newark Morning Ledger

NEWARK, NEW JERSEY

Alone in morning field in community of a million population

This prosperous community earned incomes last year amounting to \$433,698,000.00.

Average daily Circulation first two weeks

of June, 31,539

Only 400 in Country

A. B. C. MEMBER

Foreign Representatives:

CONE, HUNTON & WOODMAN, Inc.

Perth Amboy, N. J.

Purchased Nearly 100%
More Automobiles

during the first five months of 1921 than during the same period of 1920. National advertisers please note.

Evening News

F. R. NORTHRUP

350 Madison Avenue, New York City

Foreign Representative

OF THE SHAFFER GROUP

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

THE STAR LEAGUE OF INDIANA

Thoroughly Covers Indiana

OF NEWSPAPERS

The Morning Press Leads in Santa Barbara, Cal.

The Morning Press printed in the month of May 52,710 more lines of paid advertising than its nearest competitor. The Morning Press printed more paid advertising than any other newspaper between Los Angeles and San Jose.

Local Advertising Records of Santa Barbara Newspapers—May, 1921

Morning Press	Other Paper	Press Lead
406,630 lines	353,920 lines	52,710 lines

Represented by

Frost, Landis & Kohn

CHICAGO NEW YORK ATLANTA

"The African World"

&

"Cape-to-Cairo Express"

Published every Saturday in London.

SOLE AGENTS FOR UNITED STATES

The World Wide Advertising Corporation

No. 1 West Thirty-fourth St., NEW YORK CITY

URGE DEFERRED RAISE IN POSTAL RATES

(Continued from page 15)

committee of the American Newspaper Publishers' Association is now proposing the legislation outlined in the resolution quoted. In the absence of any remedial legislation an increase of approximately 20 per cent in second-class postage rates will become effective July 1, 1921.

"American newspapers making extensive use of the second-class mails have suffered losses in mail circulation of from 20 to 40 per cent under the increased country subscription rates necessitated by postal rate increases since July 1, 1918. The further increase in newspaper country subscription rates, which would necessarily follow a further increase in second-class mail rates, would bring about additional losses in country circulation and resultant decreases in the volume of traffic in the second-class mails. In the mails, as in the case of all other business, revenues cannot be increased by the simple expedient of raising rates.

"The increases in second-class mail rates in the past four years have greatly decreased newspaper use of this service. Newspapers which formerly sent the great volume of out-of-town traffic by mail now send approximately 75 per cent of their out-of-town circulation by express and baggage because of the lower rate. Express companies transport newspapers on a purely commercial basis and at a profit for a flat rate of one cent per pound. Railroad companies transport newspapers as baggage at flat rates as low as 30 cents per hundred weight. Newspapers, therefore, are able to make economical delivery to the residents of cities and towns located on railroads. But delivery to farmers and residents along rural mail routes can only be made at the rela-

tively exorbitant rates of the second-class mails.

"We believe, therefore, that a further increase in the postal rates for newspapers will unavoidably result in the further curtailment of farm and rural circulation of metropolitan newspapers—a further decreased use of the mails—and no substantial increase in revenues.

"If the second-class postal rates are further increased July 1, a mail order house can send 70 pounds of parcel-post packages into the first and second zones for 74 cents. A newspaper publisher mailing 70 pounds of newspapers into the same zones will pay \$1.28. The mail order house can mail 70 pounds of parcels into the third zone for \$1.44, the same poundage of newspapers mailed into the same zone will cost the publisher \$1.74.

"Yet the Post Office is not put to the expense in handling newspapers that it is in handling parcel post. Newspapers are bundled and bagged in the newspaper office, and delivered in the newspaper's trucks directly to the railway mail cars. The Post Office incurs in their behalf none of the collection and sorting expense which is necessary in handling parcel post. At the point of delivery newspapers mailed to newsdealers are frequently delivered to the dealers awaiting them at railway stations. Newspapers mailed to individual readers are much more generally called for at the Post Office than are parcel-post packages.

"The expense in handling newspapers is in large measure limited to the expense of transportation—and the terminal expense—probably the largest item in the entire Post Office budget. It is saved largely in the handling of newspapers. Surely there is no consideration of public policy which demands that the parcel post package of the large metropolitan mail order house should travel through the Government mails at a lower rate than the metro-

politan newspapers, with their extensive market and telegraph news, as vitally important to the country as to the city reader.

"The 'transient' second-class mail rates, applicable to newspapers sent by individuals in separate stamped wrappers, in the fifth zone and beyond will be less after July 1, 1921, than the regular second-class bulk rates paid by newspaper publishers. The purchaser of a newspaper in Chicago will be able to wrap and mail it to points in the fifth zone and beyond at a cost of \$6.26 per year.

"But a 30-page daily newspaper paying for all of the expense of handling at the point of origin, will be charged by the Government:

- "\$6.78 per year to the 5th zone.
- "\$7.78 per year to the 6th zone.
- "\$9.78 per year to the 7th zone.
- "\$10.78 per year to the 8th zone.

"Under section 435, P. L. and R., 1913, publishers sending their papers to advertisers, mail them at the transient rate. But papers mailed to subscribers must pay the higher bulk rates in the fifth zone and beyond.

"Here certainly discrepancies in the postal charges under the July 1st, 1921, rates as unjustifiable by any consideration of cost and business expediency as they are unwarranted on grounds of public policy.

"The legislation proposed by the American Newspaper Publishers' Association cannot conscientiously be opposed by any interests desiring a fair distribution of postal expenses consistent with the highest public good.

"This legislation proposes fair-minded inquiry into the cost of handling the mails, the policy of distribution of Post Office costs, and the postal revenues. This is obviously necessary in view of the discrepancies pointed out above, and the questions of public policy involved. Such an inquiry obviously cannot be conducted in the weeks remaining before July 1, and fairness

demand a postponement of the increased rate until the investigation be made. Although in the past there may have been a divergence in the points of view of the metropolitan and the country press in matters of postal rates, it is confidently believed that investigation will disclose that both. Both classes of newspapers were amply represented in the convention whose resolution has been quoted above.

"Because the July 1 rate will be about unprecedented discrimination against the daily press, an increased burden on the out-of-town newspaper reader and glaring discrepancies in the old class parcel post, 'transient' rates because no substantial increase in revenue will result from such rate increase; and because the newspapers only for fair rates based upon searching and complete investigation we respectfully urge that the legislation we propose, when introduced Congress, may have the support of President of the United States and the Postmaster General."

Age-Herald on Eight Columns

The Birmingham Age-Herald changed its size recently from seven columns to the standard eight-column size, 12½-em columns.

Our Classified Promotion Service

has recently been sold to
TORONTO STAR
BROOKLYN EAGLE
VANCOUVER WORLD
BALTIMORE NEWS & AMERICAN
 Why not look into its merits?
The International Syndicate
 BALTIMORE, MD.

SUPPLIES and EQUIPMENT FOR NEWSPAPER MAKING

FOR SALE

For Sale
 2 page Goss steam table with steam generator equipped for gas heating. Globe Gazette, Mason City, Iowa.

For Sale
 Duplex 4, 6 and 8 page angle bar press, in fine running condition. John Griffiths, 41 Marshall street, Poughkeepsie, N. Y.

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
- New York
- Philadelphia
- Baltimore
- Richmond
- Atlanta
- Buffalo
- Pittsburgh
- Cleveland
- Detroit
- Chicago
- Cincinnati
- St. Louis
- Minneapolis
- Kansas City
- Denver
- Los Angeles
- San Francisco
- Portland
- Spokane
- Winnipeg

FOR SALE

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.

NEWSPRINT

Reasons for buying from us

Quality of paper always uniform. Regular deliveries. Shipments made in from five to six weeks at prices below present contracts.

J. & J. SCOTT, Ltd.
 33 W. 42nd St., New York City Phone Vanderbilt 1057

Established in 1912 to sell and equip Newspaper Plants

PECKHAM MACHINERY CO. MARBRIDGE BLDG. 34TH & BWAY NEW YORK CITY

QUICK ACTION BARGAINS

- Guaranteed Linotype Parts
- Head Letters Molds, new..... \$70.00
 - Space Bands, medium, each..... .90
 - Liners, 6 to 12 pt., new, 5 for..... 4.00
 - Keyboard Rubber Rolls, 4 for..... 3.00
 - Ejector Blades, 6, 8, 10 pt. (if in stock) each..... .60
- Model 3, 5, 8 Linotypes, prices upon request.

Take It To

POWERS

Open 24 Hours out of 24 The Fastest Engravers on the Earth

Powers Photo Engraving Co.
 154 Nassau St., Tribune Bldg. New York City

FOR SALE

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour. 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22½".

This Press May Suit You

WALTER SCOTT & COMPANY PLAINFIELD, NEW JERSEY

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City
 Established a Quarter of a Century

Introduction to Employer and Employee

SITUATIONS WANTED

6C A WORD for advertisements under this classification. Cash with order. For unemployed one insertion (adv. not to exceed 50 words) FREE.

Reporter
Seasoned news gatherer, 30, married, ambitious, will change soon for larger field. Prescriptions too limited. References covering work at the typewriter best evidence of competence. Connection, pleasing, treatable, but no "pep." Know sports, exchange, general assignments. Address Box A-648, Care of Editor & Publisher.

Advertising Manager
Employed desires position either as business advertising manager, 12 years' experience in both positions. All references. Address Box A-648, Care of Editor & Publisher.

Advertising Manager
13 years' experience, now employed, will change. All references. 36 years old. Address Box A-647, Care of Editor & Publisher.

Advertising Manager
10 years' experience, past three years directing advertising on metropolitan afternoon with Sunday edition, bringing second into first place. Married. Best references. Connection in east or Canada. Will change on short notice. Address Box A-641, Care of Editor & Publisher.

Advertising Man
Give a place in your organization for a man, twenty-eight years' old; experienced in writing, laying out and selling advertising. I have spent all my working life in newspaper game and have a working knowledge of every department. At present manager of weekly which I have a leader in its field against keen competition in the last six months, increasing circulation more than 200 per cent. Now of the country game and want a job on small daily as advertising manager. Can deliver the goods. Reference available. \$45 a week—and will earn it. Address A-595, Editor & Publisher.

Advertising Man
Proven ability and clean cut record. Wide experience as manager and copy writer, present all phases of advertising applicable to retail, wholesalers or manufacturers. Had ad copy service with daily newspapers, advertising plant and agency. As publicity director, commercial organizations and manufacturers' association. Reasonable salary in accordance with proposition and requirements. Will enlist services in permanent position help some live concern in its "fight" for business—will it be yours? Address B. W. General Delivery, Canton, Ohio.

Advertising Solicitor and Correspondent
Do both. Six years' successful record. Good connection somewhere in Eastern states. Have a real opportunity with future possibilities write Box A-631, Care of Editor & Publisher.

Assistant Classified Advertising Manager
28, three years' experience, builder from ground up on high-class Southwestern paper, wants connection in Central, Middle or some West. Object in making change, new broader territory desired. Excellent references. C. W. Yeager, 1717 Missouri Avenue, Louis, Missouri.

Business or Advertising Manager
Years with New England daily, where showed increases of 100% in circulation through advertising. Expert in cost accounting; practical knowledge of mechanical processes. Under 40; married. Highly recommended. Ready at \$2,500. Mention "We Connect the Wires." Fernald's Exchange, Inc., Third National Bank Bldg., Springfield, Mass.

Single Young Woman
College graduate, wishes position on editorial staff of trace paper, preferably in line of books, garments, motion pictures or exchange. Address Box A-651, Care of Editor & Publisher.

Advertising Manager
Thoroughly experienced, successful record; will open for a position in the evening field. All references present and past employers. Address Box A-635, Care of Editor & Publisher.

Advertising Manager
Five year record of success on big daily of 500,000 is ready to consider proposition for change. Your details will be covered confidentially. Address Box A-622, Care of Editor & Publisher.

Editor's Assistant
Two years on Chicago weekly magazine, wants to get into newspaper work. Experience in feature writing, news, fashions, etc., handling woman's department, criticism, preparing copy for printer, proofing. Also secretary-stenographer. Unity training. Twenty-two years old. Open position in July. Box A-650, Editor & Publisher.

SITUATIONS WANTED

Cartoonist
Age 26; experienced; straight cartooning, sports and comics; real ideas; now employed. Address Box A-662, Care of Editor & Publisher.

Managing Editor
For town of 15,000 or better. After six years in country game with cubbing and telegraph experience in the city. Familiar with every side of the field and able to handle the staff. Competent make-up man, good at heads, able writer and an organizer. Well read on affairs political and current. College education. Seeking permanent post to help build strong popular paper. Good references. Box A-636, Care of Editor & Publisher.

Managing Editor
An evening newspaper in the east seeks a managing editor. Must be a man of experience and proven executive ability. Must also be competent to develop local news interest and be a forceful writer himself. This position requires a man of personality who has a pleasing address, whose knowledge of managerial duties is complete and who can and will be able to mould local opinion for the best interest of his city and the newspaper. Only experienced men need apply. All communications will be held in confidence, but the selection will depend upon the evidence that the applicant can give of his ability and the qualifications for this position. Box A-652, Care of Editor & Publisher.

Managing Editor
For daily, west or middle west, in city not less than 35,000 where home conditions are good. Prefer stock as part of salary. Fifteen years' city experience, chiefly executive last eight years. Qualifications, references on application. Address Box A-649, Care of Editor & Publisher.

Newspaperman
Young man, 25, reporter, copy reader, desk man, editorial, etc., seeks location New York City or vicinity. Five years' experience daily newspapers, trade journals, Wall Street. Salary requirements, \$40-\$45. Box A-611, Editor & Publisher.

Newspaper Wanted
Editor of successful daily, largest in city of 20,000, who has helped make paper success and is in no danger of losing his job, seeks half interest or better in afternoon daily where ability will produce commensurate return. Has only \$15,000 to \$30,000 for cash investment, but can prove ability to manage any newspaper property. Box A-610, Care of Editor & Publisher.

Reporters, Ad-Men, Circulation Managers
Editors. Publishers desiring the services of practical and earnest newspaper men, all departments, are requested to communicate with the Southern Publishers' Exchange, Inc., 12 North 9th Street, P. O. Box 1597, Richmond, Va. No charge.

Circulation
By good outside circulation man with paper in Illinois, Iowa, Minnesota or Wisconsin. Employed at present. Best references. Remember—I still learn, as my motto is: Circulation, Co-operation and Service. Box A-659, Care of Editor & Publisher.

Situation Wanted
News editor, now with eastern daily in city over 100,000, wants change. Experienced copy reader. Address Box A-619, Care of Editor & Publisher.

Where Is The Publisher
Who needs reliable, up-to-date managing or news editor. Man with twenty years' executive experience and record of achievement seeks position. Expert news developer, make-up man and trainer of young reporters. Prefers afternoon paper, city 60,000 to 150,000; would consider morning proposition. Not a cheap man but one who will earn his salary and keep down overhead. Address A-658, Care of Editor & Publisher.

Telegraph or Sporting Editor
28, married, ten years' experience city of 35,000 to million. Now managing editor city of 15,000. Would consider change. Address A-596, Editor & Publisher.

HELP WANTED

6C A WORD for advertisements under this classification. Cash with order.

Advertising Manager
With experience and sales ability, preferably man who has had both morning and evening newspaper experience. Must be business producer, with personality and ability to handle men. Tell all about yourself in your first letter—where you have been employed and what you have done, mention what ideas you have as to salary, and also give references. Atlantic coast city of fifty thousand. Will pay real salary for size city to genuine salesman, who has executive ability and is not afraid of work, and who can deliver. Address Box A-655, Care of Editor & Publisher.

Assistant Advertising Manager
Wanted: Assistant advertising man. Experienced in office routine, soliciting and collections on small dailies. Give complete particulars and state expectations. Address P. O. Box 356, Oil City, Pa.

HELP WANTED

6C A WORD for advertisements under this classification. Cash with order.

Circulation Manager
Wanted—Circulation manager on small daily 7,000 circulation. Experienced in office routine, soliciting city and rival routes. Give complete particulars and state expectations. Address P. O. Box 356, Oil City, Pa.

Copy Reader
With magazine, encyclopedia, or text-book experience, to edit reports on medical and public health topics; medical education not essential; college graduate preferred. In answering state age, nationality, education, positions held; salary received, etc. Box A-653, Care of Editor & Publisher.

Wanted
Advertising salesman experienced in contract work for newspaper in town of 100,000. State age, experience and give references in your reply. Address Box A-657, Care of Editor & Publisher.

Wanted Telegraph Editor
For morning newspaper in Western city of 30,000. Leading daily in state. Permanent. \$45.00. Box A-638, Care of Editor & Publisher.

Wanted
Reporter and proofreader. Give complete particulars and state expectations. P. O. Box 356, Oil City, Pa.

BUSINESS OPPORTUNITIES

6C A WORD for advertisements under this classification. Cash with order.

Leading Daily For Sale
In live Southern city, 12,000, will be sold on easy terms to experienced man with good credentials, complete plant, good quarters, A. P. Service. Forty years' record of success. Address Box A-660, Care of Editor & Publisher.

Wanted A Partner
With energy, initiative, experience and some money in a small southern daily. Good opportunity to form successful partnership or buy or lease a paper which can be made to pay well. Address Box A-608, Care of Editor & Publisher.

What Have You To Offer
I have a customer prepared to pay \$75,000 as the initial payment on an evening paper that will stand rigid investigation. J. B. Shale, 103 Park Avenue, New York.

Wanted to Buy
Southern weekly newspaper, preferably Virginia. Substantial cash payment. A-645, Care of Editor & Publisher.

NEW PULITZER PRIZES

Best Book of Verse Will Win \$1,000—Leading Cartoon Prize \$500

A prize of \$1,000 for the best volume of verse published during the year by an American author will be added to the list of prizes awarded annually by the Columbia University School of Journalism. This is in addition to the other prizes offered for the best American novel and the best American play of the year.

The advisory board of the School of Journalism has decided to discontinue the prize for the best and most suggestive paper on the future development and improvement of the School of Journalism. Instead, a prize of \$500 is instituted for the best cartoon published during the year.

Jerseymen at Williamstown, Mass.

The New Jersey Press Association is holding its 65th annual session at Williamstown, Mass., June 25, with Walter L. Tushingham, business manager of the Camden Courier, presiding over the general sessions. Weekly and daily publishers are holding separate group meetings, with August S. Crane, publisher of the Elizabeth Journal, directing the daily group, and Fred W. Clift, editor of the Summit Weekly Herald, presiding over the weekly group. The annual banquet will be held Saturday

\$10,000

cash for first payment on a newspaper property in a city of 10,000 or more. Locations in or near Kansas preferred.

Proposition W. F.

Charles M. Palmer

NEWSPAPER PROPERTIES

225 Fifth Ave. New York

Unusual Opportunities

Daily & Weekly
NEWSPAPERS
TRADE PAPERS

HARWELL & CANNON

Newspaper and Magazine Properties

Times Building, New York
Established 1910

For Sale

24-PAGE GOSS

High Speed, Straightline Goss, with complete stereotype equipment, including Dry Mat process. Simplex control. This machine was built new in 1916. Accommodates 7 or 8 cols. Cut-off is 21 3/4 in. Tapeless folder delivers product in half-page size counted in lots of 50. Immediate delivery. For price and terms,

Wire or write

Southern Publishers Exchange, Inc.

Newspaper Properties and Equipment
12 North Ninth Street P. O. Box 1597
Richmond, Va.

night and religious services will be conducted on Sunday by Rev. John Handley of Ocean City, chaplain of the association. The North Adams Chamber of Commerce is entertaining the publishers, who made the trip by Hudson River steamer to Hudson and special train and automobile to Williamstown. The party numbers 150.

Portsmouth Printers Win Raise

PORTSMOUTH, N. H., June 21.—Publishers of the Portsmouth Times, Herald and Chronicle last night granted striking compositors a 10 per cent wage increase and a 46-hour week. The men went out June 13, demanding a 20 per cent increase and a 44-hour week and the newspapers have not been published since, except for joint editions of the Times and Herald. For the first time in 165 years the New Hampshire Gazette, which claims to be the oldest weekly newspaper in the United States, did not appear.

Phinized Heads Both Athens Papers

Arrangement was made June 20 by which the Athens (Ga.) Banner passed under same management as the Athens Herald. The change does not involve a sale, but is an arrangement by which Bowdre Phinzy, publisher of the Herald, will have charge of both newspapers, which will continue to be issued as heretofore, the Banner in the morning and the Herald in the evening. The Sunday field will be reduced from two papers to one. Hugh Rowe, for 25 years editor of the Banner, continues with the paper as advertising manager.



The Detroit News
has achieved almost as fine a circulation lead Sunday as daily. This accounts for the News leading its field in advertising Sunday as well as daily, as proven by the 1920 record.

Make Me A Target

Mr. Miller:
Please submit an editorial on
It must be timely to the last minute, human to the last letter. We want to know what you are capable of doing. This places us under no obligations.
Name
Address

Charles Grant Miller

1116 World Bldg. New York City

FIRST

The New York Times surpasses all other New York newspapers in financial advertising.

Five Months' Record 1921

The New York Times.....	995,866
Second Newspaper.....	516,192
Third Newspaper.....	431,204
Fourth Newspaper.....	350,630
Fifth Newspaper.....	277,244
Sixth Newspaper.....	168,822
Seventh Newspaper.....	133,230

THE NEW YORK EVENING JOURNAL

has the largest circulation of any daily newspaper in America.

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY AND THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field



The National Jewish Daily

HUNCHES

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

The Lynn (Mass.) Telegram-News has inaugurated a page entitled "Let's Go Shopping With Betty." The various shops of the city are written up, their attractions being offered featured in an intimate and newsy style, a heart to heart talk by "Betty" with the readers. The advertisements are written in regular news style and are illustrated by cuts. A writeup on the page is sold a merchant for a certain sum. One young lady has charge of the page, visiting the shops whose proprietors wish to advertise and then describes the goods from first-hand information.—C. L. M.

"Who Is She?" is the headline over a photograph of a young lady taken in Duluth and which has been appearing for two months in the Duluth News-Tribune. The following is typical of the announcement which appears under the snapshot:

"The sleuths rung the bell yesterday. "Miss Helen Meining of 2016 East Sixth street, supplemented her identification by appearing at the News-Tribune and claiming the cash premium.

"Another 'Who Is She?' victim is presented today. Does anyone know the original? A moment before her photograph was snapped she hadn't the slightest suspicion that today her picture would appear in this column. But that's the way of snappy staff photographers. If she will appear at the News-Tribune office today, the usual emblem of Uncle Sam's business-like intentions, worth one dollar in actual purchasing power, will be hers."

The Washington Herald is publishing a weekly "Outdoor" page, featuring camping news of the upper Potomac. Every city has its campers, with their unique lodges, providing good art and plenty of feature stuff. Are you holding summer circulation by carrying regular camping news?—C. L. M.

A different angle on this "other fellow's job stuff" can be obtained by heading a series "A Day with ——" (doctor, lawyer, merchant, chief), and writing the stories in detailed chronological order, stressing, of course, the feature incidents. Putting the reader on the front seat of an ambulance, with a judge on the golf links, or hiking alongside a gas company collector should provide interesting reading. Should be a series, of course.—C. L. M.

Unavoidable traction delays in every city eat up thousands of valuable minutes in a month. Delays are recorded by the company. Get the month's toll of lost moments in your city and figure the money loss at \$5 per eight hours.—C. L. M.

An unusual news supply idea for a daily in a city sending a delegation to a fraternal convention could be adopted to advantage by following the stunt of A. J. Stoddard, a Noble of Yaarab Mystic Shrine Temple of Atlanta, Ga. On attending the conclave at Des Moines, Stoddard brought along with him enough

carrier pigeons to carry a daily news story back to Atlanta. Although this idea was worked by Stoddard individually, a newspaper could use it to success.—J. H. S.

Once each week to the person finding his or her name in the advertising columns of the Frederick Post is presented two tickets to a theater. This encourages reading of the ads and helps to boost the paper.—A. T. B.

The metropolitan daily often enough carries special editions for the smaller places in its vicinity, and lauds them with the resultant reward of a goodly amount of advertising but it is not often the small town press is turned in favor of its nearest big city. A recent edition of the Perry (Iowa) Tri-Weekly Tribune, however, was devoted to this purpose. The paper carried a special Des Moines section of eight pages. Several feature articles on Des Moines were furnished by the Des Moines Chamber of Commerce and trade bureaus of the capital city. In the words of the editor of the Tribune, "It is no uncommon thing for a city newspaper to issue a special edition for a neighboring smaller town, but it is unusual that the smaller city newspaper should do so."—J. H. S.

With state-wide notoriety to its credit, and much publicity and commendation from the entire middle west, the Des Moines Register and Tribune has brought to a close its rat-killing campaign. Although it is impossible to estimate the exact number of rodents put to death, it is believed the number will run over the million mark. There are ninety-nine counties in Iowa, and many that have made an incomplete "final" report of the number killed show that more than 10,000 have been exterminated on the average. Boone County, for example, is reported to have killed more than 10,000, and this total is expected to be swelled by 5,000 in a final report. It is estimated that one rat will destroy at least \$2 worth of food a year. Figuring on this basis, each county killing 2,000 rats, the single county has saved \$20,000, making a total of \$1,980,000 for the State of Iowa. To conclude its contest, the Register will compile all reports as completely as possible, will publish photographs of county winners, the photos of the state winners, and of those who have been in any way instrumental in furthering the work of the drive. Extra prize money will be awarded in addition to the six prizes announced at the beginning of the drive.—J. H. S.

Caryl Editing Aroostook News

Herbert Caryl, for the past three years New England manager of the International News Service, has become editor and general manager of the Houlton (Me.) Aroostook Daily News. He has been connected with newspapers and press associations in New York and New England as reporter and in managerial capacities for the past 19 years.

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc. New York

Few Papers—(if any)—surpass the

TRENTON NEW JERSEY TIMES

A Food Medium

A recent reader survey indicates among the housewives of the city Thursday Food Feature Department upward of four pages devoted to recipes and news and food advertising—is the best feature carried by Times.

Circulation 30,237 Member A. I. Marbridge Bldg. New York

FIRST IN 1000 NEWSPAPERS

A National Advertiser with 25 years' experience recently stated that his records show that the money expended the most produced by the Washington Star placed it FIRST in AMERICA among a thousand newspapers.

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

The Family Income Over \$3,000.00

In Buffalo the percentage of families with incomes over \$3,000.00 Six Times Greater than the average for United States. Buffalo Evening News reaches per cent of the families with \$3,000 income or over. It reaches 40 per cent of the English reading families in the Buffalo market.

KELLY SMITH CO. Foreign Representatives

Marbridge Bldg., New York City Lytton Bldg., Chicago, Ill.

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 New York

NEW YORK STATE

The average income of men subjects of the New York State income tax for 1919 was \$2,459 for those not heads of families, and \$2,857 for heads of families.

New York State with a total wealth of nearly \$13,000,000,000 and 10,384,144 people is the wealthiest community in the world.

New York State presents more attractions for any manufacturer than can be found elsewhere. Concentrate a selling and advertising campaign in the daily newspapers and become convinced that this is the logical and economical manner of merchandising goods.

These papers will do the work for you:

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
*Albany Knickerbocker Press.....(M)	32,235	.09	.09	*New York American.....(S)	1,045,959	1.25	1.25
*Albany Knickerbocker Press.....(S)	45,278	.11	.11	*New York Globe.....(E)	164,429	.45	.45
Auburn Citizen.....(E)	6,926	.04	.035	New York Evening Mail.....(E)	155,148	.41	.40
*Brooklyn Daily Eagle.....(E)	56,487	.20	.20	*New York Evening Post.....(E)	38,596	.32	.25
*Brooklyn Daily Eagle.....(S)	70,493	.20	.20	*The New York Herald.....(M)	198,527	.50	.45
*Brooklyn Standard Union.....(E)	65,939	.20	.20	*The New York Herald.....(S)	218,642	.50	.45
*Brooklyn Standard Union.....(S)	44,017	.20	.20	*The Sun, New York.....(E)	189,384	.50	.45
*Buffalo Courier and Enquirer.....(M&E)	84,478	.22	.18	*New York Times.....(M)	327,216	.65	.636
*Buffalo Courier.....(S)	117,634	.27	.22	*New York Times.....(S)	505,023	.75	.727
*Buffalo Express.....(M)	36,065	.12	.10	*New York Tribune.....(M)	142,310	.40	.36
*Buffalo Express.....(S)	62,747	.18	.14	*New York Tribune.....(S)	142,835	.40	.36
*Buffalo Evening News.....(E)	104,221	.21	.21	New York World.....(M)	346,626	.60	.56
Buffalo Evening Times.....(E)	75,176	.15	.15	New York World.....(S)	621,489	.60	.56
Buffalo Sunday Times.....(S)	82,717	.15	.15	New York World.....(E)	313,143	.60	.56
**Corning Evening Leader.....(E)	7,478	.04	.04	Niagara Falls Gazette.....(E)	12,292	.05	.05
*Elmira Star-Gazette.....(E)	24,451	.08	.07	Olean Times.....(E)	5,021	.025	.025
*Glens Falls Post-Star.....(M)	7,323	.03	.03	*Poughkeepsie Star and Enterprise.....(E)	10,819	.05	.05
Gloversville Leader-Republican.....(E)	6,126	.03	.03	Rochester Herald.....(M)	27,757	.08	.08
Gloversville-Morning Herald.....(M)	6,129	.035	.03	*Rochester Times-Union.....(E)	64,031	.20	.18
Harnell Tribune-Times.....(E)	6,553	.035	.035	Schenectady Union Star.....(E)	13,442	.06	.05
*Ithaca Journal-News.....(E)	7,133	.04	.04	*Stanford Daily Advance.....(E)	7,140	.05	.04
*Jamestown Journal.....(E)	6,821	.025	.025	*Syracuse Journal.....(E)	43,844	.09	.05
*Jamestown Morning Post.....(M)	9,248	.05	.03	*Troy Record.....(M&E)	22,794	.05	.05
**Middleton Times Press.....(E)	5,861	.04	.03				
*Mount Vernon Daily Argus.....(E)	7,032	.04	.04				
*Newburgh Daily News.....(E)	10,726	.05	.05				
*New York American.....(M)	299,703	.60	.60				

Government Statements, April 1st, 1921.

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

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

*In Fairness to the Advertiser, Newspaper Rates Should Be
Adjusted Downward as Costs of Production Are Lowered.*

The New York Globe

Announces these changes as effective on new business written
after July 1, 1921.

	Present Rate	New Rate
One time	45c	44c
2,500 lines	45c	40c
5,000 lines	45c	39c
10,000 lines	45c	38c
20,000 lines	45c	37c

All Full Copy Discounts Eliminated

These adjustments are made possible through the slightly lower price at which print paper can be bought today. As print paper prices recede and labor and other production costs go down The Globe will re-adjust its rates in accordance with the policy announced in connection with recent advances.

Member
A. B. C.

The New York Globe

JASON ROGERS, Publisher

LORENZEN & THOMPSON, Inc.

Special Representatives

New York

Chicago

190,000
A Day

