

THIS ISSUE: THE ROMANCE OF REUTER'S OF GREAT BRITAIN



# EDITOR & PUBLISHER



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

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PN4700\*  
E4  
V. 54 p. 11

## July Advertising in Chicago

This statement of display advertising for the month of July, 1921, is striking evidence of The Daily News' supremacy in the six-day field in the following important classifications:

<b>Automobiles</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 52,794 lines. Next highest score, 49,770 lines.			
<b>Books</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 3,346 lines. Next highest score, 3,294 lines.			
<b>Churches</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 3,849 lines. Next highest score, 292 lines.			
<b>Clothing</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 132,195 lines. Next highest score, 117,884 lines.			
<b>Department Stores</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 330,086 lines. Next highest score, 155,061 lines.			
<b>Educational</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 10,885 lines. Next highest score, 9,179 lines.			
<b>Out of the Loop Stores</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 48,966 lines. Next highest score, 18,863 lines.			
<b>Foodstuffs</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 39,866 lines. Next highest score, 31,488 lines.			
<b>Furniture</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 22,992 lines. Next highest score, 13,824 lines.			
<b>Household Utilities</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 8,283 lines. Next highest score, 3,318 lines.			
<b>Musical Instruments</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 13,761 lines. Next highest score, 12,677 lines.			
<b>Real Estate</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 4,771 lines. Next highest score, 3,910 lines.			
<b>Shoes</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 24,914 lines. Next highest score, 17,754 lines.			
<b>Total Display Advertising</b>	- - - - -	THE DAILY NEWS	<b>FIRST!</b> 6 days against 6
The Daily News, 827,112 lines. Next highest score, 664,022 lines.			

## THE DAILY NEWS

*First in Chicago*

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers.)

# Pennsylvania

## Every Business Demands Advertising in the Great Keystone State

To advertise in Pennsylvania newspapers is to construct business.

To construct business is the definite aim of every National Advertiser and Manufacturer.

The chief implement of construction in any line of business is the **Newspaper**. Pennsylvania dailies have long ranked among the foremost. They are foremost in producing traceable results, not only in

Pennsylvania itself but in the world wide field which they cover.

National Advertisers, National Manufacturers and Merchants who would open up new trade or increase the volume of trade already established will find in this combination a potential force, leading steadily up to the goal of expectation.

Dig in **Now** and get that momentum which means trade leadership.

### THESE PAPERS WILL HELP YOU GET LEADERSHIP

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
Allentown Call (M) Item.....(E)	32,561	.10	.10	*Lancaster Intelligencer and News-Journal.....(M&E)	23,143	.08	.08
*Altoona Mirror.....(E)	23,556	.06	.06	**Oil City Derrick.....(M)	5,808	.04	.035
Bethlehem Globe.....(E)	7,764	.04	.04	Philadelphia Record.....(M)	111,883	.25	.25
*Chester Times and Republican (M&E)	15,110	.065	.05	Philadelphia Record.....(S)	125,555	.30	.30
Coatesville Record.....(E)	5,429	.021	.021	*Pittsburgh Dispatch.....(M)	57,521	.17	.15
Connellsville Courier.....(E)	5,267	.0179	.0179	*Pittsburgh Dispatch.....(S)	76,651	.22	.18
**Easton Express.....(E)	13,126	.05	.05	Pittston Gazette.....(E)	3,847	.03	.025
**Easton Free Press.....(E)	10,642	.05	.05	*Pottsville Republican.....(E)	11,416	.055	.05
*Erie Dispatch (M) Herald (E) (M&E)	19,493	.065	.065	Scranton Republican.....(M)	31,190	.12	.10
*Erie Dispatch-Herald.....(S)	18,738	.07	.07	Scranton Times.....(E)	35,904	.12	.10
*Erie Times.....(E)	27,787	.08	.08	*Sharon Herald.....(E)	4,942	.021	.021
Harrisburg Telegraph.....(E)	34,445	.095	.095	**Washington Observer & Reporter (M&E)	14,849	.06	.05
				*Wilkes-Barre Times-Leader....(E)	18,346	.05	.05

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

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

PUBLIC LEDGER

GEORGE W. CHILES
Editor and Proprietor from 1864 to 1924
PUBLIC LEDGER COMPANY
Cyrus W. K. CURTIS, President

FRIDAY MORNING, AUGUST 12, 1921

NEW YORK

BUSINESS AND FINANCIAL SECTION

Philadelphia, Friday Morning, August 12, 1921

MEN AND BUSINESS
By RICHARD SPILLANE

A CORPORATION officer suggests there is a lesson of profound importance to the American business man in what Henry Ford has done with the Detroit, Toledo and London Railroads. He catalogs Mr. Ford's achievements in the industry under five headings.
First: Turned a deficit into a surplus during the hard period of the last six months of 1921.
Second: Reduced the train schedule two hours.
Third: Took private cars away from operating officials.
Fourth: Handled maximum of 1200 cars in twelve hours, whereas the maximum had been 500 in twenty-four hours.
Fifth: Rejected union labor working conditions and published better working conditions and without recognition of the "recognition" clause in the contract.

BUYERS ACTIVE AT WOOLEN OPENINGS

Several Orders Placed in New York at Showings of Spring (1922) Fabrics

LUXURY TAX DEAL BLOW BY RETAILERS

State Association Brings Measure on Obnoxious in Uprising Its Repeal

ASK U. S. EMPLOYEES' CREDIT

Merchants Sales Prices and Awards for Membership in

Evans' Chicago Letter

Chicago, Aug. 11. Evans' Chicago Letter, published by the Public Ledger Company, is a weekly feature of the Business and Financial Section of the Public Ledger. It is a unique feature of the paper, and is one of the reasons why it is so widely read. It is a letter from Evans to his readers, and it is a letter that is full of interest and information. It is a letter that is full of news and news that is not found elsewhere. It is a letter that is full of news and news that is not found elsewhere. It is a letter that is full of news and news that is not found elsewhere.

PRICES ADVANCED ON COTTON GOODS

Export Demand and Increased Buying This Week Cause of Upward Trend

ORDERS COVER YEAR-END

Exporters Taking Shipments for South America and Far East Deliveries

Wall Street Gossip

There was a selling which began several days ago in the middle of a bid for the market. The market was generally in a state of uncertainty, and the selling was a result of this uncertainty. The market was generally in a state of uncertainty, and the selling was a result of this uncertainty. The market was generally in a state of uncertainty, and the selling was a result of this uncertainty.

"I make it a point to read it as our business bible and to clip from it those news and special articles which keep us familiar with what is going on in our special field of industry"

said a middle western manufacturer

To a group of steel men a representative of one of the leading enterprises of the United States described the daily Business Section of the Public Ledger as "a great business document." He added:

"Every executive in both sales and production ends of our business reads the Business Section of the Public Ledger.

"Throughout our organization you will find nothing but praise for the Public Ledger, and you should have it on your desk every morning."

Although this man's plant is in the Middle West, the Public Ledger goes to the desks of the executives there every day just as it goes to the leading business men and bankers throughout the East.

Spillane's column, Evans' Chicago letter and Moni or's New York market review are three of the unique features of the Public Ledger's Business Section to which their newspapers may obtain exclusive city rights through the Ledger Syndicate.

PUBLIC LEDGER



PHILADELPHIA

MAIN LIBRARY F.E.



City  
Population  
1,823,779



Seal of Philadelphia

Separate  
Dwellings  
390,000

# Selling Automobiles in Philadelphia

the Third Largest Market in America for:

- Passenger Automobiles
- Light Delivery Wagons
- Heavy Freight Trucks
- Pneumatic and Solid Tires
- Automobile Accessories

More than 3,000 manufacturing plants and 16,000 stores create a most attractive opportunity for the sale of delivery and hauling equipment.

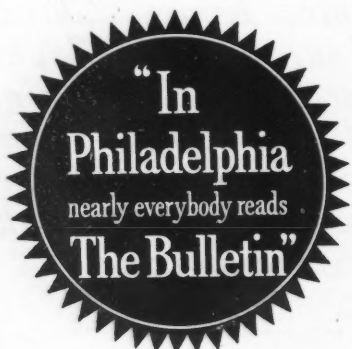
Many of these concerns are still to be won over from the horse and wagon phase, while the replacement of worn-out trucks with new, opens the way for big sales.

Its 390,000 dwellings steadily produce buyers of passenger cars, and they come from the most unexpected sources. Thousands of Philadelphia homes are equipped with garages in the basement, in the back yard or on the lawn.

"Automobile commuters" from the suburbs of Philadelphia and the farmers in the territory around Philadelphia are all "prospective purchasers."

## Dominate Philadelphia

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



# The Bulletin

*Net paid daily average circulation for July:  
485,275 copies per day*

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

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





# EDITOR & PUBLISHER



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Charter Member Audit Bureau of Circulations.

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No. 13

## THE ROMANCE OF REUTER'S OF GREAT BRITAIN

**Its First Great Beats Were Won With Carrier Pigeons—First Headquarters Was In Belgium and Only Concern Was With Market News—Is Privately Owned.**

By F. DOUGLAS WILLIAMS

EDITORIAL NOTE: "What is Reuter's?" is a question frequently asked in America. Mr. Williams, in the article that follows, answers the question. He is the United States general manager of the great British news-gathering organization of which he writes.

IN one of the oldest streets of London stands a house of narrow passages, steep stairways and low-pitched roofs. The street is a quiet one, for though it lies almost under the shadow of the old Lady of Threadneedle street and but a stone's throw from the Mansion House, no wheeled traffic is allowed to traverse it; and the house wears a quiet, sleepy, old-time look as though it were still the home of some ancient city alderman or merchant. But actually that house is a hive of unceasing industry, and of the kind of industry that would greatly astonish its old-time tenant should he be suffered to return to the land of the living. For the house is the house of Reuter's and the industry is the industry of news.

Since it is Reuter's business in life to get news of everything everywhere and to spread it everywhere and since this business must be done with the greatest possible accuracy and in the shortest possible time, it happens that the sleepy-looking house in Old Jewry has become the centre of a wonderful and intricate organism into and out of which the wires pour an unceasing flood of information by day and by night. Doubtless if Reuter's were fond of display, that quaint old house would be pulled down and a modern office-building erected in its place, the name of the firm emblazoned in big letters on the face of it. But that is not Reuter's way, nor the English way.

Since the day, some seventy years ago when Julius Reuter first started business that business has grown and grown beyond the dreams of its promoter but its home with the simple brass plate on the simple door remains unchanged in all its picturesque modesty (though adjoining buildings have gradually been annexed) suggesting vividly to the passerby the romance of modern enterprise and the truth of that old adage that great achievements have small beginnings.

Years and years ago before the era of railroads and telegraphs a young bank clerk on the Continent of Europe conceived the idea of beating the mail coach and the mounted courier as a means of conveying news. What he sought was to provide an accelerated service of information on the daily changes of the financial markets to all who might care to subscribe to it. What better for the purpose than the carrier pigeon? So he purchased a number of them and started them flying between Brussels and Aix la Chapelle.

Reuter's method of work was simple. As soon as the local Bourses closed he copied on thin sheets of tissue paper the latest prices of bonds, stocks and shares in which the two markets dealt and placed these sheets in silk bags. These he attached to the necks of the

pigeons which were then released and straightway made for their own dovecots. The bags were opened at once on the arrival of the birds and the news was copied out and distributed to the subscribers. They received it thus some hours ahead of the mail and as time meant money they were well content. Reuter worked hard and his wife too—it is recorded that she used to help him in writing out the prices—and the business developed rapidly.

When the telegraph came, Reuter was quick to employ it wherever he could, but for a long while it had still to be supplemented with pigeons and mounted couriers. Nevertheless he soon had almost every capital on the Continent linked up in his organization. Then came the laying of the first cable under the English channel, and Reuter betook himself to London. There, about the middle of the 19th century, having become a British citizen, he installed himself in two rooms at No. 1 Royal Exchange Buildings, to be as near the Stock Exchange as possible.

Those early days in London were hard ones for Reuter, as is illustrated by a story that he used to tell of them.

"I had just made a start," he used to say, "and had gone to eat a modest chop in Finch Lane—and I can assure you that at times I hesitated to spend the money—when my little office boy, who had been told where to find me, rushed in breathlessly to say that a foreign-looking gentleman had called to see me.

"Why did you let him go?" I exclaimed, "I would have come round at once to see him."

"Please, Sir, I didn't, was the reply. 'He is still at the office, I've locked him in.' That was how I got one of my earliest and most prized subscribers."

The office boy, incidentally, became secretary and later a director of the company.

The business of Reuter was still confined to news of the Stock Exchange and the Bourses, but it was extended first to commercial and then to general news. In 1857 the London Times was induced after a long effort to try the service for a month free of charge, and soon after the reputation of Reuter's became established by its admirable correspondence from the front in the Franco-Italian war against Austria. The agency's work in the American Civil War strengthened this reputation and at the same time afforded another illustration of its founder's resourcefulness and enterprise.

Cable, there was none across the Atlantic, so that news of the struggle had had to be sent by steamer to Roches Point, County Cork, in Ireland, and thence telegraphed to London. A competitor appeared in the field ere long and Reuter's position was seriously threatened. Reuter got busy. He instructed his agent in New York to enclose his dispatches in a hermetically sealed tin box and affix a little flag thereto. This was dropped overboard by the purser of the liner on arrival off the Irish coast, picked up by a steamer specially chartered for the purpose, conveyed to Crookhaven, put on the wires at a private telegraph station secretly built for the purpose, and rushed to London. The rival found himself a

good eight hours late with the news and went out of business.

Julius Reuter—Baron de Reuter, as he afterwards became—was a hustler in the best American sense of the word, but ere the agency could become the world-wide organization that it is today it needed the labors of another generation in the person of his son, Baron Herbert de Reuter who was almost as remarkable a man as his father and devoted his whole working life of forty years to the task.

Everyone who met this studious, hard-working, secluded Baron considered him one of the best informed and learned men of his time. His memory was worthy of Macaulay, thanks to his mother who made him as a child learn and recite long passages of prose and verse. His reading extended over every branch of literature, from the latest discoveries regarding Hittite manuscripts to works on transcendental mathematics.

His ambition seemed to be to master every field of human knowledge. On one occasion a learned Italian visitor in conversation with him quoted a line of Dante; the Baron instantly completed it. On another a verse of Schiller was cited; the Baron spent the next ten minutes in reciting the rest of the poem. Characteristic of the man was his form of recreation—it consisted in working out abstruse mathematical calculations on large blocks of paper with pencils of enormous size. And yet at the same time this curious man was master of every detail of the organization he controlled.

With the Baron's sudden death in 1915 and in the absence of any direct relative to succeed him (the only heir having been killed fighting with the British forces in France) the question of the control of this powerful news agency became a matter of national importance. The war had reached a critical stage and the press of the Empire and most of Europe depended almost entirely upon Reuters for news of its progress. That Reuters should remain independent and reliable as heretofore was vital to the British cause, and therefore when it became known that the directors had decided to place the trusteeship, as it were, in the hands of a few representative British subjects of tried merit and proven honesty, the relief was considerable. The old stockholders were bought out at over half a million sterling and Reuter's Limited succeeded to Reuter's Telegram Company.

The new proprietors were the Hon. Mark F. Napier, who had been a director of the old company for over thirty years, Lord Glenconner, Viscount Peel and Sir Starr Jameson, ex-Premier of South Africa and hero of the famous Raid. With them were associated Mr., now Sir, Roderick Jones, whose bril-

(Continued on page 27)

### LET AMERICA SET EXAMPLE TO OTHER NATIONS

By B. F. IRVINE

Editor Oregon Journal, Portland.

THE cruel nails of war have been too long driven through the bleeding hands and feet of crucified mankind as a result of secret covenants arrived at in secret.

The white light of unhampered publicity should shine on the proceedings of the disarmament conference to the end that the half truths and propaganda of diplomats may not deceive the peoples of the world on the greatest issue ever brought before mankind.

If there were no other reason for open covenants openly arrived at in the coming conference the fact that it is the first great parliament of man held on free American soil is enough, to the end that this republic may set a transcendent example of square dealing to the nations.

# PUBLIC OPINION REFLECTED BY PRESS FAVORS AN OPEN CONFERENCE

## Spokesmen of Press of Nation Continue to Join EDITOR & PUBLISHER in Demand that Final Disarmament Discussions Be Public

**H**ARDLY a discordant note will be found in the chorus endorsing the demand for open sessions of the Disarmament Conference as presented in the following additional letters received by the EDITOR & PUBLISHER in response to its request for editorial views on the subject.

The Washington correspondents who are quoted are in almost unanimous accord that open sessions are desirable.

Likewise, editors of newspapers in all parts of the country contend that the greater the publicity given to the proceedings the greater will be the confidence of the people in the outcome.

Senator Lodge on Tuesday put a spike in the Harrison amendment to the Shipping Board Deficiency Appropriation bill directing the American delegates "to use every effort and exert every influence to have the sessions of the conference held in public and not behind closed doors," and it was withdrawn before a vote could be taken, but it will no doubt be brought up again in some form before November 11.

It was after Senator Borah had spoken heartily in favor of the amendment, saying among other things, that since becoming a Senator he has been an active advocate of open conferences and the open consideration of treaties. He asserted that if the United States does not take the lead in advocating open sessions then there can be little hope that the plan will be adopted.

In opposing the Harrison amendment Senator Lodge said that secret treaties have been used in recent times for the purpose of misleading or deceiving the people. In our own country secret treaties are impossible for the reason that the Constitution provides that treaties must have the assent of the Senate, he declared.

Baron Sergius A. Korff, of Russia, in the final lecture of his course at William's College, on "Secret Diplomacy," advocated full publicity in all "international negotiations which create legal obligations between states." While making this demand for publicity in regard to negotiations leading to treaty obligations, the speaker maintained that in ordinary diplomatic transactions of a purely preparatory nature "secrecy can still persist and probably will remain the dominant factor."

The following views will be found worth reading:

**GEORGE F. AUTHIER, Washington Correspondent Minneapolis Tribune:**

"I am thoroughly in favor of a degree of publicity and openness in connection with this meeting which is compatible with the practical working of the conference. It is evident that the American Government in calling this conference is banking upon enlightened world public opinion to make it a success, both as to the conclusions reached and as to the continued adherence to these conclusions.

"Naturally, European and Asiatic diplomacy will seek to bar the curious scrutiny of the newspapers during their deliberations. The American policy will be for all possible publicity, and opposed to this will be adherence to the old system of burrowing in the dark. If the American State Department does not succeed in bringing about acceptance of a policy of a reasonable degree of publicity, it will have failed at the outset of the conference.

"However, I do not believe it would be wise to assume that all meetings should be held in the open; that the deliberations should be conducted like a town meeting. Many of the decisions that will be reached are those which

necessarily will entail private conversation and confidential interchange of views, and a degree of secrecy which is natural and not offensive."

**GUS J. KARGER, Washington Correspondent Cincinnati Times-Star:**

"I am not in favor of unrestricted publicity with regard to the coming conference. Even if it were true that we are all 'trained observers and reporters' it wouldn't be a good thing. It was not a good thing in connection with discussion of international affairs in the United States Senate. I want publicity to the limit—insofar as publicity will not make the delicate task of the negotiators more difficult. Many things may be discussed in the open; others are better left to the privacy and seclusion of the council table. Our business is to give all the publicity that will be helpful; and to reduce to a minimum that which will not. More publicity would be given to a public rather than to a public agreement.

"I have confidence in the wisdom and patriotism of President Harding and Secretary Hughes and their opinions with regard to publicity, based on intimate knowledge of plans, desires and intentions, would have great weight with me. I think their point of view does not favor secrecy; they are not trying to fool the people. They are trying to get results; and although the method of achieving these results will be interesting, the real importance rests in the results themselves.

"As to the press conference, I am heartily in favor of it, if it can be arranged. The news writers of the world create the atmosphere in which the Disarmament Conference must live and have its being. Perhaps, by free and frank intercourse, which need not be nearly so diplomatic and punctilious as in the case of the diplomats, they can assist in chasing away miasma and poison gases. They could say lots of things to each other in a perfect spirit of comradeship without having every exchange of opinion magnified into a terrible international incident, designed to drive the conference on the rocks."

**ARTHUR J. SINNOTT, Washington Correspondent Newark (N. J.) Evening News:**

"I believe in publicity to the utmost for the Disarmament Conference and for all other matters of public concern—if practical and helpful under the circumstances that exist. Reluctantly I am forced to the conclusion that the human factor prevents 'open covenants, openly arrived at' from being a thoroughly workable formula. In most of the relations of life there are matters which cannot be discussed out loud; and this truth applies to the Disarmament Conference. There are questions of national pride and international rivalries involved in the Disarmament Conference, which, if discussed openly, would probably hinder instead of help the cause of world peace."

**EDWARD C. EASTON, Washington Correspondent Philadelphia Inquirer:**

"Cards on the table!—This has been the administration's slogan in connection with the proposed Disarmament Conference. And this must mean open discussions.

"Of course, our own Senate, to which you refer, holds 'executive sessions' at times, and for reasons usually conceded to require no defense. Analogous proceedings might well take place at the proposed conference without affecting the general principles of frankness and openness.

"Some one has said that 'the main trouble with newly married couples is that they insist on washing their clean linen in public.' If the linen of the nations is clean, perhaps some of the laundry might be hung on the line in the back yard. One can see that any other method would savor of 'pitiful publicity.' It is merely a question of good taste, and cannot vitiate the general principle that should be adopted and followed.

In all likelihood a Press Conference will be the natural result of the Disarmament Conference, with the necessary material probably on the ground in advance. Your suggestion of a definite organization and program is excellent."

**WILLIAM E. BRIGHAM, Washington Correspondent Boston Evening Transcript:**

"I think every newspaper correspondent in Washington is in sympathy with the suggestions therein made in regard to reporting the Disarmament Conference. I understand that the whole matter is now being canvassed by a committee consisting of the chairman of the Standing Committee of Correspondents, president of the Gridiron Club and other newspaper men here who realize that unless we look after ourselves in advance we will suffer in facilities later."

**R. P. ANDERSON, Washington Correspondent Winston-Salem Sentinel:**

"Assuredly enlightening publicity should govern the deliberations of the Disarmament Conference. The atmosphere of suspicion is too firmly encrusted on diplomatic expressions to carry weight with the people at large. I

firmly believe that the more open the conference can be made the surer the results. Any attempt to surround the deliberations with secrecy spells disaster to the purposes of the conference. Let the light of intelligent publicity shine upon all of the meetings."

**GEORGE PIERCE TORBETT, Washington Correspondent Syracuse (N. Y.) Post-Standard:**

"None are so blind as those who do not wish to see. If you wish to know what has been the result of keeping the people in darkness and blindness on secret pacts, and secret conclaves, and secret loads of arms, and secret war preparations look about you. Come to Washington and go through Walter Reed Hospital and St. Elizabeth's Insane Asylum for some of the effect.

"The first move in the disaster through which civilization has reeled in debauchery was to throttle the press, distort the news and keep the people in ignorance and their senses blinded by prejudice. Standing in this wreck and ruin should not the enlightened world try something better. Behind us is a trail of human destruction, and chaos and calamity from the Pyramids of Egypt to Yorktown, over which we reeled and staggered and murdered until Cornwallis came to grief at the hands of George Washington to evolve the doctrine of free government and in its charter is guaranteed freedom of the press and the right to the ballot which can settle more than all the wars which have been waged, and with this heritage it should be demanded that the people be enlightened on all discussions and action taken in the disarmament parley."

**W. W. JERMANE, Washington Correspondent Seattle (Wash.) Times:**

"President Wilson is understood to have gone to Paris believing in 'open covenants openly arrived at,' but he was compelled to consent to secret sessions of the 'big five.' Some of the men who sat with him in Paris will participate in the Washington conference either personally or through proxies, and it is safe to say that there will be no votes for open sessions unless they are cast by delegates from the United States.

"If I am right about this, how can any pressure exerted by the American press accomplish the result at which you aim? The pressure cannot possibly reach the delegates from Great Britain, France, Italy and Japan, and it is doubtful whether it can be made to reach the delegates from our own country.

"The work of the newspaper men covering the conference would be much simpler, and the world would be pleased, if the sessions could be held in the open. But how can anything said or done in this country be made to upset diplomatic precedents that are centuries old?

"It is true that the American Senate has been considering treaties in open session. You will recall, however, that Senator Pat Harrison of Mississippi got very little support for his proposal to have federal appointments so considered. Senators weren't willing to discuss the qualifications of presidential appointees in the open. The reasons which impelled the Senate to vote down the Harrison motion will impel the delegates to the Washington conference to decline to have open sessions.

"I can see a good many points in favor of a press conference such as you propose, and hope it can be brought about."

**LAURENCE TODD, Washington Correspondent Federated Press:**

"With open sessions, humanity may have some opportunity to influence the decisions of its diplomatic masters in this conference; with closed sessions it can reasonably anticipate nothing less calamitous than the Treaty of Versailles.

"Since the diplomats are in large measure to be identical with those who framed that infamous document, and since the forces which moved them two years ago are still active, the hope of mankind rests in the few new factors which can be introduced into the conference. Of these the most stimulating, the most wholesome, the most certainly constructive, is open and informal discussion such as may be had in the British House of Commons or in the United States Senate.

"A press conference prior to the disarmament conference would develop the point of view of the editors and publishers of the more prosperous newspapers in the several countries, and would ignore, as diplomats ignore, the point of view of the producing masses. Inasmuch as the diplomats will use any expressions of the ideals of the prosperous publishers as being the expressions of the desires of the entire press, the effect of such a conference of 'the press' would be merely to strengthen the hands of the diplomats of imperialism and social reaction.

"Until the press delegates can bring credentials from at least as broad an electorate as do the diplomats, they had best remain critics merely."

**CARL SMITH, Washington Correspondent Oregon Journal, Portland:**

"In the present state of world opinion, quickened by the disappointments of the Paris peace conference, there is likely to be little dissent as to the correctness of the principle of broad, intelligent publicity of the proceedings of the Washington conference. The lack of such a policy at Paris is unquestionably held by many competent observers to be in large part responsible for distrust and unrest projected so far into the future that the end cannot yet be foretold.

"So it is of fundamental importance that there may be applied in the Washington conference what President Harding in his Plymouth address denominated 'the reign of dependable public opinion, which unflinchingly is

the law of highest civilization.' This dependable force must be enlisted to make and preserve the adjustments, and not be left to operate, after the fact, in turmoil and possible disintegration of compacts secretly made.

"The difficulty, as I see it, is one of method. The affair cannot be set to a formula. It probably would be as much of a mistake to say that every step in the negotiation should be open as to adopt the other extreme of entire secrecy. How far would the negotiations over Ireland have progressed, for example, if Lloyd George and de Valera and Smuts were required to hold their conversations in public?

"It comes down to a question of discreet common sense. Let the conference sessions be open, to the utmost possible degree, and the delegates free to discuss the essential problems as they arise, without at the same time insisting upon such publicity as would promote misunderstanding and befuddling of the issues. There is an undefinable line which in perfection may not be attained, but which may usually be recognized, and will best promote the object in view.

"Concerning a press conference prior to the diplomatic gathering, it may be assumed that this would be useful in securing man-fellowship, the broadening of outlook, and removal of misconceptions on a plane of mutual endeavor in an atmosphere unrestrained by conventional limitations. It would likely serve mainly as an adjunct to full interpretation, but whether any formal organizational activities should be attempted is at least open to doubt."

**GEORGE G. BOOTH, president Detroit News:**

"This proposed conference appears to be a conference of taxpayers limited. It seems to miss its disarmament program with Pacific ocean politics. It looks like an attempt to fix up a truce until such time as the members of the conference can get upon Easy Street financially and then to go into the arming business right again.

"Open covenants openly arrived at' is a glittering phrase which the world would be happy to see put into operation, but when a few nations meet under circumstances strongly suggesting the domination of their deliberations by the international bankers of the world, and those few nations claim their object to be the world pacification it must be apparent that they will decline to confer in public. And if they do yield to pressure and hold open conferences, then they will do so only after they have prepared their program in private or after they are convinced that their conference is to be futile.

"Because if the same banking interests which were present at and dominated the deliberations at Versailles are present at this coming meeting they will not do their real business in public any more than any other banker will conduct his confidential affairs on the sidewalk."

**EDWARD E. BRODIE, president National Editorial Association:**

"From the angle of the newspaper reporter, we are bound to conform to the belief that all conferences affecting public questions, even those of an international character, should be open, at least, to accredited representatives of the press.

"There is the other angle of the statesman or trained diplomat who, probably, would not feel the same freedom of speech, or action, in an open conference.

"The great trouble is, that results of conferences of various kinds are frequently based upon compromises and it is often necessary to compromise in order to arrive at any agreement whatever. It is doubtless true that negotiations leading to compromises would be more difficult in an open conference.

"Considering the matter from all angles, therefore, I am inclined to believe that the conference should be open but that it should have the right, as is customary in many legislative bodies, to go into executive session when the subject matter under discussion justifies it.

"I cannot approve of the idea of a press conference to proceed the disarmament conference. It appears to me that the press has ample opportunities to make known the desires of its people in the newspaper columns. After all, a conference of representatives of the press might mean no more than the individual opinions of the representatives."

**JUREY WOODSON, editor Owensboro (Ky.) Messenger:**

"I am very positive in the opinion that representatives of the allied and associated nations who will meet in Washington should conduct their conference with open doors."

**E. E. BURSON, editor Litchfield (Ill.) News-Herald:**

"It is my judgment that if good is to result from the coming peace conference, the doing of the conference should be open to the world, the people of the world informed of the action taken, and secure a report of the discussions through the reports of trained observers and reporters published in the press of the country. "It is my belief that if the conference is held behind closed doors, and only such matters made public as diplomats may select that any good that might result from the conference will have been nullified by such action."

**GEORGE W. MARBLE, editor The Fort Scott (Kan.) Tribune-Monitor:**

"I can conceive of circumstances that might render inadvisable the application of the policy of 'open covenants openly arrived at' in respect to acute diplomatic negotiations involving issues so sensitive that publicity might defeat sound and equitable conclusions. But I cannot

(Continued on page 34)



# \$85 IN PRIZES FOR YOUR CLEVEREST SALE

Every Salesman in the United States and Canada, No Matter What He Sells, is Eligible to Enter This Contest and Tell His Best Order-Winning Story

"MANY a good selling idea I've got in the smoking compartment of a Pullman or in the lobby of a hotel," said a salesman recently. "Hearing the other fellow tell how he did it has helped me personally, often, and has given me material with which to inspire my sales force. I wonder why some paper doesn't gather together a whole lot of stories, real stories, of salesmen's experiences and publish them. They would be of sound value to thousands of salesmen."

Very well, that is just what EDITOR & PUBLISHER purposes to do.

To stimulate salesmen who have really good stories to tell EDITOR & PUBLISHER offers three cash prizes—\$50, \$25 and \$10—for the three stories selected by a competent Board of Judges as the best.

#### • CONDITIONS OF CONTEST

The conditions of the contest, which will begin September 1, are very simple. They are:

1. The story must not be longer than 300 words.

2. It must be a bona fide experience.

3. Stories must be written and signed by salesmen working in the United States or Canada, and on the stationery of their companies.

4. Stories must arrive at the office of EDITOR & PUBLISHER on or before November 1, at 12 o'clock, noon, when the contest will close.

5. Literary merit will count for only 10 per cent in judging stories. Ingenuity and initiative shown by the salesman will make up the remaining 90 per cent.

Every salesman can look back upon some one of his sales as the cleverest piece of work he has done. Maybe it was not a large sale, and maybe it never resulted in a large account; but it was a sale that he wanted very much to make and it was not an easy one. It called for some specially clever bit of ingenuity, some flash of human interest, some quick thinking, some handling that was quite out of the ordinary. Perhaps he "sprung" his winning idea on the spur of the moment, perhaps he got it from somebody else and perhaps he dug out the idea himself with painstaking care and analysis. In any event he made the sale by something other than routine "plugging." He used his head and what is in it with winning effect.

No true salesman wants to keep all his ideas to himself. He passes them around whenever he meets other salesmen and he listens with not careless attention when they tell of theirs. He absorbs every good idea he comes across and he soon learns to throw the poor ones into the discard. The good ones find ready storage in the back of his head just where they can be made available in case of need. Some day, he knows, he'll find himself in a place where one of them will serve his purpose exactly. Then he'll pluck it out in the moment of opportunity and use it to take an order.

Many a customer upon whom some clever but legitimate stunt has been used thinks of it afterward and calls it inspiration on the part of the salesman. Sometimes he is right, but more often the "inspiration" is the result of careful thought and planning, or has come because the man who was selling remem-

bered and applied an actual inspiration about which he had heard another salesman tell. It is all grist that comes to the successful salesman's mill.

#### AN INVITATION TO ALL

With the purpose of furnishing this "grist" EDITOR & PUBLISHER invites all salesmen in the United States and Canada, no matter what they sell or where they sell it, to send in their stories of what each calls his cleverest sale.

No salesman will be unwelcome, whether he sells a tangible, manufactured commodity, advertising for an agency, white space for a newspaper or periodical, posters, bill boards, ideas, suggestions or service of any kind, books, life insurance, casualty insurance, direct-by-mail offers or any other thing that takes him out among buyers as a regular and legitimate occupation.

The only salesmen who are barred from participation in the contest are those connected with the staff of EDITOR & PUBLISHER. They have some good and beneficial stories to tell of their experiences, as is exemplified in the sample story given in the announcement of this contest appearing in the advertising part of this issue; but for reasons that must be obvious it was decided that they should not compete.

#### LITERARY MERIT NO CRITERION

Discussing the benefit to salesmen of the results of this contest in the narration of the experiences of salesmen, the Board of Judges, each of whom has had many years' experience in actual selling as well as sales managers, brought out the point that many a salesman of superior accomplishment and wide experience had not developed the faculty of telling the story of his cleverest sale in the limited number of words specified in the terms of the contest. It was decided, however, that their stories and the

benefit of them must not be lost to other salesmen.

It was agreed, therefore, that for judgment the language in which a story is couched should not be in any measure a criterion upon which to base judgment as to its merits.

For instance, one salesman, gifted with literary talent and schooled to terseness of expression, may tell about his cleverest sale in a style that would make it a veritable gem of a short story, standing out because of its literary merit rather than by reason of its value to other salesmen. On the other hand, one not so able as a writer might tell in manner less polished a story of far greater value in its practical application to the art of salesmanship.

So stories will not be judged in the least upon their literary merit, but solely upon the value to others of the experiences they relate. This basis affords equal opportunity for all to win first prize.

#### THE BOARD OF JUDGES

In seeking a Board of Judges for the contest consideration was given to selecting representative exponents in the fields where the greatest interest in the contest might be expected and to which the greatest value might accrue, and to find leaders who were public spirited enough to be willing to give the very considerable amount of time and attention necessary to careful and well-considered judgment.

EDITOR & PUBLISHER has been fortunate in getting the following men to serve in the capacity of the Board of Judges:

Mr. Don Seitz, Business Manager of the New York World.

Mr. William H. Johns, President of George Batten Company.

Mr. George W. Hopkins, General Sales Manager of the Columbia Graphophone Company.

## EVERY STORY CAN BE TOLD IN 300 WORDS

Alloys make bulk without increasing the inherent values of their component parts. The ounce of gold intermingled with silver weighs no more and is worth no more in itself because the object thus created has greater dimensions. And it is quite possible to so alloy a bit of gold with base metals that its value is not apparent to the senses and its presence is able to be detected only by analysis.

So it is with a story. The thought or idea intended to be conveyed to the mind of the reader may be so obscured by unnecessary words, facts or circumstances that the point of it, the life of it, the reason for telling it is arrived at only after hearer or reader has analyzed the whole offering, cast aside the extraneous introductions and stripped it to its soul.

Embellishments of stories have many useful attributes and applications, but they are out of place when the main object is to give to readers actual experiences in form best suited to mental absorption with the ultimate purpose of practical business application.

That is why the limit of 300 words has been placed upon stories to be submitted to the Board of Judges in EDITOR & PUBLISHER'S "My Cleverest Sale" Contest.

Realization is full that many will urge that to tell adequately how a clever sale was made requires exhaustive details concerning surroundings and conditions, descriptions of personalities and circumstances, conversation leading up to the climax and many other things that would add interest. They would add interest, undoubtedly, but the purpose of this contest is not to place before the salesmen of the United States and Canada interesting tales of experiences in the selling field, but rather to assemble brief stories of original and clever initiative that resulted in sales. If contestants will tell, bear this in mind, the stories, no matter what they may lack in extraneous embellishment or literary excellence, will be of absorbing interest and of enhanced value.

Therefore, this bit of practical suggestion: Tell your story any way you like, using as many words as may seem good to you. Then cut out every word that does not belong to the narrative in actually making the sale. You will find 300 words quite long enough; certainly you will find 300 words all you will care to read of the other fellow's story.

All are men of wide experience in their respective fields and of such high standing that their final decision cannot be questioned. Mr. Seitz will represent the newspaper salesmen who will compete, Mr. Johns the salesmen of the advertising agencies and Mr. Hopkins the salesmen of manufactured goods; and all are capable of judging the merits of experience told by salesmen in other and less intimate fields.

This competent Board of Judges will examine all manuscripts sent in. They will select the three experiences which appeal to them as showing the cleverest and best work on the part of the salesmen telling of them, even though they may not be the "best-told" stories. They will award prizes as follows:

\$50.00 for the first best.

\$25.00 for the second best.

\$10.00 for the third best.

Awards will be made very shortly after the close of the contest, at the earliest moment consistent with thorough examination of the manuscripts.

Announcement of the winners will be made in EDITOR & PUBLISHER as soon as possible after the Board of Judges have made the awards.

Naturally there will be a number of stories of merit and value besides the three that win the prizes. It is not the intention of EDITOR & PUBLISHER that these shall be lost simply because in the estimate of the Board of Judges they are not the best.

All stories, therefore, which display peculiar merit will be given to salesmen generally through the columns of EDITOR & PUBLISHER from week to week, without waiting for the decision of the Board of Judges, both before the contest closes and after the awards have been made. Publication, however, will not indicate the winners. It is possible, indeed, that the Board of Judges will so far disagree with the editor as to select a story thereto unpublished as the best sent in; and their judgment will obtain.

For every story printed in EDITOR & PUBLISHER we will pay \$1 to the writer, irrespective of whether or not it is one of the prize winners.

It may seem difficult at first to tell the story of "My Cleverest Sale" in the short limit of 300 words, but it is a matter of experience that it can be told, and well told, within that space. As an indication of what can be done in this respect contestants are directed to the story told as a sample in the full-page announcement of this contest in another part of this issue. At first this story was told in about 1,000 words. Unnecessary, though interesting, details were then cut out. The finished story, according to the salesman who told it, contains every element of importance that entered into the transaction. It was simply a case of cutting out amplifications and description and leaving in the parts that would be valuable to other salesmen.

The contest will open with September 1, and will close promptly at noon November 1. Stories received after 12 o'clock noon, on the latter date cannot be considered by the Board of Judges.

All stories should be addressed to WALTER SAMMIS, Associate Editor, EDITOR & PUBLISHER, World Building, New York City.



## BRIDGEPORT PAPERS HIT BY STRIKE

Printers Refuse To Set City Voting List, Which Post Secured Over Bid of Union Head, Publishers Declare After Walkout

(Special to EDITOR & PUBLISHER)

BRIDGEPORT, Conn., Aug. 22.—The Sunday Post of August 21 and the Telegram and the Post of August 22 were issued under difficulties due to a strike in the composing room. The management promises continued publication despite the strike. A statement issued by the publishers follows:

"Because employes of the composing room of the Post Publishing Company were asked to set up the voting list of the city of Bridgeport in order that it may be printed as the law requires, a strike was called by the Typographical Union on Saturday night and a number of linotype operators and compositors quit their posts.

"The strike was intended to prevent first the publication of the Sunday Post and subsequently of the Telegram and Daily Post. While the official representatives of the union were assuring the publishers that 'no final action would be taken until next week,' other representatives of the union were calling upon the printers at their homes and forbidding them to go to work.

"The strike failed of its purpose for the Sunday Post was published as usual and the Post Publishing Company will continue to print its papers without regard to the arbitrary action of a portion of its employes. The public is requested to be patient with any temporary shortcomings while gaps in the ranks are being filled up.

"The voting list of the city of Bridgeport has been set into type in the composing room of the Post Publishing Company for many years. No other plant in the city is equipped to handle this job in the time allotted. Some weeks ago the president of the Typographical Union called upon the registrars of voters and solicited this work for his own firm. He was refused on the proper ground that he did not have the forms and equipment. The work was then declared to be 'unfair' and the compositors of the Post Publishing Company were forbidden to handle it.

"Six men who handed the voting list back to their foremen, refusing to set it, were discharged a week ago. Last Thursday night four other men refused the overtime work necessary to get the advertisements of Bridgeport's merchants ready for Friday's papers, although the union's contract required them to set this work. These four were likewise discharged. The union insisted upon the reinstatement of the discharged men. The publishers agreed to take back the first six, if they would set the voting list now and in the future. The union refused to permit this and called a strike Saturday night to enforce its position.

"It is the intention of the Post Publishing Company to produce the voting list of the city of Bridgeport in the time required and to continue the publication of the Telegram, Post and Sunday Post without further regard to the interference of the Bridgeport Typographical Union."

### TOWN LEAVES SHAFFER GROUP

Watab Paper Company Will Get His Full Time—King Also Resigns

CHICAGO, Aug. 22.—David E. Town, since 1914 general manager of the Shaffer group of newspapers, has resigned and for the present will devote his entire time to the Watab Paper Company, of which he is president. C. F. King, for several years with the Shaffer group as promotion manager and director of foreign advertising, has resigned, to assume a similar position with the Louisville Courier-Journal and the Louisville Times.

Mr. Town announced his resignation in a brief statement made public this week. There was no announcement as to his successor or concerning other changes in the Shaffer organization and at the Chicago Evening Post, where the general manager's office is located, no one was authorized to discuss the matter in the absence of John C. Shaffer, the owner, who is in the mountains in Colorado and could not be reached.

The Shaffer group includes the Chicago Evening Post, the Denver Rocky Mountain News and Denver Times, the Louisville Herald, the Indianapolis Star, the Muncie Star and the Terre Haute Star. Mr. Town, who is a native

of Cleveland, became general manager in 1914 after serving from 1903 as business manager of the Chicago Evening Post. Soon afterward he was elected a director of the Associated Press. He began newspaper work in Chicago twenty-one years ago.

### G. O. P. FLORIDA DAILY MOVES

Winter Park Weekly Post Will Be Foundation for New Paper

WINTER PARK, Fla., Aug. 19.—Winter Park and not Orlando, Fla., will be the home of the new Republican Daily newspaper for Florida, according to a statement by J. H. Wendler, president of the Florida National Publishing Co. The company, it is said, has entered into contract to purchase the plant and real estate of the Winter Park Post, a weekly, which is to be converted into a daily. A leased wire telegraph service will be used by the Post, it is said. The original announcement of plans gave Orlando as the proposed home for the new Republican sheet. Orlando, which is located four-and-a-half miles from Winter Park, now has both morning and afternoon memberships in the Associated Press. Whether or not this caused the selection of Winter Park, a strong Republican town, over the more largely populated town of Orlando, has not been stated. Orlando has a population which varies, summer and winter, from ten to twenty or twenty-five thousand while Winter Park's population is estimated from three to five thousand.

### Brooklyn Times is Seventy-Five

The Brooklyn Times on August 22, celebrated its 75th anniversary. It was established in 1846, as the Williamsburg Times, serving the section of that name and became the Brooklyn Times seven years later. Until recent years the Times had specialized in the news of the field where it had been started, but its present proprietors who purchased the paper in 1911, moved it to a newer center and broadened its appeal.

### Los Angeles Times Cuts Price

The subscription price of the Los Angeles Times will be reduced from \$1.05 to 90 cents per month on September 1. This reduction, the Times says, is made in the belief that every enterprise involving trade with the public must do its share to bring back normal price conditions as soon as business conditions warrant such a step.

### SEE NEW RACE DOPE FIGHT

Newspaper War in New Orleans Expected When Legislature Meets

NEW ORLEANS, La., Aug. 24.—The fight to prevent the publication of race horse dope in newspapers of this state or its dissemination in any other manner will be carried to the legislature when it convenes in September, it is learned. If history repeats itself, the state will see a violent newspaper battle on the issue, such as was fought during the constitutional convention of Louisiana some weeks ago, with the Item supporting the bill, and the Times-Picayune and States opposing it.

The constitutional convention first wrote the measure into the constitution, then erased it. The bill now being drafted is the most drastic in its provisions of any that has yet been offered in this state. It prohibits the publication, possession, communication or dissemination of racing dope in any form. It specifically provides that racing dope cannot be distributed in any printed, written or typewritten form, in the form of charts, forecasts, odds sheets, racing results, or tips. It also specifies that telephones and the telegraph cannot be used within the state for the transmission of racing dope.

Violation of the law is made a misdemeanor punishable by a fine of \$100 to \$300, or imprisonment of one to three months.

Telephone companies are made a responsible party to the violation of the law and are required, on notification of the district attorney, to remove telephones from the premises using that method of securing racing dope or distributing it. The manager of the telephone company is subject to a fine of \$50 to \$100 if he fails to remove the phone.

### CHICAGO TRIBUNE CUTS SPORTS

Professional Ball Will Cede Space to Notes of Amateurs

The Chicago Tribune on August 24 declared that it had curtailed its professional baseball reports in favor of other sports, particular amateur games. Hereafter it will restrict its reports of home team games to half a column and of other games to summaries. Continuing, the announcement says:

"Two or three hours in a ball park do not take anything off the waist line of

the spectators or add anything to chest measurement. Professional baseball is a stimulus for boys, but journalism has overfed it with space.

"Amateur sports seldom produce the ability of professional sports, but they produce sound citizenry."

### WOMAN HEADS TENNESSEANS

Weekly Publishers Discuss Methods of Increasing Incomes

Mrs. C. O. Helms, of Morristown, was elected president of the East Tennessee Press Association at its recent annual meeting at Rockwood. J. U. Snyder, of LaFollette, was elected vice president, and Harry Haynes, Tazewell, secretary-treasurer. LaFollette was chosen as the place for the next meeting, and Sevierville will invite the 1923 convention.

Helpful talks were made, some of the strong points brought out including: benefit of the section in EDITOR & PUBLISHER on "Tips for Ad Managers;" that it would be fair to charge for contributed obituaries which exceed a certain length; that churches should pay for items of an advertising nature; that "a country printer has the right to enjoy the comforts of life and make a decent living the same as anyone else," and should charge enough to enable him to make a profit; that business men should patronize the home printer; that personal mention items are what the readers of a weekly paper want; and advocating adequate compensation for publication of acts of the legislature.

### T. P. A. Names New Officers

At a special meeting of the executive committee of the Technical Publicity Association, New York, the resignation of G. W. Vos of the Texas Oil Company as vice-president was accepted. Cyril Nast of the New York Edison Company, elected second vice-president at the last general election, was chosen first vice-president to succeed Mr. Vos and M. P. Gunion of the Hyatt Roller Bearing Company was elected to succeed Mr. Nast as second vice-president.

### Great Printing Plant for Chicago

Plans for the erection in Chicago of the country's largest printing plant were announced this week by the Cuneo-Hunneberry Company, who turn out the western editions of several large publications. One of the company's tasks hereafter will be the printing of The Saturday Evening Post for western distribution.

### Polk and Lawson on Pulp Board

Frank L. Polk, former under-secretary of state, and Victor F. Lawson, publisher of the Chicago Daily News, are understood to have been selected as two of the five members of the commission to negotiate with a Canadian body on the question of exporting wood pulp from Canada to the United States.

### Sunday Paper For Middletown

The Middletown (Ohio) Journal, which has been publishing evenings except Sunday, on September 4, will begin the publication of a Sunday morning paper, eliminating the Saturday afternoon edition.

### Bußer Citizen Suspends

The Butler (Pa.) Citizen, morning newspaper, ceased publication August 18, assigning high operating costs and present business conditions as the reason.

## LIBEL—

UNBECLOUDED by the verbiage with which courts and barristers usually clothe their definitions of it and written with the sureness of statement that only long experience as a reporter and desk man can give, will be discussed by Robert W. Baxter, for many years on the staff of the New York Herald:

"My Cleverest Sale"—the first stories by the men who are pitting their brains against the other fellow's prejudice or lethargy—three-hundred-word groups of ideas that have sold goods when every-day methods failed;

"Trying a Billiard Shot in the Corner Pocket"—the final article on insurance advertising by Quentin Dunoyer, with a story that lives up to its title;

These, and three hundred other items of timely interest, in

EDITOR & PUBLISHER

NEXT WEEK

## CLASSIFIED MANAGERS SHOULD FOLLOW DEPARTMENT STORE METHODS

Both Have Goods To Sell, Both Need Customers, and the Best Way for Both to Dispose of the Goods Offered for Sale Is to Let People Know About Them

By L. J. BOUGHNER

Classified Advertising Manager Chicago Daily News and President National Association Newspaper Classified Managers.

ANY PROBLEM that can be analyzed can be solved.

If a doctor can diagnose an ailment correctly writing the prescription is only a matter of routine. So with classified advertising. If we know exactly what we want, getting it is merely a matter of routine.

What is it that we want? To print more "want ads." Well, if we are to print more "want ads" we must induce more people to give us those ads, and there are two kinds of people we can reach:

1. The dealer; the man who buys and sells used automobiles, used clothing, used furniture, etc.; the employment agency, the real estate agency, the rental agency, the hotel, the regular boarding house, etc.

2. The transient: the man or woman who hires help for his own use, who is selling his own car, his own discarded furniture, his own idle machinery; who is disposing of his own piece of real estate or renting his own apartment, or a spare room, etc.

### EASY TO DEVELOP

The business of dealers is relatively easy to develop. They advertise every day, whether it is automobiles, jobs, or furniture, and they know a good deal about advertising; so if a paper has genuine merit the job is as simple as that of developing display advertising—make a list of all the prospects, publish a good newspaper, hire expert salesmen and go to it.

That part of the problem, then, can be dismissed—the more easily because the dealers' advertising has very little influence on the transients' advertising. In fact, the presence of dealer advertising to a dominating extent will actually discourage the transient from using the same columns.

The transient business is the hardest part of the problem, but it can be solved.

There are many reasons for wanting this business. Once established its solicitation cost will be small. Every ad will come from a reader and give other reader's service. It will not be seriously affected by depressed business conditions. These are only three reasons, and there are many more.

Let us see what the problem is:

Somewhere in this city is a woman who, as I write these lines, has just come to the decision that she will not need her wardrobe trunk any more, that she might as well get its value in cash and be rid of it. I don't know her name or address or the thing she has to sell or the nature of her decision, but as I write she is going to the telephone to call up another newspaper and give that newspaper an advertisement offering the trunk for sale.

Passing for the present an analysis of all the causes that have made her call one paper instead of another, let us follow her through to the end of the transaction. She believes she has taken the best possible step toward selling her trunk and tomorrow, when her advertisement appears in the other newspaper, she will still think so. So, if a telephone girl calls her up, about all she can do is to predict that she won't get any in-

quiries and to tell her that she should have used our paper in the first place—in other words, to question her judgment in placing her ad in the other paper. That won't get us very far. The woman is already committed to the other paper and she must, if she has any strength of purpose whatever, wait until she sees whether results fail her.

The futility, in the case of a purely

Talk about the inefficiency of circulars as you will, it is sure that if a woman is determined to sell a trunk, she will read all that reaches her bearing on that transaction. The mails are your best means of getting the business.

Send a well-worded letter or circular to her address the moment her ad appears in the other paper. Make her feel that, no matter what happens, a better medium is "just around the corner," waiting for her action. If she sells through the other, you've told your story. If she fails to sell, you've invited her to try a better plan. Because of the much greater number of people reached and the absolute certainty of reaching them all, the mail is much more efficient and much cheaper than the telephone.

Nothing said here, of course, affects your policy of soliciting repeat orders of your own ads, nor advertisements of

purchase of these things daily, immediately, all these years. The sister has just responded.

Have we been advertising, year in and year out, the desirability of advertising in our columns, among other things, trunks for sale? Have we been advising this daily, immediately, all these years? If we have, the woman will respond today.

### IT HAS MADE THEM GREAT

The thing that has made the great department stores great will make newspapers great—good goods properly advertised. Your goods consist of space in the classified columns. The proper way to advertise this space is in your own display columns.

There is another way in which the duty of newspapers in promoting classified parallels the functions of the department stores.

It is not difficult to picture the classified section as an immense department store, divided into sections and the sections equipped with shelves. On one shelf are jobs, on another furnished rooms, on a third houses and vacant lots; on others are automobiles, courses of instruction, machinery, lost articles, men who want situations, animals, birds, motorcycles—everything the mind can think of. The goods are extremely valuable—\$1,000,000 worth of real estate a shelf, \$100,000 worth of automobiles, rooms that rent for \$3,000, jobs that will pay millions of dollars to those who buy them.

These goods have all been brought to this store on consignment. The man who owns the store (the publisher) charges a nominal sum, according to the space occupied and the number of days the goods are allowed to remain in stock. If the goods are not sold in a few days that they are on sale in the store their owners can come and get them and take them over to another similar store. The owner of the store has no control over these transactions.

If this picture that I have drawn were real; if, instead of these goods being represented each by a few lines of type and called "advertisements," they were brought in their physical actuality to the newspaper office and put on display, it is obvious that the newspaper would go to great lengths to advertise for buyers. Its duty is no less obvious because the goods, instead of being brought to a central point, are allowed to remain scattered throughout the city and only the descriptions centralized.

Take the case of the woman with the trunk again. On the day that her ad appears there are a good many readers of the paper who want just such a trunk. Unless these readers have been informed by our publicity from time to time that such things as trunks, good enough to serve the purposes they have in mind, are for sale in the classified columns they never will think of looking there before they start to shop. So, the publicity devoted to promoting classified advertising should be directed toward two classes of people, prospective voluntary advertisers and prospective buyers.

This is the analysis of the problem—the diagnosis of the ailment. Now any good advertising man can write the prescription—when the ads shall run, how they shall be written, how many shall be devoted to this classification and how many to that, what portion shall be directed to readers and what to advertisers. These are details, and details are for each newspaper's handling.

The important thing is to have the prescription used.

It isn't, a postmortem will follow the diagnosis.

The thing that has made the great department stores great will make newspapers great—good goods properly advertised.—L. J. Boughner.



transient advertiser, of soliciting the other paper's business immediately after publication is obvious.

But suppose the telephone girl waits a couple of days. Two things will have happened—either the woman will have sold her trunk, or she will not. If she has, all the telephone girl can do is to congratulate her on her success and then tell her that our paper is just as good as the other—a rather lame solicitation.

### SHE'LL TRY AGAIN

The only time telephone solicitation can be effective, then, is when the woman has had a real opportunity to sell the trunk and has failed. At this point she is either going to re-advertise in the paper she first selected or sell it to a second-hand dealer or advertise in our paper. If she has reached the last decision, the telephone girl will get the ad.

Now, we have a question of efficiency to consider. Let's analyze further.

If a hundred women advertise trunks for sale in another good paper, how many of them will fail to sell the trunks in a reasonable time? How many of these would advertise in our paper, even without being solicited by telephone? With how many of those who need solicitation, can the operator get into satisfactory touch—due to busy signals, absence from home, etc.?

The truth is this: Telephone solicitation of ads in other papers, judged from its immediate returns, is inefficient and expensive. It is a sales plan universally rejected by other lines of business. It would shock most publishers to check the cost of the average ad solicited by telephone from a lead.

regular dealers. Those are other problems. We are now considering only transient ads that appear in other papers.

### WHAT'S THE INDUCEMENT?

It's peculiar, of course, when you think of it, this seeking for business that appears in other papers. To find a parallel you would have to imagine a department store posting pickets at its rival's doors and buttonholing every customer as he came out. Wouldn't that be ridiculous? You'd ask: "Why not develop your own customer?"

So, we are brought back to the thing we passed by a moment ago: What was it induced the woman to call the other paper in the first place? I shall answer this question by asking another one. What is it induces a woman to go to a certain department store instead of another one when she wants to buy some staple article?

Publicity, of course. Her entering that particular store is the result of weeks, months, perhaps years of advertising done by that store.

This woman who has just decided to sell her trunk is in no wise different from her sister, who has just now decided to buy a rug. We don't know her name; the department store doesn't know her sister's name. We don't know her address; the department store doesn't know her sister's address. We don't know what she is going to advertise; the department store doesn't know what her sister is going to buy. But the department store has been advertising, year in and year out, the great desirability of the things that it has for sale—among others, rugs. It has been advising the



## ALL CONTROLLING FACTORS IN BUSINESS POINT TO EARLY REVIVAL

Reader of Signs of the Times Finds That Period of Depression is Almost Over and Will Be Past Before the New Year Is Ushered In

By RAY VANCE

Secretary, Brookmire Economic Service, Inc., New York

AT LAST analysis the goal of the advertising man's job is to move goods. By the exercise of his ingenuity he accomplishes this object in a thousand different ways, but whether he is presenting arguments for an immediate sale or for cultivating good will to be used over the next ten years, the fundamental object is the same. He must take conditions as the producing end of the business offers them to him and move his goods under a condition of demand which exists in the general business world at that time.

It makes no difference whether the business accomplishment on which you have set your ambition is laying a transcontinental railroad or breaking the sales record in one-man territory. The force to get you to the goal must come from the initiative of the things which have been used as a method of judging the infinitely more important things yet to be.

This seems a strange time to urge an American business man to look ahead, for some eighteen months ago most of our business men were looking ahead with the greatest confidence they had known in years; yet the last half of 1920 will always stand out in their minds as a time when business plans came crashing to the ground and lofty expectations turned into deep business depression.

### MUST DEPEND ON FACTS

The thing I want to get across in this article is the difference between business dreams unconnected with facts, on the one hand, and constructive imagination applied to the forward planning of our business, on the other. The plans we had a year ago were much like the resolutions passed by the village fathers of an Irish municipality who gravely endorsed the following resolutions:

1. *Resolved*, That a new jail be built.
2. *Resolved*, That the old jail be torn down and the stone used in building the new jail.
3. *Resolved*, That the old jail be used until the new one is finished.

You can't use your rocks in two buildings at the same time, and you can't expect your business plans to work out if you refuse to connect them up with facts.

Just because we have had some unpleasant suppressions in the business world during the last eighteen months a majority of our business executives have joined the ranks of the pessimists. During the past month or so I have heard with increasing frequency the statement that this fall is to see a financial panic in the United States.

### SHADOWS THROWN BEFORE

No man can tell in advance just what business conditions of any particular month are to be; but experience has shown that great business changes, such as a panic or the beginning of great prosperity, are clearly foreshadowed by other events which occur months in advance of them. The three factors which produce financial panics are:

1. An over-extension of bank credits and commercial credits.
2. An over-supply of goods ready for use without an increased market; in other words, a bad inventory position.

3. The element of surprise which comes to men who have expected prosperity to continue indefinitely and who, when suddenly finding themselves confronted with a depression, are apt to give way to the hysterical fear which we call business panic.

Eighteen months ago two of these conditions were present. We did have most tremendously extended bank and commercial credits and we did have a psychological attitude in business which was

There never was a panic which came to a head a year after a business depression had started, and I do not believe there ever will be.

Even eliminating the idea of a panic, let us ask: Is this business depression to last much longer?"

There are six fundamental conditions which tell when a business depression is about to start or when it is about to finish. These are:

1. **SPECULATION.**—When the people of any country are giving an abnormal amount of their time and of their resources to speculative activity, then, other things being equal, we may expect that we are nearing the beginning of a business depression. Conversely, when speculation is relatively low the time of better business is near at hand.

### LIVING STANDARD A GUIDE

2. **PHYSICAL VOLUME OF DOMESTIC GOODS.**—The people of any country tend to have a standard of living which be-

comes almost a habit. Therefore, when the physical volume of goods moving into the domestic market is more than the average, it is likely that goods are accumulating in especially heavy inventories and that business depression is near at hand. Conversely, if the physical volume of domestic goods moving into the market is smaller than is necessary to maintain the habitual standard of living, then inventories are probably being cut down and the beginning of better business is near at hand.



Mr. Vance is not a shouting optimist, but as he sums up business conditions he sees an end to depression within the next few months, though no startling boom. The situation now, he says, is exactly the reverse of what it was eighteen months ago, which, he argues, means a reversal of the slump from which the country has been suffering.

certain to be surprised by a collapse of values some time during the summer of 1920. For the fact that we did not have the panic on account of these conditions, we may give part of our thanks to the Federal Reserve Banking System and part to the fact that while our inventories were larger than the 1920 demand, they were not really far in excess of our normal consuming demand and were quickly fairly well absorbed even in a period of depressed demand.

### INVENTORY POSITION HEALTHY

During the intervening time, the discounts of our Federal Reserve Banks have declined more than 30 per cent and the loans of our private banks more than 15 per cent. The inventory position has become not only healthy but even optimistic, and surely the danger of surprise from depressed conditions vanished more than a year ago. The conditions which produce a panic are not present in either the United States or Canada at the present time.

But some pessimistic friend will say they are going to have a panic in Europe and we shall feel it here.

The American or Canadian business man gets relatively less detail and relatively less accurate information regarding European conditions than he does regarding domestic affairs, and is, therefore, more likely to hysterical fears regarding them; but actually the movement of conditions in Europe has been very closely parallel to that on this side of the Atlantic. Credits have been reduced, inventories have been liquidated and the shock of unexpected depression has already been met.

### A GOOD INDEX

5. **COMMERCIAL PAPER.**—Introducing still a further qualification, it is sometimes possible for purchasing power to be created through credit extension so that prosperity may go on even though existing bank deposits are being turned over too rapidly. The best index of this is the rate for commercial paper in the United States, which we shall use as a fifth test.

6. **FOREIGN MONEY.**—Since the money market is international, we shall introduce as our sixth test the commercial paper rate of Great Britain, which is the only real international money market outside of the United States at the present time.

Eighteen months ago, when the present depression was about to begin, we had the greatest speculation this business generation has ever seen. We had the highest money rates in this country and in England that this business generation has ever seen, and, though most of us did not realize it, we had the most rapid turnover of bank deposits that this generation had ever seen. All four of those factors were decidedly unfavorable. The volume of domestic goods moving into the market was just about average, so that the factor gave no indication whatever and the ratio between exports and imports was decidedly favorable. We had, then, four unfavorable, one neutral and one favorable factor.

Those who planned for business expansion under such conditions were indulging in a business dream rather than using their constructive imagination.

### SUMMING THEM UP

At present we have speculation far below normal, the lowest physical movement of goods ever experienced by this business generation, the turnover of bank deposits lower than at any other time since 1908, and a ratio of imports to exports still somewhat on the favorable side.

Against this, we have commercial paper rates somewhat above normal in this country and the same condition abroad, although both rates are becoming more favorable each month.

We have, then, four favorable and two unfavorable factors. This condition has existed for nearly seven months now, and business experience proves that when such a balance of fundamental conditions become favorable, return to better business conditions is rarely delayed more than seven months and has never been delayed more than ten months.

I do not want to be misunderstood. Business is so bad now that we must not expect it to become normal during the current year, but I have no hesitation in saying that the present depression either has already reached its extreme bottom or else that it will do so within the next two or three months, and that before the close of the present year we shall have a distinct upward tendency.

To be getting ready for that better condition is a lot more profitable than building cyclone cellars against the possibility of a panic this fall.

### Scott Press Strike Ended

Employees of the Walter Scott Printing Press Company, who have been on strike for several months, returned to work August 25, after accepting a compromise offer. The men struck when the scale was cut from 80 to 70 cents an hour and return at a scale of 72 cents an hour.



## ADVERTISING STAFFS ON SALARY BASIS ON MOST DAILY PAPERS

**Salesmen On 25 Papers In Cities of 100,000 Average \$46 Weekly— Only Two Have Commission Plan—Permanent Service Staff Urged**

By FRED MILLIS

A RECENT survey made under the auspices of the National Association of Newspaper Executives shows that there is not the wide range of difference between salaries of local advertising solicitors in the larger cities and the smaller towns of the country.

The average salaries paid advertising salesmen on 25 newspapers in cities of 100,000 or more is \$46 a week. The average salary paid salesmen in 15 cities smaller than 100,000 is \$40. Of course there are less men per paper in the smaller cities.

Only one paper in the country according to the information secured in the questionnaire is handling its men on a strictly commission basis. This paper gives its salesmen a drawing account of \$35 a week, then settles quarterly with its salesmen by paying commission only on collected accounts. Another paper in addition to the salaries which average \$40 gives its local salesmen 1½ cents per inch per month on all local advertising run in the paper of more than 20,000 inches. These were the only two papers in the country that are not operating on a straight salary basis.

Another very interesting thing revealed in the questionnaire was that newspaper advertising men do not switch from one business to another with the frequency that is commonly supposed. The average length of employment of the solicitors in papers in 35 cities and 56 papers was a little over four years. There is hardly an industry in the country that can show such a slight turnover among its salesmen.

That regular staff meetings is the practice of papers is shown in that only three out of the entire number reported that it was not their practice to hold meetings.

It is a fact, however, that considering the intelligence, initiative, selling ability and actual hard work required of the local advertising salesmen, that they are not overpaid in the least. On the other hand, comparing the remuneration in the local advertising field with the remuneration of selling other merchandise and service newspaper salaries are somewhat below par.

Yet there is an attraction about the newspaper business that grips one and holds one even though he realizes that he could make much more money in other lines of businesses.

Newspaper hours are long. The stated office hours for the papers interviewed average a little less than 8¾ hours a day on a six-day basis.

Many papers specified in answering that in addition to their stated office hours that work must be continued until finished, no matter what time it took. Small morning papers for the most part have office hours for their salesmen of from 8 to 6. The evening papers on the other hand in the smaller cities show shorter hours with the most of them from 8 to 5:30. In the larger cities the office hours are from 8:30 to 6 in the morning field, and from 8 to 5:30 in the evening field. Another very important factor is that the average newspaper advertising department does not realize a lunch hour. The salesmen are supposed to merely grab a bite whenever the opportunity presents.

**A**n excellent man will be available October 1 for the position of business manager or advertising manager of a daily newspaper. He has shown 95 per cent increase during his first year, and 175 per cent during his second year as advertising manager in his present connection. He is 35 years of age, and can furnish high-class references covering ability and integrity as a high-grade producer and executive. Any newspaper interested can communicate with President A. L. Shuman, of the N. A. N. E., care of the Fort Worth (Tex.) Star-Telegram.

Only four out of the papers interviewed stated that it was directly against their policy to not promote men. Forty-one of them stated that they followed constant policy of working their men up from the classified to the display department.

In this article no effort is made to report anything other than the facts as they were given in by the papers. Classified advertising managers are now taking the position that classified should not be merely a feeder for display advertising salesmen and that classified salaries should be on par with those in the display department. The sales expert might contend that newspapers allowed their men to get into ruts by paying small salaries, enforcing long hours, by the holding before the men the idea of permanent employment.

These questions, however, should not be thrown open in an article such as this whose purpose is merely to reflect

## BUSINESS PROMOTION IDEAS

**T**he Passaic (N. J.) Herald, turned a sultry summer day, into one of the biggest shopping days in months by planning a "Herald Community 50 cent Bargain Day." Attractive red and white pennants were distributed to all merchants entering the campaign. Besides securing about a thousand additional inches of advertising in the two days preceding the bargain day, the Herald made many new friends among the merchants, and cemented a few older friendships as well.

Through the efforts of the Duluth (Minn.) Herald, hundreds were attracted to the Minnesota Point Beach of that city by getting the owners of concessions to co-operate in an advertising campaign. An association of concession owners was formed and artistically arranged advertisements placed in the papers. Realizing the advantages of co-operation as pointed out by the paper, the owners of stands and dressing rooms also erected diving boards and other apparatus.

Advertising managers at Duluth, Minn., where the weather is exceedingly changeable, take advantage of the weather to put across sales. As an illustration, the weather man predicted exceedingly cold weather for August 19. On that day, through the foresight of publicity men for the retail stores and the advertising staffs of the two newspapers an unprecedented number of advertisements offering special reductions in furs were advertised. The de-

partment stores expressed satisfaction and thanks to the newspapers for good business on that and following days.

The Chicago Daily News announces a \$30,000 scenario contest, the largest ever held. Of this amount \$10,000 goes to the writer of the best manuscript submitted. The remainder is divided into ten \$1,000 prizes and twenty \$500 prizes.

The Lawton (Okla.) Constitution recently issued an airplane edition, a local aviation firm distributing the papers to suburban towns.

Newspapers of Bridgeport, Conn., co-operated in another general city dollar day campaign on August 16.

Under the headline "Helene Goes Shopping" the News-Tribune of Duluth, Minn., conducts an attractively illustrated page giving in a newsy way what each of the concerns has to advertise. A number of concerns that otherwise would not advertise do so in this way. To order through the Helene service, the Tribune has issued the following instructions:

Give particulars as nearly as possible when ordering. Give choice of colors and materials. Be sure to send correct measurements. Send ample money and if there is a balance it will be returned to you promptly.

Protect yourself by sending either check or money orders made payable to Helene, the Shopper.

Give full address, and write plainly. Send money enough to cover postage as articles cannot be sent on approval.

very accurately facts about the local advertising departments of newspapers.

ADVOCATES of the abolition of the agency commission system fail to realize that publishers and advertisers look at this question from very opposing attitudes.

The publisher looks at the agency man as his representative. On the other hand the advertiser looks at the agency man as his. Before the question of abolishing the agency differential is settled the question of who employs the agency should be considered.

Agencies naturally are opposed to the abolition of the differential because the standardizing of their compensation has eliminated a vexing sales problem. If the agency commission was abolished the question of remuneration would be a continuous source of annoyance to the agency.

The advertising agent performs a very distinct service, but one which is hard to measure. The energetic proponents of the establishing of a fee basis for the agency business should first answer the question of how much is a doctor worth.

Frankly, a doctor gets what he can. He charges one man \$1,000 for the identical service that he charges another \$25.

The advertising business will come to a sad strait in this country when the agencies are forced to base their remuneration on what they can get.

The argument that the fee basis used in England is about the best one that has been heard so far, of leaving the system alone as it is in the United States at this time. England is at least a fourth of a century behind this country in its advertising and its advertising machinery.

The great advertising agency institutions that have grown up in the larger centers are very valuable assets not only to the publishers of this country but to the large distributors of merchandise.

They certainly are worth their hire. The thousands of fortunes that they have built for clients, the thousands of products that they have taught the people of the country to buy and use, the economies in distributing which they have effected justify their existence.

They need no references either for their present standing or for their methods of conducting their business.

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### Issue Educational Directories

The New York Evening Post and the Brooklyn Daily Eagle issued educational directories this week. The Post's feature was printed in tabloid form and folded with the Saturday literary review section, but the Eagle abandoned its usual tabloid directory and made it a regular section of the August 25 issue.

# WHERE JARGON OF SALESMANSHIP, NOT OF ADVERTISING, SELLS SPACE

The Vernacular of the Publishing World is a Strange Babel to the Insurance Man But the Language of "Scientific Selling" is His Mother Tongue

By QUENTIN DENOYER

EDITORIAL NOTE: The author of this article has been identified with the insurance business for many years, probably being best known among insurance men as a writer on insurance subjects. He has been associated with one of the leading insurance papers in the country, in an editorial executive capacity for a number of years. This is the fourth article in a series. Another will appear next week.

TALK advertising in the vernacular of the ad world to the insurance agent, a business man who is becoming a better, advertising prospect for the newspaper, and considerable of the meaning is lost between the lips and the ear.

Talk advertising in the jargon of so-called scientific salesmanship and the message gets over.

The insurance agent has been fed up pretty well on sales analyses, psychology and near psychology, and all of the worth while and worthless things that have been written and said about face-to-face selling. He has had it drummed into him by special agents, supervisors of agents and agency superintendents—field executives who are numerous in the insurance business and who are, in the language of the merchandising world, traveling sales managers.

The agents have heard all about it at conventions, dinners and lunches. Some agents have been taught it in schools and by correspondence courses. They have read about it in insurance journals, house organs, sales manuals and series of circular letters.

Insurance agents believe that there are five steps in a sale: (1) approach, (2) getting attention, (3) arousing interest, (4) creating desire, and (5) getting the signature on the dotted line.

If the insurance agent is told that systematic advertising makes the approach easier, increases the percentage of prospects whose attention can be secured, can create interest on the part of some before the personal call is made and can even strike the spark of desire in others the story of advertising is understandable, sounds plausible and does interest him. The advertising man who says that advertising will do more will, in the majority of cases, lose.

The insurance man is pretty well convinced that advertising will not bring people to him seeking insurance. The ad man's expressions, "consumer acceptance" and "consumer demand," cannot be successfully substituted for an explanation of the same things in the terms of personal selling.

The insurance agent can be shown that advertising, even though it will not complete insurance sales, only accelerate them, is worth while. He could see the advantage of advertising that might reduce the amount of time spent in explaining and urging insurance to each prospect.

Systematic, rather than sporadic advertising should appeal to insurance men. They believe in systematic soliciting, in seeing so many people every day. Not all of them make the allotted number of calls each day, but they believe in the plan.

The application of the law of averages to advertising is a topic that will interest an insurance man. The law of averages is the basis of his business. He can be told that a definite percentage of the people who read the paper will see the insurance advertisement, that a definite percentage will read the message, and that a definite percentage will be interested. He knows that among

the life insurance policy-holders of a company a certain percentage will die each year, that of the dollars taken in for fire insurance a certain percentage will be required for losses over a period of years, and that the percentage of people who have accidents each year runs very evenly.

The theory that advertisements during a campaign will average up will also interest an insurance man. He will be able to see that some pieces of copy will be much more resultful than others, but that persistency in advertising will give him an average result.

## CHANGES ON DETROIT TIMES

Burkhardt, Adamson and Other Executives Join Other Newspapers

(Special to EDITOR & PUBLISHER)

DETROIT, Aug. 23.—Several new faces appeared this week in controlling positions on the Detroit Times, which last week went into receivership.

M. E. Adamson, former business manager of the Winnipeg Tribune, who joined the Times as business manager last fall, was relieved of his position by James Schermerhorn, publisher, and Edward H. Roemle was appointed advertising manager, Mr. Schermerhorn becoming general manager.

William N. Burkhardt has resigned as managing editor and has been replaced by H. C. Walker, former sporting editor, who held the position a year ago be-

fore Burkhardt came to Detroit with Adamson. Burkhardt has been appointed assistant managing editor of the Cleveland Press.

Leslie J. Pigott, former news editor of the Times, has joined the Scripps-McRae forces in Denver, together with Francis Osborne, police reporter. They will take positions on the Denver Express.

John J. Barker becomes news editor. Marshall B. Walker has succeeded Rex F. Glasson as city editor.

## JULY LOSS WAS 12.3 PER CENT

Los Angeles and Washington Only Show Lineage Gains

Los Angeles and Washington are the only cities in which the newspapers carried more advertising lineage in July, 1921, than in the same month last year, according to figures covering 120 newspapers in 26 cities. Of the newspapers listed gains were made by 17. The July, 1921, lineage was 81,051,544 lines, which was 11,351,106 lines below the July, 1920, level, or about 12.3 per cent loss. There were five Sundays in July, 1921, against four in July, 1920. The city summaries follow:

	1921	1920	Loss
New York	10,309,708	10,955,911	646,203
Birmingham	1,484,588	2,010,372	525,784
Chicago	4,620,030	5,325,468	705,438
Philadelphia	4,899,043	5,312,951	413,908
Los Angeles	6,279,840	6,191,836	88,004*
Baltimore	3,460,091	3,830,338	370,247
Boston	3,205,950	4,147,692	291,881
Detroit	3,455,508	4,567,892	1,112,384
Cleveland	3,205,950	4,665,450	1,459,500
Buffalo	2,395,764	3,106,852	711,088
Washington	3,349,215	3,276,147	73,068*
St. Louis	2,950,760	3,180,160	229,400
Indianapolis	2,315,262	2,941,443	626,181
Minneapolis	2,323,359	2,781,005	457,646
St. Paul	1,667,618	2,219,508	551,890
Milwaukee	2,109,208	2,419,596	310,388
S. Francisco	3,396,540	3,606,610	210,070
New Orleans	2,545,928	2,989,577	443,649
Cincinnati	2,565,300	3,011,100	445,800
Louisville	1,986,478	2,261,017	274,539
Houston	1,905,176	2,145,696	240,520
Columbus	2,440,610	2,793,660	353,050
Providence	2,097,057	2,232,960	135,903
Seattle	2,271,262	2,675,050	403,788
Oakland	1,572,494	1,599,234	26,740
Omaha	1,588,944	2,155,125	566,181
Totals	81,051,544	92,402,650	11,351,106

\*Gain.

# NEW YORK TIMES STAFF FULLY INSURED

Sickness, Disability and Death Benefits, as Well as Pension on Retirement, Assured by Gift of A. S. Ochs at Celebration

Wide interest has been roused among newspaper men, employers and workers, by the announcement in EDITOR & PUBLISHER last week that Adolph S. Ochs on the 25th anniversary of his purchase of the New York Times, had given every employe of that paper an insurance policy covering sickness, disability, retirement and death. For the analysis of publishers who have already instituted pension and insurance systems for their staffs and for those who may contemplate doing so in future, EDITOR & PUBLISHER presents in full the Times' plan, which became effective August 18, as follows:

PENSIONS—(a) Any employe who shall have been continuously in the employ of the New York Times for twenty years or more may be, at any time after reaching the age of 60 years, at his or her own request and with the approval of the publisher of the New York Times, retired from active service, and if so retired may be granted a pension.

(b) Any employe who shall have been continuously in the employ of the New York Times for 25 years or more, at any time after reaching the age of 55 years may be, at the discretion of the publisher of the Times retired from active service and granted a pension.

(c) Any employe who shall have been continuously in the employ of the New York Times for 30 years or more and does not come within classes (a) or (b) by reason of age may be, at the discretion of the publisher of the Times, retired from active service and granted a pension.

(d) Any employe who has become totally disabled as a result of sickness or injury during the period of employment and who shall have been continuously in the employ of the New York Times for fifteen years or more may be, at the discretion of the publisher of the Times, retired from active service and granted a pension. If a pension is granted it shall be for such period as the publisher of the Times shall determine; and if, at any time during such period, the employe recovers sufficiently to resume active service, the pension may be discontinued. If the employe re-enters the service of the New York Times at the time such pension is discontinued, he or she shall thereupon be eligible to benefit under these regulations and the period of absence on pension shall be considered as leave of absence and not as a break in the continuity of the employe's service.

The annual pension allowance for each employe retired with a pension on account of age, length of service or disability shall be as follows:

Two per cent. of his or her average annual pay during the ten years next preceding retirement, multiplied by the number of years of his or her term of employment, provided that no pension shall exceed 50 per cent. of his or her average annual pay.

The minimum pension shall be \$20 per month.

Pensions shall be paid monthly.

Pensions granted to employes on account of age or length of service will continue from date of retirement to death of pensioner, provided that if any retired employe shall engage in anything which in the judgment of the publisher of the New York Times is prejudicial to the interest of the New York Times, the payment of a pension to such retired employe may be suspended during such period as he or she shall continue to so engage, or may be permanently discontinued.

Regular employment under a salary or wages with the New York Times shall operate to suspend payment of a pension granted to a retired employe during the period he or she continues in such employment.

SICKNESS AND DISABILITY—All regular employes of the New York Times on Aug. 18, 1921, or thereafter, after a term of regular employment of one year, shall be qualified to receive payments during the time of physical disability to work by reason of sickness or injury arising during the period of employment with the Times. Such payment shall terminate when disability ceases and shall in no case extend beyond the periods hereinafter mentioned. Disability benefits shall be as follows:

(a) If the term of employment has been ten years or more, full pay 26 weeks, half pay 26 weeks.

(b) If the term of employment has been five to ten years, full pay 13 weeks, half pay 13 weeks.

(c) If the term of employment has been one to five years, full pay 6 weeks, half pay 6 weeks.

"Full pay" and "half pay" for the purpose of carrying out the terms of disability benefits shall be based on the employe's regular pay for full-time service, not including overtime.

Disability benefit shall begin on the eighth

(Continued on page 13)

## MILWAUKEE JOURNAL'S SIMPLE INTRODUCTION OF SALESMEN TO LOCAL DEALERS

### The Milwaukee Journal Merchandising Service Bureau

MR. DEALER:

This will introduce to you Mr. .... representing ..... of ..... manufacturers of .....

This is to certify that the above manufacturer has contracted with The Milwaukee Journal for ..... lines of advertising to be used between .....

#### TO APPEAR ON

Mondays	.....
Tuesdays	.....
Wednesdays	.....
Thursdays	.....
Fridays	.....
Saturdays	.....
Sundays	.....

Special ..... and .....

This card is void after ..... Advertising Manager MILWAUKEE JOURNAL .....192

THE merchandising service bureau of the Milwaukee Journal has discontinued issuing the stereotyped form of salesman's letter of acknowledgment, and is now using the card reproduced above. Dealers in all lines have been notified of this change and have been told to recognize the new cards only.

Any manufacturer's salesman whose product is advertised or is to be advertised in the Journal, can secure one of these cards on application to the merchandising service bureau. The cards will be valid for one month, and may be renewed by the salesmen upon their expiration.



# LAMAR'S DEFENSE OF BURLESON IS RIDDLED BY PRESS

Extra-Judicial Proceedings of Former Administration, Under Laws Which Hays Says He Must Enforce, Called Necessary By Retired Solicitor

POSTMASTER-GENERAL HAYS' decision to stop arbitrary censorship of the press by the Post Office, announced in EDITOR & PUBLISHER last week comes at a time when post office censorship is a subject of especial public interest because of the recent efforts of William A. Lamar, Burleson's solicitor of the Post Office Department to justify his chief's arbitrary action in declaring non-mailable such papers as the Volks-Zeitung, the New York Call, the Masses, the Liberator, the Milwaukee Leader and other cases that attained wide notoriety during his term of office, and yet allowing them to be mailed at other than second-class rates.

Mr. Lamar recently sent a letter, which he asked to be published, to the New York World, Baltimore Sun and other newspapers that had been opposing Mr. Burleson. His request was acceded to and his article commented upon editorially in both the World and the Sun. The letter to the World, for instance, said:

"The New York World's well known editorial attitude with respect to the application by the Post Office Department of the non-mailability statutes to prevent the circulation of Communist matter through the mails, taken in connection with the recent proposal of the Baltimore Evening Sun to the metropolitan press, in which that newspaper offers to head a subscription list with \$500 for the creation of a fund to aid the New York Call in prosecuting an appeal to the Supreme Court of the United States, would seem to justify me in asking you to publish a statement from me at this time, when the proposition of the Baltimore Evening Sun is being so generally discussed by the newspapers throughout the country, and at a time when the old conservative labor organizations of this country are being boney-combed with revolutionists through the 'barrowing from within' process advocated by Lenin and other revolutionary leaders in this world-wide movement.

"As Solicitor for the Post Office Department, I argued the Milwaukee Leader case before the Supreme Court of the United States, and I also represented the Government before the Court of Appeals of the District of Columbia in the New York Call case.

"In my official capacity I have for the last few years been in a position to note that more misinformation has been published in the metropolitan press with respect to the enforcement by the Post Office Department of the non-mailability laws than upon any other matters of public interest. The reason for this is apparent.

"The press generally has assumed, erroneously and without proper investigation, that any limitation upon disloyal and revolutionary newspapers would establish a precedent under which the freedom of the press as guaranteed by the Federal Constitution might be curtailed or limited. Upon this assumption many great newspapers have rushed to the support of Communist publishers, who are in fact parties to a criminal conspiracy to overthrow the Government of the United States by force and bloodshed. The facts as found by the courts in several cases and the documentary evidence to be found in the files of the several executive departments at Washington disclose the active participation of many of the publishers of such papers as the New York Call and the Liberator in the revolutionary movement itself.

"The decision of the courts in the Milwaukee Leader case (Milwaukee Social Democratic Publishing Company vs. Burleson) and the New York Call case (U. S. ex rel. the Workmen's Co-operative Publishing Company vs. Burleson) are very important and far reaching. Of almost equal importance to the public is the editorial attitude of certain metropolitan newspapers with respect to the matter, namely, that through the use of their columns, and in some cases by contributions of money, they will sustain 'the freedom of the Communist press.' This, in effect, makes common cause with the agents of Lenin and Trotsky and the world revolutionists to render the Government of the United States powerless to protect itself against those in its midst who are daily laboring for its overthrow through force and bloodshed, and who are employing means to accomplish their object in violation of the postal mailability statutes, as well as in violation of the criminal statutes of the United States.

**FREEDOM NOT LICENSE OF THE PRESS**  
"Freedom of speech and freedom of the press are guaranteed by the Federal Constitution, but that provision of our organic law has never been construed to cover license to incite a mob to destroy life and property or to speak or through printed matter. The Constitution simply protects the freedom of the

individual and the press in their conduct so long as they are within their rights under the Constitution and valid laws of the land.

"The utterance of matter inciting treason or insurrection and the forcible overthrow of Government, matter evil in itself and intended to destroy the Government whose protection is invoked, is certainly not of a class intended to be made free by our Constitution. But, however this may be, the Federal Constitution provided for the establishment of a postal service, and many laws have been passed by Congress defining and limiting the matter which this governmental instrumentality may transport and deliver.

"Many years ago Congress decided that the operation of lotteries in this country was contrary to public policy and lottery matter was made non-mailable, and it was also made a crime to use the mails to aid in the operation of lotteries. Under that law a newspaper cannot publish matter with respect to lottery drawings which takes place in this or any other country without making the issue containing such matter non-mailable. This, notwithstanding the fact that at the date of the adoption of the Constitution and for years thereafter the publication of such matter was clearly within the law. The Supreme Court, however, upheld the Lottery Law, as it has done in the case of quite a number of other laws of the same class, all of which put limitations upon what a newspaper may publish, such as matter through which the public is defrauded, matter of a lewd, lascivious or filthy character, etc.

"The administration of these laws in no way involves a censorship of the press. If matter is published which does not violate the laws it can go through the mails. If it does violate the law, it may be thrown out of the mails; that is all there is to it. The administration of the non-mailable features of these laws is imposed by Congress upon the Post Office Department, which has nothing to do with prosecutions under the Criminal Law. The Criminal Laws are administered through the Department of Justice. A failure or delay on the part of the legal department to prosecute is no excuse for the failure of the postal establishment to execute the non-mailability statutes. The one class of statutes are civil and preventative while the other are criminal and punitive.

**CALLS FOR OTHER RULES OF EVIDENCE**  
"The administration of these two classes of laws involve the application of different rules

of evidence, a preponderance of evidence being sufficient to establish a fact in a civil case, while guilt must be established beyond a reasonable doubt in a criminal case. This, taken in connection with the vast postal facilities and the necessity for their use in propaganda work, renders the former class of laws very much more effective than the latter in curbing the operations of those who seek the overthrow of this Government by force.

"Such editorials would lead the public to infer that under the decisions of the courts in the Milwaukee Leader and the New York Call cases the newspapers generally are left at the mercy of the Postmaster General, his 'fat' being the equivalent of law. Such is not the case. In fact, these laws place no power in the hands of the Postmaster General which affect the freedom of the press or the individual when engaged in undertakings which have not been declared by the Federal statutes to be contrary to public policy.

"Any publisher who feels aggrieved at the action of the Postmaster General can go into a court of equity immediately and restrain the execution of any order of that official if it has been illegally or arbitrarily issued. In such proceeding there can be no question as to the facts, for the orders of the Postmaster General are based upon the printed matter appearing in the publication affected, and such matter is necessarily set out in the answer to the petition, as was done in the New York Call case. So that the court becomes fully advised as to the facts of the case. The real question is, therefore, whether these editors find reason to fear the equity courts of the land, whose decisions are reviewable by the Supreme Court of the United States in such cases.

"Some confusion seems to exist in the minds of these editors as to what is legal matter. They are not alone in this. Lenin in his address before the Communist Internationale last year in reference to the revolutionary work in the United States and throughout the world advised 'the need of sympathetically uniting legal and illegal activities and the establishment of 'legal publication' which should 'learn to use the smallest measure of legal existence' as the Bolsheviks did under the Czar after 1905. He also urged that 'in all instances, without exception, it is necessary not to limit oneself to illegal work, but it is necessary to carry on also legal difficulties, establishing legal organizations of the press and legal organizations under most varied aspects.'

"The decision of the court in the Call case is notice to the world that under our American system there can be no legal act which is knowingly done in the furtherance of a conspiracy to overthrow the Government of the United States by force.

**MADE HOBGOBLIN OF BURLESON**  
"The Communist press, aided by our parlor Socialists, have for years made a hobgoblin of Postmaster General Burleson in order to scare the metropolitan press into line behind them and afford them protection in their revolutionary operations. This is a prominent feature

## NEW YORK TIMES STAFF FULLY INSURED

(Continued on page 12)

calendar day of absence on account of disability, provided, however, that if an employe has received disability benefits for any period and is again absent on account of sickness within two weeks after the termination of such period, any benefits on account of such further sickness shall begin on the first day of absence instead of on the eighth day.

After an employe has received the maximum disability benefits herein provided for he or she shall not be eligible to further benefits on account of sickness until he or she shall have performed his or her duties as an employe of the New York Times for a continuous period of thirteen weeks.

Application for allowance of disability benefit payments should be made by the employe or by some proper person on his or her behalf to the head of the department in which he or she is employed, or may be addressed to the publisher. In special cases where immediate relief is required suitable arrangements may be made upon the recommendation of the head of the department in which the applicant is employed.

**LIFE INSURANCE**—The group life insurance of all employes of the New York Times which was established in honor of Adolph S. Ochs' sixtieth birthday—March 12, 1918—continues in force, as follows:

All employes connected not less than six (6) months or more than one year with the New York Times.....	\$500
All employes 1 year and less than 2 years.....	600
All employes 2 years and less than 3 years.....	700
All employes 3 years and less than 4 years.....	800
All employes 4 years and less than 5 years.....	900
All employes 5 years and more.....	1,000

The insurance provided for in the paragraph preceding is payable in addition to all benefits to which the employe is entitled under the Workmen's Compensation Act of this State, and also in addition to any insurance carried by the employe individually.

**TOTAL AND PERMANENT DISABILITY**—Where the total disability clause provided for under date of March 12, 1921, in connection with the above group life insurance, shall have been invoked, the disability benefits provided for in the employe's benefit plan of Aug. 18, 1921, shall be inoperative except at the discretion of the publisher.

**GENERAL PROVISIONS**—for the purpose of these regulations, the word "employe" shall mean any person whose principle employment is with the New York Times and who has a regular position and stated compensation.

Assignment of pensions or other benefits will not be permitted or recognized, and any right to a pension or other benefit shall immediately cease if the same passes to any one other than the employe, whether by operation of law or voluntary or involuntary act or otherwise.

Disability benefits remaining unpaid at the death of an employe may be paid to the person or persons entitled to receive the death benefit.

In case any benefit or pension shall be payable under the laws now in force or hereafter enacted of any State or country to an employe of the New York Times or his or her beneficiaries under such laws, or he or she is the recipient of a pension from any organization with which the Times has wages or salary arrangements, the excess only, if any, of the amount prescribed in these regulations above the amount of such benefit or pension prescribed by law or the organization shall be the benefit or pension payable under these regulations, except as to the insurance herein provided for.

**NO CONTRACT**—This plan is entirely voluntary and may be changed at any time at the discretion of the board of directors of the New York Times Company.

No contractual obligations toward its employes are assumed by the New York Times hereunder.

With respect to the intent and definition of these regulations the publisher's opinion shall prevail.

Neither the establishment of this system of employes' benefits, nor the allowance of pensions or disability payments, nor any other action taken by the New York Times under this plan shall be held or construed as creating a contract or giving to any officer, agent or employe of the New York Times the right to be retained in the company's service, or any right to any pension, disability payment or insurance, and the New York Times expressly reserves, unaffected hereby, its right to discharge, without liability, other than for salary or wages due and unpaid, any employe whenever the interests of the company, in the judgment of the board of directors of the company or the publisher of the New York Times, may so require.

of their tactics, as can be readily seen by a review of the back numbers of such publications as the New York Call and the Liberator. The remarkable thing about the whole business is that such a large part of the metropolitan press could be so taken in by these enemies of all organized Governments.

"There can be no dispute on the proposition that our people can, by constitutional and legal means, change their form of government, but such a proposition can have no place in this discussion for the simple reason that the very publishers in behalf of whom the principle is invoked repudiate on all occasions any such plan for accomplishing their objects.

"Their slogan is 'Revolution, not Reform,' and they holdly assert that revolution cannot be accomplished without civil war. Their propaganda material becomes non-mailable because, as the courts have held, it violates the statutes which the Postmaster General is under oath to enforce. This propaganda is not limited, as one would suppose from these editorials, to a discussion of the wisdom of substituting by legal means a Socialist form of government for our present one, but largely consists of the promulgation of orders, directions and suggestions of the conspirators while engaged in the very act of organizing and placing the elements which constitute the active revolutionary forces in the field. As a direct result of which acts are committed every day in furtherance of the revolution. Do these editors think our people have no legal means of protecting themselves, through their Government, until they find their hands tied and their eyes looking into the muzzles of the Communist guns, while their property is being parcelled out to others?

**LAWYERS CALL POSITION SOUND LEGALLY**  
"I am in a position to say that many of the greatest lawyers in the country have carefully studied the two court decisions with which these editorials deal and are of the opinion that they are fundamentally sound, and that if the Call case is appealed the Supreme Court will sustain the lower court, as it did in the Milwaukee Leader case, the principle being the same, as suggested by Justice Brandeis in his dissenting opinion in that case.

"Our State Department has from time to time published documentary evidence which fully warrants the statements I make as to the character and extent of the revolutionary movement and the direct connection and co-operation of the Communist element in this country with the world-wide revolutionary leaders operating from Russia.

"I may say that the attention of the Court of Appeals of the District of Columbia was called by me to these State Department documents at the hearing, and the court was requested to take judicial notice thereof.

"Any one who reads the Call, the Liberator and other papers of that class can see where every paragraph they publish fits into the revolutionary scheme as outlined by the revolutionary leaders themselves, which scheme appears in our State Department publications. But beyond all this, the departmental records at Washington establish in many cases a direct personal association of the publishers of the Communist papers in this country with the revolutionary leaders in other countries, as well as with the acknowledged revolutionary leaders in this country.

"It is not a question of 'respectability or lack of respectability of the doctrines of the Communist newspapers'—as one of these editorials puts it—with which we are dealing, but the application of existing law to prevent the use of the United States mails in putting into effect the plans of the revolutionary movement, of which movement the publishers of these Communist papers constitute an essential element. This was the view of Mr. Burleson. The views above expressed by Lenin and others associated with him leave no doubt of the correctness of that position.

"These editorials virtually admit that the Post Office Department can, through the enforcement of the law, as construed by the courts, destroy such publications as the New York Call and the Liberator, in which view these editors concur with the view of Lenin, who says that: 'Unless the masses are drawn into the revolutionary struggle for the freedom of the Communist press there can be no reparation for the dictatorship of the proletariat.' This was also the judgment of Postmaster General Burleson, who is also sustained by the courts in the position that such publications should be destroyed in the interest of law and order and the preservation of our Government against illegal, unconstitutional and criminal attack by the enemies of this and all other organized Governments.

"The attitude of many metropolitan newspapers (without regard to party) on this important question for over a year has, in the judgment of many readers, been very unfortunate and even startling to the conservative elements in both political parties. It would, therefore, seem to be high time for some one in a position to do so to discuss the situation in your columns with freedom and frankness."

In the same edition carrying the Lamar letter, the World prints the following editorial answer:

**THE CENSORSHIP OF OPINION**  
"The general character of Mr. Lamar's case may be inferred from his assertion that 'many great newspapers have rushed to the support of Communist publishers who are in fact parties to a criminal conspiracy to overturn the Government of the United States by force and bloodshed.' This is worth examination.

"Here, according to Mr. Lamar, is a criminal conspiracy to overturn the Government of the United States by force and bloodshed.

(Continued on page 16)



## I. C. M. A. STARTS DRIVE FOR MEMBERS

Fred Cook of Scranton Heads Committee Which Will Cover Every State in Union and Provinces of Canada

The I. C. M. A. has perfected its plans for a new membership campaign for 1921 and 1922. President A. G. Lincoln, of the St. Louis Post-Dispatch, has appointed Fred I. Cook, circulation manager of the Scranton (Pa.) Republican, general chairman of the membership committee with a vice-chairman in each state in the United States and each province in Canada.

At different intervals the name, address and number of new members secured by each state chairman will be published. An honor roll will be established for the year. The leader will head the list and the one securing the smallest number will be at the bottom.

Mr. Cook says:

"This arrangement should not discourage the state chairman located in states where the prospects are few and far between as it will be explained very thoroughly the difficulties under which certain chairmen are working. The committee members who have the greatest difficulties and who deserve the greatest amount of credit will be shown with a large star preceding their name. The plan promises to develop into a lively contest with its grand finale at the 1922 convention in Indianapolis."

Following is the revised list of the state chairmen and the states they represent:

Alabama—Ray S. South, Birmingham News.  
 Arizona—E. R. Powell, Tucson Citizen.  
 Arkansas—W. S. Johnston, Little Rock Democrat.  
 California—Edwin L. Simpkins, San Jose Mercury-Herald.  
 Colorado—T. J. Desmond, Denver Express.  
 Connecticut—H. M. Wheeler, Hartford Times.  
 Delaware—Clarence J. Pyle, Wilmington Journal.  
 District of Columbia—W. J. Burns, Washington Star.  
 Florida—C. R. Norton, Jacksonville Times-Union.  
 Georgia—W. T. MacKintree, Augusta Herald.  
 Idaho—E. E. Ivory, Pocatello Tribune.  
 Illinois—W. P. Lovell, Bloomington Pantagraph.  
 Indiana—Vattier Snyder, Indianapolis News.  
 Iowa—W. A. Cordingley, Des Moines Register-Tribune.  
 Kansas—Sidney D. Long, Wichita Eagle.  
 Kentucky—H. W. Stodghill, Louisville Courier-Journal and Times.  
 Louisiana—A. H. Baker, New Orleans Times-Picayune.  
 Maryland—C. O. Reville, Baltimore Sun.  
 Massachusetts—George H. Reynolds, New Bedford Standard.  
 Michigan—Paul O. Sergeant, Grand Rapids Press.  
 Minnesota—E. C. White, St. Paul Pioneer Press.  
 Missouri—O. K. Williams, Joplin News-Herald.  
 Montana—Leo Lareau, Helena Record-Herald.  
 Nebraska—M. B. McNab, Omaha World-Herald.  
 New Jersey—Chauncey Stout, Plainfield Courier-News.  
 New York—A. W. Cockerill, Utica Press.  
 North Carolina—Herman Frick, Wilmington Dispatch.  
 North and South Dakotas—Ernest J. Kahler, Sioux Falls (S. D.) Argus-Leader.  
 Ohio—Bert J. Ullman, Youngstown Vindicator.  
 Oklahoma—M. W. Halmbacker, Oklahoma City Oklahoman.  
 Oregon—E. P. Hopwood, Portland Oregonian.  
 Pennsylvania—Royal W. Weiler, Allentown Call and Item.  
 Rhode Island—Thomas F. Farrelly, Providence Journal-Bulletin.  
 South Carolina—J. D. Ulrick, Spartanburg Herald.  
 Tennessee—Joseph Lackey, Nashville Banner.  
 Texas—Herbert Peters, Wichita Falls Times.  
 Utah—Melvin R. Ballard, Salt Lake City News.  
 Virginia—Norman Hill, Richmond Ledger-Dispatch.  
 Washington—C. H. Breed, Spokane Spokesman-Review.  
 Wisconsin—O. B. Fragstein, Milwaukee Journal.  
 Wyoming—Vacancy.

### CANADA

Alberta—A. J. Hilliker, Calgary Herald.  
 British Columbia—R. H. Horne, Vancouver.  
 Manitoba—J. F. Sweeney, Winnipeg Free Press.  
 Ontario—T. V. Armstrong, Ottawa Journal.  
 Saskatchewan—F. R. Folkes, Regina Leader.  
 Quebec—Fred Lawson, Montreal Gazette.  
 Maritime Provinces—Anna A. Frazier, Halifax Herald and Mail.

### NEWFOUNDLAND

B. R. Frisco, St. John Star.

### HERE AND THERE WITH THE CIRCULATORS

**T**HE Peoria (Ill.) Journal-Transcript, has just established the independent system of delivery, selling the papers direct to the paper carriers who are responsible for their own collections and accounts with the office.

The El Paso (Tex.) Herald gave its second annual theater and picnic party to boys and girls of the city who secured a stated number of one-month subscriptions to the paper. Those who qualified received coupon tickets which entitled them to admission to one of the two theaters, street car rides to and from the picnic grounds, a dinner and admission to the usual contests and games.

The St. Paul Daily News offers money prizes of \$15, \$10 and \$5 for the best suggestions for a municipal patriotic observance of Thanksgiving, to be held at the Auditorium, November 23.

The St. Paul Sunday Pioneer Press has a pressed flower contest for the children's page, with two cash prizes offered. The boy or girl entering the largest list containing the names of flowers growing in his or her yard gets the first prize. All who enter the contest are required to send in pressed flowers as samples of the particular ones growing in their gardens.

Contests for boys and girls are being conducted by the Birmingham News and the Birmingham Age-Herald. Bicycles are being offered by the News to both boys and girls for subscriptions to the paper and walking dolls are being offered by the Age-Herald to girls for subscriptions. Both papers report success from the contest and a healthy increase in circulation.

One hundred and twenty-seven Wichita (Kan.) Eagle carriers were the guests of John Francis at the Francis carnival showing in the city. Paul Williams had charge of the boys.

Eldon C. Mathews, circulation manager of the Springfield (Ohio) News, has just established a Newsboys' club and school of salesmanship for the carriers of the News. Mathews was named honorary president of the club by the boys at the election last week. The school of salesmanship will be conducted one night each week. The boys will be taught proper methods of salesmanship, with its various angles, approach, competition, etc. Fifty-five boys have already signed up for the school.

"Ideas" and "Pep" are the slogans which the Three-I Bulletin shouts at its readers, the circulation managers of Indiana, Illinois and Iowa, in its first appearance. W. E. Hoots of the Decatur Herald and Fred V. Schuck of the Springfield (Ill.) State Register, editors, have made an impressive start toward living up to both watchwords. Successful contests and ginger schemes for carrier forces are described fully and under the box head suggestions are a host of two- and three-line items from which the wideawake circulator can develop enough hunches to last for six months. No promises are made as to frequency of publication.

Special "box" routes have been established with success by the Spring-

field (Ohio) Sun, throughout the city. Wooden boxes, capable of holding many daily or Sunday papers have been placed on poles at convenient street intersections. These boxes have a small slot through which the purchaser of a paper drops his coin, two cents daily and a nickel on Sundays. Each boy is given a certain number of these boxes. He buys his papers at the office and keeps the box filled, the responsibility of the paper ending after the boxes have been put up. Although there is no lock on the coin boxes, and although it is not necessary to drop a coin before taking out a paper, it has been found that the loss in this respect has been surprisingly low and there is a steady demand on the part of carriers for "box routes."

The mail edition of the St. Paul Daily News is carrying two contests out of the ordinary. The first is a word contest for thirty cash prizes, \$1,000 being the highest. The other is a pony cut-out puzzle and the winners are offered fifteen prizes. The first three are ponies and the successful contestants may if they chose take cash prizes instead, the highest of which is \$200.

The St. Paul Sunday Pioneer Press gives the readers of the children's page a chance to kill two birds with one stone—have a pleasant little game to play and win cash prizes promised the best players. A list of nineteen letters is presented which suffices for the names of nine states of the Union. As numerous correct answers are expected, the prizes will go to the two sent in earliest.

Circulation Manager Eldon C. Mathews of the Springfield (Ohio) News has become a full-fledged publisher. He is now business manager, editor, in fact everything but printer on a new publication which he calls "The Junior News." It is a four page monthly newspaper published in the interests of the dealers and carriers of the News, to whom it is distributed free. It is in the nature of a "house organ" although it has every department of a newspaper from news and sports to editorials. Subscription and collection records of the various individuals are also published.

The Buffalo (N. Y.) Evening News is conducting a series of excursions to a Canadian summer resort near Buffalo. A News coupon entitles the holder to half-fare on certain days of the week.

### QUITS AD STAFF TO JOIN CIRCULATION FORCE

**L**ESTER F. WALLACE, who has been with the Portland (Me.) Evening Express for the past two years as

assistant advertising manager, will be promoted on August 1 to the position of circulation manager. Mr. Wallace is a comparatively young man, but being a hustler has made rapid strides in the newspaper business. He is one of the youngest members of the Portland City Government, being a councilman from the eighth ward, has been on a number of civic committees.



LESTER F. WALLACE

## BOYS SALES CONTEST IN HOUSTON

Novel Competition Staged by John B. Cox, of Chronicle, Shows What Can Be Accomplished By Interested Youngsters

"If the publishers throughout the country could realize the wonderful benefit derived by proper handling of their newsboys, I believe advertisers would have more regard for street sale circulation than they now have," says John B. Cox, manager of circulation for the Houston (Tex.) Chronicle.

Recently Mr. Cox gave his boys an outing to Galveston as the result of a salesmanship contest conducted along novel lines.

One month before, all Chronicle newsboys were called together by the circulation manager of the Chronicle and were told that a two-day trip to Galveston had been planned. The boys showing the most meritorious display of salesmanship of the Houston Chronicle were to be taken on this trip. It wasn't a question of the boys who sold the most papers—every boy was eligible whether he sold one or 100 papers each day. It was a question of the boys being on their corners every day, holding up the Chronicle in plain view of people passing by—calling out in a gentlemanly manner the most important news of the day.

Every boy was supplied with a small red tag, on which was printed a circle of numbers representing the days of the month for 31 days, from May 19 through June 18. Men from the circulation department made daily trips to each of these corners, and if the boy was complying with the requirements set forth, his tag was punched for that day.

By Friday of closing week, interest in the trip was keen. Of course, everyone wanted to go; but only those who had been on the job each day were entitled to go. Saturday afternoon the cards of the winners were taken up, and their names listed. The entire party boarded the 11 o'clock interurban Sunday morning, each boy wearing his tag, showing the punches received.

Immediately upon arrival at Galveston, the boys were taken to the Guyett Hotel, where accommodations had been provided for them. The party was in charge of Mr. Cox, E. H. Godfrey, manager city circulations; Jesse Urban and Donald Burr of the circulation department.

To take care of those boys who found it impossible to go on the outing, the Chronicle awarded the following prizes:

A \$5.00 fielder's glove for red card with 26 punches.  
 A \$2.50 league baseball for red card with 24 punches.  
 A \$1.50 pocket knife for red card with 22 punches.  
 A ticket to any theatre in town for 20 punches.

"It would have done your heart good to see the smiles on the boys' faces as the man came up to punch their card. To see them on their corners holding up their Chronicle, to hear them calling The Chronicle, to watch them hustle and be on the job was a sight I have never seen in any other city," writes Mr. Cox to EDITOR & PUBLISHER. "The Chronicle is proud of its newsboys and is glad to take the boys on such outings. All proved to be as perfect little gentlemen, as they are perfect little street salesmen."

The St. Paul Daily News promises a cash prize to the one who furnishes the best motto for its children's page.

# QUICK-FIRE SOLICITATION

Publishers' Representatives have opportunities for exceptional work.

Some firms grasp them. Others don't.

Commonplace solicitation—presenting the usual arguments for a newspaper—comparing circulations—we call “phonograph work,” because a machine can repeat talk.

And the advertising contracts that are ready to fall we call “duds”—there's no life or fire to them.

The kind of service we delight in are recent ones such as—

- Case 1. A newspaper we represent wired “Blank account has broken in another paper. Are we scheduled?” We were not. It was copy placed suddenly in the other paper by the advertiser's salesman and the local representative. One of our men tackled the advertising agency. Another the advertiser. We got it exclusively. Our paper wrote us: “When you are able to take a schedule away from the— after they have started to run it that's what we call putting one over. We give you gentlemen full credit for this splendid work.”
- Case 2. Following up an account in an agency we learned that one city had been taken off the list. We wired the paper to have a local firm wire the Sales Manager, and wired one of our branch offices to get a man to the advertiser at a certain hour. The city was reinstated and we had an exclusive contract for our paper the next day.
- Case 3. We were recently appointed representatives of a paper and among the contracts sent them the first week was a particularly desirable one. They write: “We were very glad to receive the — contract, and want to tell you that we have been trying to get this business for three years but have never succeeded before. We know that our foreign business is in the right hands at last.”

We can multiply such cases. It is work like this that counts.

With Eighteen Solicitors—all clever business men—who make 44,000 calls a year, incidentally traveling 180,000 miles; with a Statistical and Merchandising Department that aids in developing business, we believe we offer

*An Unexcelled Service to Newspapers*



**CONE, HUNTON & WOODMAN, INC.**

**PUBLISHERS' REPRESENTATIVES**

NEW YORK

ATLANTA

CHICAGO

KANSAS CITY

DETROIT



**NEW HAVEN STORE CUTS ADVERTISING SPACE**

**Says Big Type Adds to Cost of Goods to Consumer—Circulars Still Used to Break Publishers' Fight Against Cut Rates**

War continues between the five New Haven (Conn.) department stores and the publishers of the Times-Leader and the Register, the earlier stages of which were detailed in a recent issue of EDITOR & PUBLISHER. Circulars are still being printed in newspaper form by the five stores to offset the loss of advertising in the two newspapers which will not accept their copy except at card rates and another gun was fired this week by one of the merchants in the following copy, 110 lines on two columns which appeared in the Journal-Courier:

**MONSON'S ADVERTISING POLICY**

"Big type, big talk in the newspapers—these things cost big money—and as advertising cost must be figured in the selling price of all merchandise, the public must pay for them.

"We do not believe these things to be essential to the success of a store which enjoys such a high degree of public confidence as this store does.

"Monson's advertising will be in small space—it will pay you to follow it."

**LAMAR DEFENSE OF BURLESON RIDDLED BY PRESS**

(Continued from page 13)

What is the procedure on the part of the Government? Is the evidence of this criminal conspiracy submitted to a Grand Jury? Are indictments sought? Are the accused then arrested, brought into court and tried on a charge of criminal conspiracy to destroy the Government by force and bloodshed?

"Nothing so commonplace as that takes place. "What happens is this: An earnest bureaucrat in the Post Office Department excludes the offending radical newspaper from the second-class mail privileges, and thus the criminal conspiracy is thwarted. To be sure, the conspirators are left free to carry on their hellish plots by paying first-class rates on their publications, but the department assumes that the monetary difference between first-class postal rates and second-class postal rates is an impregnable defense of the Nation's security against destruction by internal enemies. It is thus that our institutions are saved from being overturned by force and bloodshed. The procedure adopted by the Post Office Department is the measure of the ridiculousness of its contentions.

"The trouble with people like Mr. Lamar is that they have no faith in popular institutions and regard the American people as fools who must always be protected against themselves. They seem to think that if a radical newspaper, for example, is allowed to advocate a dictatorship of the proletariat, the country will not weigh that advice for what it may happen to be worth, but will, on the contrary, instantly pull down all the pillars of the Republic and set up a Soviet despotism. The affliction of the Lamars is the affliction of the Burlesons and the Palmers, the Lusks and the Stevensons. They have set themselves up as nurses of the American people to guard them against information about political and economic doctrines that are not regarded as respectable.

"The fact that certain courts have sustained the censorship that Mr. Lamar claims for the Post Office Department proves only that these courts have upheld an ingenious perversion of the spirit of the Constitution and have accorded to Congress and the department powers that neither is fit to exercise—that no set of public officials should be permitted to exercise under a republican form of government.

"The conspiracies that Mr. Lamar talks about are either conspiracies or mere differences of opinion. If they are conspiracies they should be prosecuted as such. If they are not conspiracies they do not concern the Government, and interference on the part of the Post Office Department is more dangerous to American institutions than anything that all the radicals in the country can write and print.

"The Government of the United States managed to exist for more than 125 years without any of the Post Office censorship that Mr. Lamar defends, and it is in far less danger today from radicals than from the army of bureaucrats that Washington has turned loose upon the country. The most serious conspiracy that menaces American institutions is not that of radical publishers but of reactionary

politicians to regulate all the activities of the American people and censor all political and economic opinions that are not in harmony with the accepted views of the majority."

The same letter from Mr. Lamar was printed by the Baltimore Sun with just as vigorous a defence of its editorial protest made last June against the precedent established by Postmaster General Burleson's action in denying the New York Call second-class mailing privileges and of the support of Burleson by a decision of the District Court of Appeals.

Although declaring it had no sympathy with the theories preached by the Call, the Sun offered to contribute \$500 to a fund to carry the case to the Supreme Court and invited other newspapers to subscribe. Its purpose was merely to defend the freedom of the press and make the establishment of a press censorship impossible.

The debate between Mr. Lamar and the Sun continues to date, Mr. Lamar having written his third letter to the paper attacking its position, saying however, that he does not expect to have the last word in the matter.

In this last letter, Mr. Lamar says:

"Everyone recognizes the fact that the times are out of joint. The newspapers are undoubtedly responsible to a large extent for this condition. The most important questions are often neglected by them or treated in a superficial way . . . while first page, first column space, with glaring headlines, is devoted to such demoralizing matter as accounts of crimes or scandals according to the prevailing newspaper standard or the news value of matter to be fed daily to the public.

"It has taken us 125 years to reach this stage of newspaper development in America. Is it not time for our publishers to 'stop, look and listen'? Having for several years officially handled the revolutionary matter which found its way into the United States mails, I am in a position to state as a fact that our newspapers generally have treated this revolutionary movement in a very superficial way. . . .

"Make no mistake about it, Mr. Editor, this revolutionary movement is growing in this country by leaps and bounds and as long as it continues to grow as it has done in the recent past, a return to normal conditions of business will not be possible."

To this the Sun replies:

"We would be much inclined to let Mr. Lamar have 'the word' in a controversy with an editor, which he seems determined to have, albeit he calls such a hope 'foolish,' but he gives in this article . . . such a perfect demonstration of the danger and unwisdom of such laws as give the Postmaster General arbitrary powers of censorship over newspapers, or at least of having men of Mr. Lamar's type of mind enforce them, that we are obliged to call attention to it.

"Mr. Lamar warns us solemnly that 'the revolutionary movement is growing in this country by leaps and bounds' for which he blames the newspapers. They, instead of publishing the plans of the communists, i. e., the frothy threats of the Red pamphleteers, and the terrifying reports of the Secret Service agents to their bosses in Washington as scare head stuff on their front pages, print instead accounts of crimes and scandals, leaving their readers in woeful ignorance of the 'facts' about the tottering condition of our government. In addition, we confess that we have allowed the 'social revolutionists' to rant in our columns. We shudder to think how near The Evening Sun must have come to suffering from Mr. Lamar's official act.

"Think of a man who sees the foundations of the republic crumbling before the ravings of frowzy fanatics and 'never-works' on soap boxes or the shrieking nonsense under lurid headlines in the Red press . . . to all of which not one man in a thousand pays the slightest attention—think of a man with such ideas and haunted by such terrors being given the power to decide what is 'injurious to the public interests,' and to bar from the mails any publication which he thinks comes within that definition."

When Postmaster General Hays readmitted the Liberator to second-class privileges last May he also gave an interpretation of the powers of the Postmaster General which accords with what has been contended by the New York World, the Baltimore Sun and EDITOR & PUBLISHER and most other newspapers and which of itself is an answer to the subsequent argument of Mr. Lamar.

In the Liberator decision, Mr. Hays said:

"The fourth requirement of Section 14 of the classification act is that to entitle matter to the second-class mailing privilege 'it must be originated and published for the dissemination of information of a public character, or devoted to literature, the sciences, arts or some special industry.

"It has been suggested that it was the intent of Congress in the passage of this provision that the privilege of the second-class rate should only go to publications disseminating information of a public benefit. If this is true, then the responsibility is lodged somewhere to determine what is and what is not information of public benefit.

"There is a vast difference between what is 'information of a public character' and what is 'information of public benefit.' Much of the news in any daily might be barred if public benefit were essential. It is easy to decide what is and what is not 'information of a public character.' The arbitrary power to decide what is and what is not a public benefit

was never intended to be lodged in the Postmaster General. It shall not be assumed.

"The Post Office Department holds no brief for the Liberator or any other publication. If there is on foot a conspiracy to destroy our established form of government by force and violence, claimed by the department heretofore as a reason for not granting this permit, and if this publication is involved in it, then the Department of Justice will deal promptly and effectively with the conspirators in the manner prescribed by law. The Department of Justice as now organized can be depended upon absolutely to do that.

"The war is over. We must return to the ordered freedom. Our method of safeguarding the public welfare, while at the same time maintaining freedom of the press, has been found through a long period of stable civil liberty better for the public welfare and personal security of citizens than to establish a bureaucratic censorship, which in its nature becomes a matter of individual opinion, prejudice or caprice.

"There is a certain cost in free institutions, in which the institution of freedom of the press shares, but we in this country have preferred to pay such costs from time to time rather than to seek protection through the historically discredited devices of bureaucratic governments.

"Either these publications should be entirely suppressed and their publishers prosecuted or they should be given equal mailing rights in common with the other periodicals of the country.

"The mail exclusion statutes will be vigorously enforced by the Post Office Department, but in so doing we will carry out the purpose of such non-mailability laws. This purpose is to bar the prohibited matter entirely from the mails and not simply exclude it from the particular class of mail which carries a lower rate of postage and then admit it to that class which requires a higher rate, for the same laws govern the mailability of matter in each case.

"There shall be no hesitancy in suppressing any publications of the public law, but there are also laws in this country safeguarding the integrity of the freedom of the press, and these laws must and shall be also scrupulously observed."



THE success that followed the advertising of the Van Raalte Veil affords another striking example of accomplishment in spite of dire predictions.

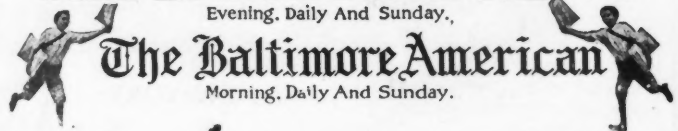
When the Van Raalte Brothers first suggested that veils could be successfully advertised, they were given the merry ha-ha by the "Can't-be-done" crowd! Likewise, in the ears of The Baltimore NEWS rang the titter of the knowing ones when the Sunday afternoon issue was first added to the daily editions.

But time has proven that the Sunday Afternoon NEWS is an exceptionally good advertising buy! It matters not to the 100,000 people who buy the NEWS every Sunday afternoon that they have to pay more for it and get the same size paper as on week days! They want it and they get it and pay more for it in order to read the NEWS on Sunday as on week days. This, added to the fact that Baltimore merchants in many lines of business use the Sunday NEWS continually, is the best proof in the world of the strength and efficiency of our Sunday edition.

In combination, the Sunday Afternoon NEWS and Sunday Morning AMERICAN offer an intensified circulation of 185,000 and a thorough advertising cover of Baltimore and Maryland. Combined rate on 1,000 line contract, 35c. Sunday American rotogravure 35c. flat.

**THE BALTIMORE NEWS**

Evening, Daily And Sunday.



**The Baltimore American**

Morning, Daily And Sunday.

DAN A. CARROLL  
Eastern Representative  
150 Nassau Street  
New York

*Frank A. Webb*  
Advertising Manager

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

**J. J. NOLAN**

Representing

Hunsfos Fabrikker, Kristiania, Norway  
Union Paper Co., Ltd., Kristiania, Norway

**Newsprint**

CONTRACTS SOLICITED

21 E. 40th Street  
New York City  
Telephone, Van 10473



# AN INK SALESMAN'S EXPERIENCE

ONE of our salesmen in the Middle West had the good judgment to call upon a prospect early in the day. It was the hour that publishers choose to air their complaints.

This particular morning the publisher was having a heated argument with his pressman. The competing paper had "beat them to the street" nearly a half hour the night before.

Our salesman found that this "beat" had cost the publisher a whole lot of pride, circulation and money. It had been caused by stopping the press for

a wash-up due to that dreaded pest—grit.

There was little for our salesman to do. "I have heard of your ink," said the publisher, "Mr. — of the — told me you really have the goods. It can't be any worse than the stuff we are using. Send me — drums at once."

The rush order was filled. A month later we received a letter telling us that we had made the "greatest find" in the publishing business. That publisher (like many others) has no more time lost through ink troubles—no more wash-ups during the run.

*Another Customer For Life Has Been Made For*

## GRITLESS NEWS INK

*Get Our Guarantee—It Speaks For Itself*

# The Ault & Wiborg Company

Cincinnati  
New York  
Boston  
Baltimore

Philadelphia  
Chicago  
Cleveland  
Detroit

Buffalo  
Atlanta  
St. Louis  
Milwaukee

Minneapolis  
San Francisco  
Los Angeles  
Fort Worth

**For Full Particulars Get in Touch With Our Nearest House**

## MARCH AND OCTOBER SHOULD BE BUSY MONTHS FOR AD SALESMEN

**They Are the Seasons When Manufacturing is at Peak in 50 Lines, But Even Mid-summer Finds Host of Factories Normally Rushed**

WHAT month sees the peak of automobile manufacture? In what month are billiard tables, tobacco, co-sets, fishing nets, or furnaces sold in greatest number? A newspaper advertising manager with this information at his finger tips could time solicitations to reach the prospect when the latter's mind was centered on selling his product and there would be one less sales obstacle to break down.

Roger W. Babson, who compiles columns of facts and figures of many kinds, at his institute in Wellesley Hills, Mass., recently turned his mind toward making a calendar of manufacturing activity in a number of industries, which EDITOR & PUBLISHER reproduces below. As the periods named for each industry are those immediately preceding the season of greatest sales effort, they are also the opportune time for successful advertising solicitation. Mr. Babson's compilation follows:

**JANUARY**—Slaughtering and Meat Packing.  
**FEBRUARY**—Agricultural Implements, Woven Belting and Hose, Boots and Shoes, Cardcutting and Designing, Carpets (not rag), Carriages and Children's Sleds, Cutlery, Druggists' Preparations, Dressed Furs, Gold and Silver Reducing and Refining, Lasts, Lead Smelting and Refining, Leather, Matches, Nets and Seines, Soap, Wood Distillation, Turned and Carved Wood, Wool Pulling.

**MARCH**—Artificial Flowers, Paper Bags, Fancy and Paper Boxes, Cane, Chocolate and Cocoa, Clothing, Coffins and Undertakers' Supplies, Combs and Hairpins, Cooperage, Copper Products, Cordage and Twine, Corsets, Cotton Lace, Dairymen's and Poultrymen's Supplies, Dyeing and Finishing Textiles, Elastic Woven Goods, Electrical Equipment, Feathers and Plumes, Fertilizers, Fire Extinguishers, Furnaces and Stoves, Men's Furnishing Goods, Furniture, Glass, Glue, Hardware, Harness, Hosiery and Knit Goods, Jute Goods, Linen Goods, Millinery, Mirrors, Patent Medicines and Compounds, Phonographs, Photographic Supplies, Plated Ware, Pottery, Printing and Publishing, Refrigerators, Saddlery, Sand and Emery Paper, Shirts, Silk Goods, Steam and Hot Water Heating Apparatus, Tobacco, Typewriters, Umbrellas, Wheelbarrows.

**APRIL**—Automobiles, Cleansing and Polishing Preparations, Collars and Cuffs, Cotton Small Wares, Engines, Envelopes, Firearms, Hammocks, Straw Hats, Writing Ink, Musical Instruments, Optical Goods, Paper Goods, Show Cases, Sporting Goods, Wagons, Wireworks, Wool and Worsted Goods.

**MAY**—Billiard Tables, Wooden Boat Building, Rag Carpets, Cash Registers and Calculating Machines, Cosmetics and Perfumes, Fireworks, Grindstones, Mats and Matting, Paint, Paper and Wood Pulp, Roofing Material, Soda Water Apparatus, Upholstering Material, Varnish, Window Shades and Fixtures.

**JUNE**—Artificial Stone Products, Awnings, Tents and Sails, Badges and Emblems, Baking Powder and Yeast, Baskets, Brick and Tile, Butter and Cheese, Electric Cars, China Decorating, Condensed Milk, Dairy Products, Flags and Banners, Flavoring Extracts, Rattan and Willow Ware, Rubber Footwear, Signs, Structural Ironwork, Tinplate, Turpentine and Resin, Windmills.

**JULY**—Steam Railroad Cars, Cement, Artificial Ice, Power Laundries, Marble and Stone Work, Paving Material, Soda and Mineral Waters, Wood Engraving.

**AUGUST**—Boots and Shoes, Galvanizing, Lead.

**SEPTEMBER**—Boots and Shoes (cut stock), Reworking Butter, Canning and Preserving, Cardcutting and Designing, Clocks, Cork Cutting, Dried Foods, Feathers and Plumes, Fertilizers, Firearms, Fire Extinguishers, Printing and Writing Inks, Lace Goods, Lubricating Grease, Millinery, Paper Patterns, Preserved Pickles and Sauces, Trunks and Valises, Watches.

**OCTOBER**—Artificial Flowers, Artists' Materials, Automobiles, Paper Bags, Baking Powder and Yeast, Beds, Bluing, Bone, Carbon and Lamp Black, China Decorating, Chocolate and Cocoa, Cigars and Cigarettes, Clothing, Collars and Cuffs, Combs and Hairpins, Confectionery, Cooperage, Copper Products, Corsets, Cosmetics and Perfumes, Cutlery, Druggists' Preparations, Elastic Woven Goods, Electrical and Gas Fixtures, Electrical Equipment, Enamelled and Stamped Ware, Envelopes, Furnaces and Stoves, Glass Cutting and Staining, Hardware, Fur and Felt Hats, Jewelry, Kaolin, Leather Goods, Linoleum and Oilcloth, Mattresses, Milling Industry, Mirrors, Musical Instruments, Phonographs, Plated Ware, Pocket-hooks, Pottery, Roofing Materials, Soap, Steam and Hot Water Heating Apparatus, Toys and Games, Window Shades and Fixtures, Wire Work, Woolen and Worsted Goods.

**NOVEMBER**—Canes, Cigar Boxes, Cigars and Cigarettes, Doors and Shutters, Fountain Pens, Fur Goods, Men's Furnishing Goods, Furniture, Hosiery and Knit Goods, House Furnishings, Instrument and Jewelry Cases, Labels and Tags, Milling, Rubber Footwear, Umbrellas, Upholstering Material, Wool Pulling.

**DECEMBER**—Brooms, Brushes, Hat and Cap Material, Musical Instruments, Photo-Engraving, Sporting Goods, Wool and Worsted Goods.

### STEED ADVOCATES SHORTHAND

**Lack of It A Defect in American Journalism, He Says**

H. Wickham Steed, editor of the London Times, is a firm believer in the desirability of shorthand as a part of the equipment of every news writer. Mr. Steed in an interview in Portland, Ore., voiced the opinion that has been expressed by other British journalists that the lack of shorthand is an obvious shortcoming among American newspaper men.

"Shorthand should be used," insisted Mr. Steed who accompanied Viscount Northcliffe to Vancouver, B. C., and made a tour of the Pacific coast after Northcliffe had sailed for Australia. "No matter if a reporter's memory is as accurate and faithful as a gramophone record, he may not quote a man just right. I used shorthand, writing a great many words a minute. All of the speeches in parliament are taken in shorthand and if some unimportant

member is speaking the reporters are instructed to skeletonize. By using shorthand you have a faithful, accurate record of the very words and there can be no dispute. Shorthand also saves the time of the person interviewed and it saves the time of the reporter. When our editorial writers wish to know what a man has said all they need to do is to call for a transcription of the stenographic notes.

"Accuracy is our watchword. We do not tolerate a man making a mistake, or exercising his imagination or using personal bias. If a deliberate misstatement is made the man is removed, and if an error is made unintentionally we clip the writer's wings. We have to be absolutely accurate or else we lose our public. A slight error may cost us 10,000 readers."

### Metal Men Drop Press Bureau

The iron mining and steel corporations operating in northern Minnesota have decided to abandon their joint publicity bureau, established in Duluth about five years ago. Albert F. Ferguson, well known among eastern and middle western newspapers as reporter and editor, has been in charge of the bureau. He is contemplating a return to newspaper work at the conclusion of a long vacation. The publicity bureau procured statistics on production of mines on the iron range of Minnesota and furnished eastern trade papers with news of the mining regions.

### Portland Appoints Welcome Committee

Following are the newspaper men on the Portland (Ore.) Chamber of Commerce committee for the entertainment of the Press Congress delegates from the United States: W. J. Hofman,

Portland Oregonian, chairman; E. E. Brodie, Oregon City Enterprise, president of the National Editorial Association; Elbert Bede, Cottage Grove Sentinel; L. R. Wheeler, Portland Telegram; Edgar P. Piper, Portland Oregonian; Phil Jackson, Portland Oregon Journal; W. C. Tunks, Portland News.

### Banker and Editor on "Outs"

Charges and counter charges are flying thick and fast in the controversy between the Broadway National Bank of Buffalo, N. Y., through its president, Maxwell Nowak, and Everybody's Daily, a Polish newspaper. In addition to filing a libel suit against the newspaper Mr. Nowak has now charged its editor, Joseph Rusczkiewicz, with attempted extortion, claiming the editor demanded \$25,000 to stop the newspaper's attacks on the bank's methods of handling money entrusted to its foreign department by Polish citizens of Buffalo. The editor denies this and says Mr. Nowak offered him money to cease the attack.

### Moore Heads Portland Press

Roy D. Moore, assistant to the general manager of the King Features Syndicate, Inc., and allied organizations, this week became publisher and general manager of the Portland (Me.) Daily Press, associated with Senator Frederic Hale. Mr. Moore was chosen from the editorial department of the Cleveland Leader ten years ago as Ohio manager for International News Service. Then in succession he progressed as an editorial worker and executive in Charleston, W. Va., St. Louis, where he was with the Republic, and in Fargo, N.D. During the past three years he has been with the King Features Syndicate.

## Our Weekly Business Review Page

*Increases Your Revenue  
Saturdays or Mondays*

## Sold To Non-Advertisers

THE one real reason why few of your local manufacturers or jobbers do not advertise in your paper is that they are not advertisers.

They have had plenty of opportunities to buy *space* but no one has ever sold them *advertising*.

Our Weekly Business Review Page interests them immediately. We offer them an opportunity to try out your paper at minimum expense. Then we make the page appeal to those subscribers who are likely to be interested in the advertisements.

We make the contracts for you on a 13, 26 to 52 week basis. We renew them before expiration. We make the page a permanent feature and a constant source of revenue for you. As for references we will give you names of prominent newspapers for which we have created local display for 5, 10, 15—even 20 years. Shall we send details?

## Thomas W. Briggs Co.

Operating in United States and Canada

Home Office, Memphis, Tenn.

## TAKING THE "HUMOR" OUT OF HUMIDOR

Buy our imported dry mats and say good-bye to your humidor troubles. Back to the ONLY humidor that's any good—your sponge.

This is possible ONLY with

## OUR IMPORTED DRY MATS

Moisten them with sponge, place mats back to back, and allow to dampen until ready for use.

**Remember:** The shrinkage is governed by the amount of moisture you put in your mat. A little experimenting will show you the proper moistening to give the best results with your equipment.

Order a Case (500 sheets) Today and find out for yourself what a REAL DRY MAT WILL DO

We will bill your sample case at 16c. per sheet f. o. b. Brooklyn.

200,000 sheets always in stock at Bush Terminal, Brooklyn, assures you a constant supply.

**W. B. WHEELER CORPORATION**

SOLE AMERICAN AND CANADIAN DISTRIBUTORS

6 CHURCH STREET, NEW YORK

Phone Rector 9930



# A Smashing Beat!

When the great ZR-2 collapsed the United Press gave its clients a beat that takes a prominent place in newspaper history.

United Press papers everywhere were first with the news and the details.

From scores of congratulatory telegrams the following is selected as typical.

## TELEGRAM

United Press                      Wilkes Barre, Penna., August 24th, 1921.  
New York

As usual the United Press proved to be the Babe Ruth of news services and knocked out a ZR-2 story that outclassed its rivals from every point of view. It came at the busiest hour of the day, but United Press lived up to its reputation and covered the story from every possible angle. In 1912 when the Titanic, the world's largest ship, met disaster the United Press hung up a record for service, and today when the ZR-2, world's largest aircraft, met disaster, the U.P. bettered its famous record of 1912.

J. F. Forestal, Times Leader.

# United Press Associations

GENERAL OFFICES    ::    ::    ::    ::    NEW YORK

## Obituary

GENERAL SIR SAM HUGHES, who died August 24, in Lindsay, Ont. was for a time editor of the Lindsay Warder. He was 78 years of age and was a prominent figure in British and Canadian war annals.

FREDERICK W. WILLARD, aged 68, at one time with the Leavenworth (Kan.) Times, died in Kansas City, Kan.

S. P. MELTON, father of E. J. Melton, news editor of the Boonville (Mo.) Republican, was killed by a train at Shelbyville, Mo., recently.

ALFRED D. BAUER, president of the Technical Advertising Service, New York, died August 22, at Stamford, Conn., as the result of injuries received in an automobile accident August 13. Mr. Bauer started in the publishing business on the Pacific Coast about twenty years ago. He later entered the advertising field and became an executive of the Lord Advertising Agency and the Service Advertising Agency in the West. Coming to New York several years ago, he was advertising manager for Chemical and Metallurgical Engineering. In 1917, he established the Technical Advertising Service.

W. CRAWFORD RAMSDALE, one of the owners and publishers of the Albion (N. Y.) Orleans Republican, died after a brief illness, aged 66 years.

GRACE CAREW SHELDON, for the past twelve years a member of the editorial staff of the Buffalo Times, died in the Buffalo General Hospital, August 20, after a three day illness. She was 66 years of age. In early life Miss Sheldon made an extensive tour of South American and West Indian regions writing for many publications. She then joined the staff of the Buffalo Courier.

JOHN W. FORNOF, aged 66, president of the Streator (Ill.) Free Press Company and for many years president of the Republican Editorial Association of the twelfth congressional district, died in Streator last week after a long illness. He was one of the founders of the Inland Daily Press Association and was its first secretary.

ELMER E. JOHNSTON, for fifteen years editor and publisher of the Iowa City (Ia.) Citizen, before it was merged with the Iowa City Press, died August 21, aged 55 years.

### Mattagami Mill Re-opened

The Mattagami Pulp Mill, near Cochrane (Ont.), has reopened, and is manufacturing 100 tons of pulp daily.

*Tear this out; Send it to*

### Associated Editors

35 N. Dearborn St., Chicago

Send samples; quote price of features checked below.

#### THE BOYS AND GIRLS NEWSPAPER

"The Biggest Little Paper in the World."

#### PARAGRAPHS BY ROBERT QUILLEN

"America's Greatest Paragrapher."

#### J. P. McEVOY

"A Comic Strip in Type."

#### "MAKING GOOD IN BUSINESS"

By Roger W. Babson

A special 12-week series starting June 25

Signed .....  
Position .....  
Paper .....

### 4,000 NEWSPAPERS HAVE QUIT

#### Suspension of Wellesley (Ont.) Maple Leaf Develops Astounding Figures

The Wellesley (Ont.) Maple Leaf has ceased publication. In its farewell notice, H. W. Kaufman, the publisher, said:

"After a struggle of over twenty-one years, The Maple Leaf goes the way of most small country papers during the past four years. During these four years the cost of production has increased from 200 to 300 per cent., while the income is practically the same. This has caused the suspension or amalgamation of over 200 newspapers in Canada during the past few years.

"The reason the newspaper graveyard is so full is shown by an editor who has been investigating the cause of the high mortality. He figures out that in 1907 wages were at 100. In 1914, they had advanced to 178, and in 1921, the figure was 393. Newsprint from 100 jumped to 177 in 1914, and to 623 in 1921. Newspaper postage, which cost the normal of 100 in 1907, was 147 in 1914, and 337 in 1921. Ink was 100 in 1907; 200 in 1914, and today stands at 331.

"Editorial expense advanced from 100 in 1907 to 120 in 1914, and 241 in 1921. Miscellaneous expenses went from 100 in 1907 to 125 in 1914, and to 244 in 1921. By taking the average of all newspaper costs, it was found that while the average or index number of 1907 was 100, in 1914 it was 159, and in 1921 it reached the high mark of 411.

"More than 4,000 newspaper publications have thus gone out of existence in the United States and a corresponding number of them in Canada."

#### Miami Metropolis Sued

MIAMI, Fla., Aug. 22—Suit for \$100,000 has been entered against the Metropolis Publishing Company, publishers of the Miami Metropolis, by John G. Closland, in connection with articles appearing in that paper relative to the recent seizure of the alleged rum-running schooner Henry L. Marshall, off Atlantic City.

#### Riblett Makes Change

M. F. Riblett has left the Denver Rocky Mountain News to become advertising manager of the Colorado Springs Gazette.

## The Atlanta Journal

ATLANTA, GA.

Milline Rates

Daily \$2.39 Sunday \$1.73

You buy space in "The First Newspaper of the South" at much less than the average cost either in papers of the same territory or in all U. S. papers of like amount of circulation.

Advertising in The Journal Sells the Goods

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

# There is No Mystery in Advertising

When anyone discusses advertising with you, don't be mystified, misled or too gullible.

Advertising is simply a selling force which can be used profitably or abused flagrantly.

The average advertising does not produce immediate tangible results. They come finally as the result of persistent, cumulative appeals.

The only type of advertising from which one may normally expect immediate tangible returns is the kind making specific appeals likely to stimulate immediate action, namely, 1, price; 2, novelty; 3, seasonable.

The business-like principle establishing advertising as an economical selling force is that it reaches people en masse—thousands, millions—and while admittedly the personal salesman is always the most effective method, advertising supplements that personal work by covering instantly miles of territory and countless calls which the individual obviously could not do.

Now, insofar as your immediate needs are concerned, the main thing to make sure of is to buy the kind of advertising that reaches the greatest number of possible customers in precisely the territory you do, or can serve.

The mediums that reach the greatest number of people in any given territory are the daily newspapers.

It is to your advantage, therefore, to demand of manufacturers' salesmen newspaper advertising. There is no reason why you should stock or push merchandise advertised in mediums reaching only a few people in your territory, because obviously such a limited appeal cannot bring you much business. As a matter of fact, what frequently happens in such instances is that the merchant, and not the advertising, moves the goods.

Understand that advertising is simply mass selling; that mass selling is but a development of individual selling; that no principle is applicable in mass selling that is not right in individual selling.

Therefore, and obviously, through newspapers, as through individual selling, the greatest number of possible customers are appealed to right where the goods are on sale.

## Insist Upon Newspaper Advertising

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

### E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

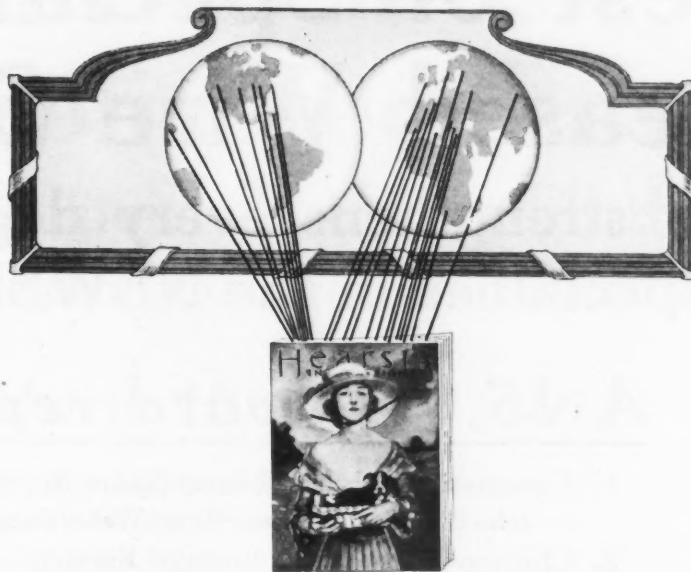
Chicago  
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SEPTEMBER



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119 West 40 Street, New York

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This service strengthens every department of the up  
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*A 15,000 word report, six days a*

1. Complete All-Year-'Round Sport Service  
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**“TODAY'S SPECIALS”**

**Sold EXCLUSIVELY to One Newspaper Company in each**

**Complete All-Year-'Round Sport Service** includes daily dispatches by John B. Foster on baseball, a daily story by Fair Play covering all other professional sports; dispatches three times a week by Lawrence Perry on golf, tennis, football, rowing, etc., and stories on two alternate days of the week by Walter Camp covering amateur and college sports.

John B. Foster has been for several years editor of the Official Baseball Guide and Official Baseball Record and prior to that time was sporting editor of the New York Evening Telegram. Fair Play is a nom de plume covering the work of experts on prize fighting, wrestling racing, and other professional sports from baseball to pool. The sport service averages 2,000 words per day. It covers every variety of sport in all seasons.

**Fashion News Dispatches** consist of cable and telegraphic stories from Paris, London, New York, Philadelphia, Chicago, and other fashion centers. These dispatches are so far ahead of the material in periodicals and the ordinary fashion services syndicated to newspapers by mail as to bar comparison. It is a woman's page or a society page feature, read by men as well as women and by dealers in men's and women's wear. The individual stories in this service are so full of news and human interest that they are often lifted from the department into which they naturally belong and played up as feature stories on front pages. The fashion and business services together average 2,000 words daily.

**Chicago Daily News Foreign Cable Service** consists of cables from more than a score of correspondents in as many world capitals, most of them trained American newspaper men whom the Chicago DAILY NEWS has assigned to world news centers. These cables, in addition to having scored many notable "beats," are interpretive and explanatory of the world's news, written by men on the spot who understand what the American reader wants to know about foreign affairs. When it is 12.30 P. M. in New York it is 5.30 in Paris. Today's news in Europe and indeed in the greater part of the civilized world is thus available to afternoon newspapers by the aid of instantaneous leased wire transmission and a corps of alert correspondents filing the dispatches.

**Daily Financial Service** covers the country's six big markets right up to their close every day. The New York market stories are written by Stuart P. West, financial editor of the New York GLOBE and are featured by dominant newspapers of the East, South and Middle West. Our wires deliver as complete a financial service as published in any final editions in New York. The financial text begins with an "early lead" on New York stock market, followed by feature paragraphs describing transactions in particular stocks or groups of stocks most active in the day's trading. Near close of the market there is an "add lead" or a "new lead," depending upon development during the last hour.

For details address: ROBERT B. M

JAY JEROME WILLIAMS, Eastern Superintendent  
Eleventh Floor, World Building, New York

**Consolidated Press**

Executive Offices—Commercial Building



# ...ches are Carried in the 8-hour of the Consolidated Press

...he up-to-date newspaper. It covers all the telegraph  
...duplicate existing news association reports.

...s a week, including the following:

5. Daily Washington Dispatches of David Lawrence  
interpreting national and international affairs
6. Chicago Grain and Livestock Markets  
covered thoroughly by experts
7. Complete New York Financial Service  
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8. Complete Bond Sales and Curb Sales of the Day  
with a record of the high, low and closing in each

## ...PECIALS TODAY''

...each City for use in either evening or morning editions

...Business News Service is designed to meet the extraordinary demands from newspapers for up-to-the-minute news about business and industry. It has become in a short time one of the most important features of the Consolidated Press report. Our reporters telegraph their dispatches and thus are able to treat immediate developments, a thing from which writers of business reviews for transmission by mail are barred by the element of time. Daily there are signed dispatches from different cities covering general business conditions. Also the country is covered by industries and commodities—dispatches which may be carried under commodity sub-heads. This is an important source of information to every business man and is an attractive department for general readers.

...Cotton, Bonds, Curb, Grain and Live Stock Dispatches are comprehensive and full of valuable information. The stories on the New York cotton market, the New York bond market and the New York curb market, respectively, are filed during the last period of the day. Thus, simultaneously with the closing hour, this service has covered all the big markets completely in stories running from 500 to approximately 1,000 words. During the same time, our wires carry distinctive stories averaging 300 words each on the Chicago grain market and the Chicago livestock market. The complete text of the financial service averages 2,500 to 3,000 words daily.

...The Daily Washington Dispatches of David Lawrence are printed in one newspaper in almost every city in the United States. The Lawrence dispatches are interpretative of the news of the day. They are national and not sectional. They answer the reader's constant questions: "What is going on in Washington? What is the inside story?" David Lawrence not only explains what is happening but forecasts future events with precision. This is because of his long experience as a Washington correspondent and student of national and international affairs. The newspapers which are publishing David Lawrence's dispatches have had a remarkable series of "scoops." His stories are written six days a week and average 900 words each.

...Complete Bond and Curb Sales in New York, also Chicago and Boston Stocks, give breadth and finality to a financial page. From 120 to 160 bond and curb stocks respectively are listed giving not only the high, low and closing prices but also the complete sales for the day of each stock or bond in which there are sales. They add to the financial news of the day the actual figures, considered invaluable by investors. They furnish the general reader with detailed and definite information on the same day that stocks and bonds go up and down in the world's financial centers.

...RT B. McCLEAN, Business Manager

# Press Association

HORACE EPES, Western Superintendent

Fourth Floor, Daily News Building, Chicago

...cial Bank Building, Washington, D. C.

## TIMELY TOPICS

THE anonymous author of "The Mirror of Washington," a book that has stirred up a lot of speculation and comment at the Nation's capital, in setting forth his reasons for writing it in the New York Times, says that "never has so much money and so much energy been spent to obtain the truth as by the American press today, and I believe, on the whole, so disinterestedly.

"But the daily press," he continues "is limited by its own nature. It gives you every twenty-four hours the complete history of one day. It overwhelms you with facts. Often you cannot find the truth for the facts. You get a daily close-up of the Government. You do not see the Government. Your eyes are fastened upon the political beauties of Washington. You see the stars in the title roles of democracy, all specially posed. You almost forget the play in the bewildering succession of films.

"In their wish to tell the truth, without color, they tell not the truth but the facts. Truth differs from the facts as the vivid colored visual image of your friend differs from his photograph. The press gives us, then, not public life as it is but the actinic values of public life."

ACCORDING to a Government report Germany can sell machinery in Europe at a quarter of the price of American machinery delivered. Germany can do this on the straight basis of lower production and selling costs. There are five chief elements entering into the price of a manufactured product: 1—Raw material; 2—Capital; 3—Management; 4—Labor; and 5—Profit. In every one of these Germany now has the best of its competitors if its product is made of native raw material.

Some Americans have a fit when they read this statement. They forget that while Germany and other foreign countries can undersell us on some products there are plenty of others that she cannot touch when it comes to competition. Why then worry about the situation? We cannot expect to monopolize the world's trade. There's business enough to satisfy every country if it is gone after in the right way. America is not taking a back seat in the scramble for foreign trade.

BYRON R. NEWTON, Collector of the Port of New York under the Wilson Administration, told me at the Bayside Yacht Club, recently, of his early experience in getting started in the newspaper business. His first job was running a country weekly of which he was editor, business manager, advertising manager, circulation manager, mail clerk and bookkeeper. His salary was \$3 a week.

Edward Butler of the Buffalo News, who had read some of the articles Newton had written for the weekly, wrote him one day asking him to come to Buffalo and see him. Newton felt highly flattered at the invitation and promptly made the trip to the editor's office. Mr. Butler told him that he would like to have him come and work on the News as he believed he had in him the making of a good newspaper man.

Newton wasted no time in accepting. He didn't care what the salary was so long as he could work on a great daily newspaper like the News, but just for the sake of knowing at the start what

he was to receive, he asked what his pay was to be.

Mr. Butler took a pad and wrote \$15 on it and handed it to the young man. "Per month?" inquired Newton. "No, per week," replied the editor. Thereupon Newton came near having an attack of heart failure, for he had not supposed that such a large salary was paid to any one in the newspaper business. Newton made good and had his salary raised from time to time until he was asked to become political reporter at \$30 a week. For some reason politics did not appeal to him and he refused to take up the work. Therefore he was fired.

Newton then came to New York where he expected he would have no difficulty in securing a position but unfortunately none of the city editors wanted to avail themselves of his services. After spending all the money he had he went back to Buffalo and told Butler that he was willing to do politics for the News. He made a distinct success in this field and later came to New York where he afterward held important positions on several of the metropolitan dailies.

THE newspapers of Great Britain are as prone to careless business methods as those of the United States. Those published in the small towns and cities often accept orders for advertising space from persons and firms of whose financial responsibility they know nothing and take chances on getting the payment of the bills. The Newspaper World, of London, in commenting upon the subject says:

"We should like country newspaper publishers to reflect a little upon the injury that they are doing to themselves and the industry by inserting on credit long advertisements from strangers on the mere off-chance of their being paid. They not only mortgage valuable space—or what ought to be regarded by them as valuable space—but they indicate to experienced advertising agents how little value they attach to their advertisement columns, every inch and line of which ought to be jealously guarded. For a newspaper publisher to treat his paper—as the uninformed public mind is prone to regard it—as merely 'something to be filled up' is suicidal, and it is better to run the risk of losing even a genuine advertisement by delay during inquiry than have the mortification of finding that free publicity service has been given in a quite undeserving quarter.

"One of the best personal assets of a newspaper publisher or newspaper advertisement manager is 'backbone,' which implies the ability to refuse or delay acceptance of a doubtful proposition equally with the rejection of all scale-cutting and unreasonable commission proposals."

### Powell Ship Sales Manager

Joseph W. Powell, formerly vice-president of the Bethlehem Ship-Building Corporation, has been named vice-president in charge of sales of the Emergency Fleet Corporation.

For  
**TIMELY**  
Circulation-Making  
**FEATURES**  
Comics and Serials

Write  
**The McClure Newspaper**  
Syndicate

373 Fourth Avenue New York

Unlike Any Other Community

# JOPLIN Missouri

The Market 240,000

The Joplin Market is a complete, easily served population unit of 240,000. This does not include the legitimate country territory—only the actual suburban territory served from Joplin proper—though the city itself has only 29,902. Splendid roads, railroads and trolleys make every part of the market easily accessible, increase the retail trade in Joplin proper, and increase the wholesale trade in the suburbs.

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 Globe has had much to do with extending Joplin's trading territory. It has fostered good roads; it has built up a wide outlying circulation upon a service basis: editorial merit and dependable delivery to most of its subscribers before early breakfast.

The Joplin Globe is *more* than a daily newspaper. It is a mining trade paper and local farm paper as well.

The Globe is the kind of newspaper that commands respect, confidence and produces results.

Representatives

**E. Katz Special Advertising Agency**

Chicago  
Kansas City

Established 1888  
New York

Atlanta  
San Francisco



# Hard Times and the Dry Mat

---

Dull business and the uneasy feeling accompanying it has caused thoughtful publishers to analyze manufacturing costs, eliminate waste and cut out boom time extravagances.

As the dry mat process is essentially a hard times proposition in its saving of print paper, fuel for steam tables, labor, etc., we are converting newspapers to it now faster than we ever did in good times. There is not a newspaper (using stereotype presses) in the country that the dry mat will not save money, and at the same time accelerate production and better printing.

It would be altogether safe to say that the dry mat has already saved newspapers \$2,000,000,—a saving that could be made in no other way. You can safely figure it will save you money—not only now but at all times in the future.

You may not feel like spending money for the equipment just now. Do not let that delay you. The cost of the equipment is trifling at best and you will have saved it in print paper before you have to pay for it.

Nothing in the present century has done as much for newspapers as has the **Wood Dry Mat**. It's a boon and a blessing to all that stereotype and it not only costs nothing to use but actually pays you real money for the privilege of working for you.

You are neither too big nor too little to profit by this invention, and the sooner you come to what ultimately **must be** the greater will be your prosperity.

**We guarantee success.**

---

## Wood Flong Corporation

25 Madison Avenue

New York

**EASY TALK**

By PHILIP R. DILLON

**A man's name as a factor in his career.**

I have been examining the "Smiths" in the late edition of "Who's Who in America." I find there are 290 Smiths named and described. Of these, only seven are journalists, and they include publishers of periodicals who are not necessarily writers. The names of these seven are Arthur L. J. Smith, Courtland Smith, Delevan Smith, Frederick Arthur Smith, James Walter Smith, Joseph Smith and Thomas R. Smith.

It must be premised that *not all* the Smiths of journalism, who have attained that degree of success in putting forth their product (with or without public appreciation) which makes them eligible for Who's Who, are listed in that big book. The late George McLeod Smith, managing editor of the New York Tribune at the time of his death, is one instance. Some may say that newspaper men (including essential divisions in the craft who will not claim to be strictly journalists) are less desirous of such publicity as a listing in Who's Who may give, than men and women of other professions. This may be doubted. I have not known any newspaper men who did not feel gratified when honorably mentioned in public; certainly there are few journalists who do not like to see their names printed as authors of the articles they write. And, it may be assumed, there are modest men in other professions. However, for the purposes of this analysis, the list of Smiths in Who's Who is sufficiently inclusive.

Wishing to know something more

definite about the intellectual bent of the 290 Smith's in Who's Who, I made a count of some of the professions and callings represented in the list. Here is the result: Education and Science—mostly college professors, 61; Law, 28; Religion, 22; Authors—not journalists, 21; Politics—the majority being lawyers also, 18; Medicine, 15; Army and Navy, 10; Art, 7; Playwrights, 1 (his name is Winehell Smith). I did not count the bankers; there are quite a number of them.

From the above, shall we say that journalism gets its fair share of "famous" Smiths? Hardly. Or shall we say that the Smiths go into other professions—notably education? that the name of Smith fits better a president of a college, or a congressman and senator, or a judge at law, than a journalist? If so, why?

**Best known journalists have uncommon names**—I have jotted down here a list of the men who, in pursuit of their profession of journalism, deeply influenced the American public of their times, and were widely known to the American public by their personal names. I begin with colonial times, with the very first newspaper, and scan the field as history marched on. Please fix your attention on each name, considering whether it be a name that is today found, more or less, in any large city directory, or telephone directory.

Benjamin Harris, John Campbell, Benjamin Franklin, William Bradford, John Peter Zenger, Thomas Fleet, Gamaliel Rogers, Thomas Fowle, John Draper, John Mein, Isaih Thomas, John Holt, Hugh Gain, William Goddard, Stephen Hopkins, Thomas Green, Benjamin Edes, John Gill, Samuel Loudon, James Rivington, Isaac Collins, Thomas Paine—bringing the list to the

end of the American Revolution. The fame of such great journalists as Samuel Adams, Alexander Hamilton, John Hay, James Madison grew out of causes apart from strict journalism.

After the Revolution we see their figures upstanding—Benjamin Russell, Thomas Greenleaf, Philip Freneau, Noah Webster, William Cobbett, Benjamin Franklin Bache, William Duane, William Coleman, James Cheetham, James Thompson Callender, Joseph Montford Street, Stephen L'Hommedieu, John Scull—but we have only got to the beginning of the 19th Century and you have heard enough.

We might add the great outstanding names of one and two generations ago—Horace Greeley, George D. Prentice, James Gordon Bennett, Henry J. Raymond, Charles A. Dana, Murat Halstead, Whitelaw Reid, Samuel Bowles, Edwin Cowles, Henry Watterson—does it not seem that all of these are uncommon euphonies?

Inevitably we are brought to think that Pulitzer, Hearst, Scripps, Munsey are uncommon names.

Yes, I know you will say Don Marquis is unique. Would he have done as well if his name had been Smith, Brown, Jones, Cohen, Davis or Dillon?

In short, I think "O. Henry" would have better planned for a surer fame if he had kept his own uncommon name, a carrying euphony—Sydney Porter.

**Form New Agency in New York**

Farnsworth, Brown & Shaffer is the name of a new advertising agency located at 2 West 45th street, New York. Edward B. Brown was until a few days ago a member of Stroud & Brown, 303 Fifth-avenue, and Frank Farnsworth and William R. Shaffer were connected with the same organization. Miss Marguerite A. Cavanaugh, who for the past two years has been in the production department of Street & Finney, will become connected with the new agency next week.

**New Daily for Wausau**

The Wausau (Wis.) Tribune, a daily newspaper which has been in process of organization for a year, will begin publication early in September. George W. Lippert, former socialist district attorney of Marathon county, is the promotor. A. A. Trojahn of Leona is editor.

**Columbus Herald Incorporated**

The Columbus Herald Printing Company has been incorporated at Columbus, O., with \$15,000 capital, Otto Krause and others being among the organizers.

**Omaha Bee Names Glass**

The Omaha Bee has appointed John Glass to represent it in the Western advertising field.

## FOR SALE

# Rapid Gravure Machinery

(Used only a short time)

## At a Big Bargain

Here is an opportunity to buy at a very low price, considerably below cost, **one or more gravure presses** with folders attached, also a complete Etching Equipment.

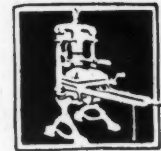
The presses I offer for sale have a capacity of 8,000 eight page Newspaper Supplements per hour.

Wide awake publishers, or printers in cities which are today without a gravure plant, should get in touch with me at once.

**JULIUS HERMAN**

263 Ninth Avenue

New York City



Nearly twice the circulation of any other evening newspaper in the Northwest, a lead of 1,073,058 lines of local display advertising over its nearest competitor so far this year, and a keen, clean newspaper always—The Journal is the best salesman in Minneapolis and the Northwest.

# THE MINNEAPOLIS JOURNAL

Represented in New York, Chicago, and San Francisco by O'Mara & Ormsbee



## MANITOBA EDITORS END SHORT COURSE

Prairie Press Well Represented at First Session—Defoe Discusses "The Editorial Page"

The first short course in journalism and publishers' conference, held at the Manitoba Agricultural College, Winnipeg, during the week of August 8 to 13, was largely attended by editors and publishers of the three prairie provinces.

Operation of the editorial section of a newspaper was a subject which evoked much interest. An address on "The Editorial Page" was delivered by John W. Dafoe, editor of the Winnipeg Free Press, while Prof. V. W. Jackson, of the Manitoba Agricultural College dwelt on "The News Value of Natural Phenomena." Prof. W. P. Kirkwood of the University of Minnesota, also spoke. A general discussion followed the addresses.

Other papers delivered on editorial topics were "What the Farmer Would Like the Editor to Know About the Live Stock Business," by G. W. Wood, professor of Animal Husbandry at the Manitoba College, and "Our Profession; Its Creed and Opportunities," by Professor Kirkwood of Minnesota. The latter strongly emphasized the need of organization in the editorial profession and unflinching devotion to that organization, even though such devotion involve much personal sacrifice. He pointed out the necessity of using news of a constructive nature.

Addresses on "Business Office Costs," "Production Costs," and "Estimating" were delivered by O. H. Pollard, of Saults & Pollard, Winnipeg, A. W. Beatty, managing secretary of the Winnipeg Typothetae, and A. W. Puttee, respectively.

Among the delegates in attendance were the following: T. M. Marshall, publisher of the Weyburn Review, and past president of the Saskatchewan Press Association; James MacDonald, publisher of the Unity Courier, and vice-president of the Saskatchewan Press Association; R. G. Ashwin, publisher of the Milestone Mail, and secretary-treasurer of the Saskatchewan Press Association; J. L. Bray, publisher of the Guernsey (Sask.) Standard; E. C. Pick-up, publisher of the Shellbrook (Sask.) Chronicle; J. W. Reid, King's Printer, Regina, and W. A. MacLeod, editor of publications, Regina.

### Resigns Representation

Story, Brooke and Finley, Inc., have resigned as the Eastern advertising representatives of the Chicago Journal, it is announced.

### Washington Herald Names Special

The Washington Herald has appointed the Benjamin & Kentnor Company as its national advertising representative.

### Munsey to Erect a 26-Story Building

Frank A. Munsey will erect upon the site of the old Sun building, Park Row and Frankfort St., New York, a twenty-six story building at an estimated cost of \$600,000. McKim, Mead & White are the architects who have prepared the plans. The new building will be on a site fronting 56.6 feet on Nassau street and 57.11 feet on Frankfort street, the tiniest in the city for a building of its height. The building as planned will be

very plain in architectural design and have setbacks to comply with the zoning law as to height. Stores will be on the ground floor, a bank on the second and third floors and lofts above. The Sun Printing and Publishing Association, of which Frank A. Munsey is president, is recorded as the owner.

### THE ROMANCE OF REUTER'S OF GREAT BRITAIN

(Continued from page 5)

liant success as head of the agency's interests in South Africa and whose great administrative abilities were such as to entitle him without dispute to the succession of Baron de Reuter as executive chief of the whole business. The new regime, backed by such veterans of the staff as F. W. Dickinson, the chief editor, and S. Carey Clements, manager and secretary, was quick to prove its merits in the war and is now greatly extending its field of action.

The thing a news agency most values, perhaps, is a "scoop." Reuter's has not a few to its credit. For instance there was the news of the murder of Lincoln. The agent in New York,—to be called thenceforth by Baron de Reuter "the young man who murdered Lincoln,"—chased an outgoing liner in a tug with the dispatch in his pocket and enabled England to learn of the event a whole week earlier than would otherwise have been possible. In the Boer War the agency was the first to announce the relief of Mafeking and to bring to Lord Roberts himself actually in South Africa news of this success gained in a field remote from all other British forces.

It was a Reuter dispatch, again, that first told the Allied world that the United States had broken off diplomatic relations with Germany and flashed the first brief tidings of President Wilson's message to Congress requesting it to declare a state of war existing between the United States and Germany. Through Reuter the full text of this historic message was transmitted to practically every newspaper in the British Empire, on the Continent where the enemy did not hold sway, and in the Far East.

Finally one of Reuter's latest "scoops" was the announcement from Paris that the French Government had decided to recognize General Wrangel. This, at the time, startling information formed the subject of a question in the House of Commons and led to an informal Cabinet meeting, though the Government itself was without official confirmation of the news. For twelve hours the "scoop," usually a short-lived and sensitive plant, held the field unchallenged. It was finally confirmed, though the secret of how such a momentous announcement came to be made to Reuter's before anybody else, including the British Government, remains to be solved.

Claiming directly or indirectly the services of thousands of correspondents in every quarter of the globe, feeding the press of every country except America as well as the British Dominions, Protectorates and possessions in all the four continents from the West Indies to Hong Kong and from New Zealand to Zanzibar, the power of the agency for good or evil is immense. That was especially so during the Great War, during which it was called on to grapple with unprecedented difficulties of collection and distribution and served the Allies so ably as repeatedly to insure the venomous abuse of enemy statesmen and newspapers. To its old slogans Speed and Accuracy! it remained loyal throughout, adding, however, a third, Ubiquity. To these it still remains true.

## When You Want Information About Rochester—

# Ask the Times-Union

Whether you want to know the potential Rochester market for fresh ocean fish or the number of bald headed men---our Service Department will get the information for you.

We know the Rochester territory from A to Z. Our Service Department is maintained for you.

Call on us when you want facts and figures pertaining to any phase of the profitable Rochester market. (Population 295,580---1920 Census.)

A prominent Boston Agency recently wrote:

"\* \* \* "The information you have given us is just what we wanted and we can assure you that it is very much appreciated."

The Rochester Times-Union is the leading paper.

Largest circulation. Lowest Milline Cost.

76.9 Per Cent Local

# 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 Avenue, Chicago

305 Crocker Building, San Francisco

# EDITORIAL

## PUBLIC OPINION ON OPEN SESSIONS

RECOGNIZING that this is a government by representation, in that the people delegate to their representatives authority to act for them in legislative matters, this is still a government by the people, or the foundation upon which it is builded must be razed to the last stone.

When the people of the United States designate men from among their number to act for them in governmental matters they do not surrender to them the right and power to do as they like regardless of the people's will, but rather authority and responsibility for carrying out that will when made known; and when the will of the people is brushed aside like the whim of a spoiled child the government becomes an oligarchy pure and simple, no matter what the process is by which the few attain to governmental power.

No debate in the Congress concerning the approaching Disarmament Conference has indicated serious thought on whether or not the people of the United States desire open or secret sessions. Nor does it appear that any effort has been made by senators or congressmen to ascertain what the people want in that respect. On the other hand, much attention has been given to what the representatives of European governments desire, and Senator Lodge has declared that, since their policies and traditions are for secret conferences the United States should accommodate itself to their desires.

That the people of the United States are entitled to be heard on the matter cannot successfully be questioned, and whether it favors or is against open sessions should be definitely determined. There is but one way for them to be heard in the Congress—through their representatives.

It follows, then, that these representatives ought to be informed by direct communication from the people they represent. Comparatively few, however, will ever, on even the most vital matters, of which this is one, take the trouble to write to their representatives. But thousands upon thousands would clip from newspapers a convenient coupon and record upon it their wishes.

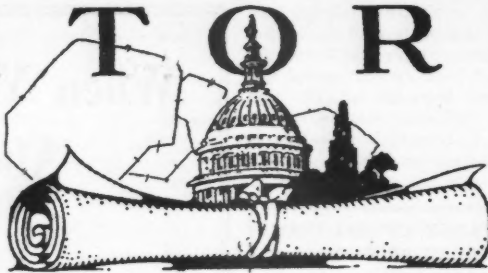
Why should not, then, every newspaper of the country, whether for or against open conference, print in each issue a coupon upon which its readers could express their wish? The coupons, signed, could be sent to the newspapers and forwarded by them to the representatives from their territory, or sent direct by the signatories.

## THE PRESS CONGRESS OF THE WORLD

AS the time for the holding of the Press Congress of the World at Honolulu, October 11 to 25, draws near, the indications are that a much larger number of newspaper men will attend than was at first expected. Applications for membership are being received from newspaper editors in many of the smaller cities, showing that prosperity has enlarged their outlook and created a desire to see the world and get in touch with the journalistic achievements and practices of other nations than our own.

The list of speakers who have pledged themselves to attend the Press Congress contains the names of men who are famous beyond their own fields of endeavor. It is reasonable to suppose that out of the many papers that will be read, and the many discussions that will be held, the members of the Congress will be able to obtain ideas and suggestions that will be worth many times the cost of the journey.

Readers of the EDITOR & PUBLISHER who desire to go to Hawaii but have not made the necessary arrangements should at once apply to Walter Williams, President of the Press Congress of the World, Columbia, Missouri, for membership or guest credentials. When these are procured, application should then be forwarded to Will Wilke, Chairman of the Transportation Committee, Plymouth Building, Minneapolis, Minn., for reservations. A booklet giving the itinerary and other information will be furnished by Mr. Wilke upon request. As the Press Congress party will leave Chicago Sunday, September 25, there is little time to lose in securing accommodations.



## AN AMERICAN'S CREED

Compiled by CHARLES W. MILLER

Vicksburg (Miss.) Herald

**Y**E shall not add unto the Word which I command you, neither shall ye diminish aught from it, that ye may keep the commandments of the Lord your God which I command you.—(Deut. 4: 2.) And the Lord God formed man of the dust of the ground, and breathed into his nostrils the breath of life; and man became a living soul.—(Gen. 2: 7.) Now set your heart and your soul to seek the Lord your God; arise therefore, and build ye the sanctuary of the Lord God, to bring the ark of the covenant of the Lord, and the holy vessels of God, into the house that is to be built in the name of the Lord.—(1. Chron. 22: 19.) Humble yourselves therefore under the mighty hand of God, that He may exalt you in due time: Casting all your care upon Him; for He careth for you.—(1. Pet. 5: 6, 7.) Know ye not that ye are the temples of God, and that the spirit of God dwelleth in you? If any man defile the temple of God, him shall God destroy; for the temple is holy, which temple ye are.—(1. Cor. 3: 16, 17.)

ONE metropolitan newspaper, the Chicago Tribune, has had the courage and good business sense to cut down to a minimum the space given to professional baseball. Hereafter it will devote about half a column to games played by the home team and print only summaries of the results of other games. Of course the owners of the professional clubs will not like the action of the Tribune a little bit for it may compel them in the end, should other newspapers follow its example, to pay for advertising such as the newspaper owners have given them for years free of charge. The EDITOR & PUBLISHER has been fighting the baseball free publicity evil for a long time. It has contended right along that to devote from five to seven columns a day to professional baseball, as do the New York Times, Herald, Tribune and World, for instance, is an absolute waste of good space and an unnecessary expense. It is therefore gratifying to know that at least one of the foremost newspapers of America has decided to squelch the baseball evil.

August 27, 1921

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### EDITOR & PUBLISHER

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Rosalie Armistead Higgins.

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Toronto: William G. Colgate, 53 Yonge Street.

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.

## NEWSPAPER MORTALITY

IN taking over the Gazette, the Journal-World of Lawrence, Kan., makes a few remarks about newspaper publishing that ought to set persons who contemplate entering the business to thinking.

Lawrence, it appears, has been a newspaper graveyard, for out of twenty-five or more dailies and weeklies that have been started in that city only three, the Journal-World, the Democrat and the University daily are still in existence. One publisher admitted that he spent \$100,000 in trying to put his paper on its feet, and the owner of the Gazette sustained an average loss of \$600 a month for the past fifteen months.

The population of Lawrence is 12,456, and of Douglas County, in which it is located, 23,998. The city is the home of the University of Kansas and of the Haskell School for Indians. It is an important manufacturing center and is surrounded by a rich farming district.

A city of this size will support not more than two daily newspapers. Just as there are in many communities several half-starved churches, where one strong religious organization would be better, so there are towns in which three newspapers try to make a living when the community could be better served by one. Starting a newspaper is such an easy matter that many persons go into the newspaper business who should be tilling farms, driving trucks or setting type.

It requires something more than money to make a daily or weekly successful. The opportunity must exist, in the first place,—there must be room for the venture. Then the editor must know his field and know how to get out the kind of a newspaper his constituents want to read. He must not only be able to write news and editorial articles that possess a live interest, but he must know how to win advertisers to his publication. No newspaper can long endure that is not well patronized by the merchants and other business men of the town.

In the small city the editor must know everybody and be in touch with everything that is going on. He must appear at public meetings and functions. He must work continually for the betterment of the community in politics, in education, in religion, and in its commerce. He must be impartial and helpful in all things.

In the race of life the fittest survive. In newspaper publishing those newspapers attain permanent success that best serve the community.

ISN'T there danger of giving readers a wrong impression when we make use of the term "Disarmament Conference" in speaking of the international conference to be held at Washington, beginning November 11? The conference does not have for its object the disarmament of nations but the limitation of army and navy expenditures. The leading governments of the world are convinced that an agreement should be reached that will put a stop to the wasteful and unnecessary preparations for another war. That each nation should have an army and navy large enough to maintain its dignity and rights in times of peace, and that would serve as a nucleus for a war machine when needed, no sane man will deny. If an agreement can be reached that will prevent the building up and the maintaining of a huge war machine when the world is crying out for peace, taxes will be lower, commerce will expand, and prosperity will be promoted.

AN English newspaper proprietor is trying out a new idea which might work successfully on this side of the Atlantic. Once a month he writes a letter to his staff concerning the welfare of the paper. He takes up each department, giving praise where praise is due and censuring when criticism is needed. As the object of the letter is to develop what might be termed the "family" spirit and improve the quality of the newspaper itself the employees read the letter with interest and endeavor to carry out the suggestions he has made. Such a letter takes the place of the staff conferences held regularly by some newspapers. The only possible objection to it is that it is more formal than the heart-to-heart talks of conferences where all the participants have the privilege of expressing their ideas on any subject brought up for discussion.



**PERSONAL**

**MELVILLE E. STONE** has completed his book of memoirs entitled "Fifty Years A Journalist," the history of his many years as head of the Associated Press, which will be published by Doubleday, Page & Co.

William Randolph Hearst, according to a story appearing in the Chicago Daily Drivers Journal, is laying the foundation of an aristocratic herd of Hereford cattle. The first selection, from the country's greatest show herds, has already arrived at his 100,000 acre ranch in California.

E. E. Brodie of Oregon City, Ore., president of the National Editorial Association; H. C. Hotaling, executive and field secretary of the association, and R. T. Porte of the Porte Publishing Company, Salt Lake City, will hold a conference in the latter city on September 10. The object is to consider methods whereby the work of the N. E. A. may be made more effectual.

Bernard L. Krebs, son of William E. Krebs, associate editor of the New Orleans Item, and Miss Flora Sparrow, daughter of John Sparrow, Birmingham advertising man, and sister of Mrs. Edith Sparrow Callendar, New Orleans news feature writer, were married August 20. Mr. Krebs is a feature writer on the staff of the Times-Picayune.

Victor H. Hanson, publisher of the Birmingham News is paid marked tribute in an article by Garrard Harris in the September issue of Success Magazine. The article entitled, "Decided On His Life Work When He Was 11 Years Old" takes up his success as a publisher from the age of 11, when he launched The City Item, a one-page newspaper in Macon, Ga.

F. Douglas Williams, general manager in the United States for Reuters Ltd., left this week for Canada on business, on the conclusion of which he intends to take a brief vacation in the Laurentian Hills.

Robert Mathison, Toronto, supreme secretary of the Independent Order of Foresters in Canada, and an officer of the order for 38 years is retiring from active life. In early years he had been connected with the Hamilton Times and the Brantford Expositor. He is still an honorary member of the Canadian Press Association, and recently published some reminiscences of early newspaper work in Ontario. He received the honorary degree of M. A. from the National College of Education for the Blind, Washington, D. C., in recognition of his work for the deaf and dumb.

Isaac F. Marcossin sailed August 24, on the S.S. Olympic from Southampton for New York.

T. R. Williams, business manager of the Pittsburgh Press and president of the American Newspaper Publishers Association, spent his vacation at Cape Vincent.

Rowe Stewart, business manager of the Philadelphia Record, and Mrs. Stewart have been presented with a silver service by a group of advertising men in the national field as a token of their appreciation of Mr. Stewart's services during the past year, when he served as president of the Associated Advertising Clubs of the World.

Edward Elwell Whiting, formerly editor of the Boston Record, has been appointed assistant secretary to Mayor

Peters of Boston. Mr. Whiting had been connected with the Record for 15 years, resigning last January.

Mrs. Zell Hart Deming, publisher of the Warren (Ohio) Tribune, is going to the Press Congress of the World at Honolulu as a representative of the American Newspaper Publishers Association.

Laurence C. Hodgson the poet-journalist mayor of St. Paul, is writing a series of "Literary Portraits" for the Sunday edition of the Daily News of that city.

Boyd Gurley has been selected by Publisher J. M. Stephenson as editor of the South Bend News-Times, succeeding John Henry Zuver, who will edit a new paper, the Star, at Kalamazoo, Mich. Mr. Gurley has been affiliated with a number of important papers, having established the Denver Express for the Scripps league, and served five years as managing editor of the Kansas City Post.

**IN THE EDITORIAL ROOMS**

**EDWIN B. WILSON**, city editor of the Brooklyn Daily Eagle, and Miss Vera Van Scoten of Athens, Pa., were married in Athens, August 23.

Miss Mary J. McGuinness, society editor of the Bridgeport (Conn.) Post, is back at her desk after six weeks' study at Columbia. Miss Elsie Nicholas, who substituted for her, is to be associated with the society editor of the Morning Telegram, Miss Dorothy Northrup.

Howard I. Comstock, with Bridgeport (Conn.) daily papers since 1917 was married August 16, to Mary Waller, of Chestnut Hill, Conn. Comstock was once city editor of the Telegram. He joined the Evening Herald staff when the paper started, and recently resigned as its managing editor.

Oscar A. Hewitt, special writer and reporter of the Chicago Tribune, and Mrs. Frances Goodpasture of Virden, Ill., were married last week. The couple will take a trip of several weeks to Nova Scotia, Prince Edward's Island and other Canadian Points.

Edwin Zudeck, assistant city editor of the Buffalo Times, addressed one of the Buffalo Rotary Club's weekly meetings, telling of plans for the formation of a Buffalo symphony orchestra.

Fred T. Turner, assistant city editor of the Buffalo Commercial, has returned to work after being confined to his home with a severe attack of boils.

William Naples, formerly of the Buffalo Enquirer, is now with the Buffalo Times.

E. V. Rast, city hall reporter of the Buffalo Commercial, has been elected first vice-president of the National Light Wine & Beer League.

John J. Maney, editor of the Batavia (N. Y.) Daily News, was the speaker at a meeting of the Kiwanis club of that city.

Edward G. Russell has resigned from the staff of the Batavia (N. Y.) Daily News, because of ill health. He is succeeded by Walter B. Lister.

Joseph H. Masterson, who has been selling insurance for a year or so since leaving the city desk of the Bridgeport (Conn.) Telegram, has succeeded Howard I. Comstock on the staff of the Evening Star.

T. G. Hallinan, who has been with the Washington Herald for the past year, has joined the Tampa Tribune staff.

J. Lester Cargill, long time Bridgeport (Conn.) newspaper man, now with

**FOLKS WORTH KNOWING**

**WHEN** John McNaughton was selling advertising illustration through the central states he conceived the idea that there might be a better and more economical way for merchants of the smaller cities to get their advertising cuts than in the form of plates or electrotypes.

A couple of years later, while employed as cartoonist on the Regina Leader, in Western Canada, his idea had grown to include newspaper syndicate features and national advertising, and had crystalized into what is now known as the Autocaster System. Today it is revolutionizing in several important respects the smaller press of the United States.

Besides inventing the autocaster, mat and mounting block, Mr. McNaughton originated the unit system for features, a method that saves inestimable time and trouble in preparing for press and which could have been conceived only by one understanding the editorial and mechanical requirements of a newspaper. Mr. McNaughton learned printing in the office of the London (Canada) Advertiser, later becoming a sketch artist and cartoonist. During these same years he got fun out of experimenting with the standard mat as an avocation hobby. He explains that a logical focussing of these three lines resulted in the autocaster system.



JOHN MCNAUGHTON

from abroad as special articles for his paper.

B. D. Allison, formerly on the copy desk with the New York Call is at present doing general work on the Tampa Tribune. During the absence of the news editor, Gilbert Freeman, who is visiting New York and Poland Springs, Me., Allison is "filling in" on the news desk.

William Marzolf will shortly resign from the St. Paul Dispatch-Pioneer Press staff to take charge of the publicity work of the Community Chest, which attends to the greater part of the charity work of the city. Mr. Marzolf will be succeeded by V. E. Fairbanks, city editor of the Mower County News, Austin, Minn.

Miss Clare Donnelly, formerly of Toronto, is writing woman features for the St. Paul Dispatch-Pioneer Press.

James D. Foster, who has been filing the Northwest day relay out of St. Paul office for the Associated Press since the first of the year, will become associated with the St. Louis bureau of that organization August 29. George T. McConville, formerly of the Associated Press but for the three years connected with the Northwest News Bureau in St. Paul, will succeed Mr. Foster.

John Ryder, who was connected with the old St. Paul Globe for 18 years in various capacities, including the city editorship, has been visiting in Minneapolis and St. Paul. Since leaving St. Paul a number of years ago, Mr. Ryder has been on the Omaha Bee and Springfield (Mass.) Republican.

Grover C. Baldwin, for the past two years managing editor of the Pensacola (Fla.) Journal, has gone to Waterbury, Conn., where he has joined the Republican.

Howard Webb, war veteran who is learning newspaper work, has been transferred at his own request from the editorial staff of the Bridgeport (Conn.) Post to that of the Evening Star.

Edward Mills, telegraph editor of the Cincinnati Post, was a visitor in Springfield, Ohio, last week. He was formerly telegraph editor on the Springfield News.

Winford H. McMains, associate editor and manager of the Fairfax (Okla.)

The  
Haskin  
Letter  
Is  
Twenty  
Seven  
Years  
Old

News, and Miss Verna Isenberg were married recently.

Charles F. Rossignol, good roads expert, of the Augusta (Ga.) Chronicle, arrived in New York last week on his way north to New England. Mr. Rossignol is distributing 150,000 free copies of the Official Tourists Highway Guide, issued by the Chronicle, throughout the Eastern states.

W. Harry Stearns, who has been news editor of the Syracuse (N. Y.) Journal, assumes the office of managing editor of the Utica Saturday Globe and the Utica Morning Telegram.

Charles S. Smith, in charge of the Berlin bureau of the Associated Press has gone into Russia to report the famine situation.

Victor Eubank has been placed in charge of the new bureau which the Associated Press has opened at Helena, Mont.

J. Logan Clevenger, editor of the Perth Amboy (N. J.) Evening News, is among the newspaper men registered at the Institute of Politics at Williams College, Williamston, Mass., this month.

George Mason, sporting editor of the Philadelphia Record, has returned from a vacation in Maine.

Charles Willis Thompson, for many years a special investigator and writer on the staff of the New York Times, has just joined the editorial staff of the Philadelphia Public Ledger in a similar capacity.

W. L. MacTavish, editor of the Saskatoon Star, made a thousand-mile trip for the privilege of interviewing Viscount Northcliffe, traveling in the British publisher's private car for a two-hour interview.

J. Ellison Young, managing editor of the Windsor (Ont.) Border Cities Star, has been spending his vacation in Saskatoon as the guest of W. F. Herman, proprietor of the Windsor paper and the Saskatoon Star.

Marshall Hunt, sporting editor of the New York Daily News, and Miss Mae Murphy were married recently.

Ralph Armstrong of the New York Daily News, and Roberta Yates of the same paper were recently married. Armstrong writes under the name of "Industrialist" and Miss Yates under the name of "Martha." Mrs. Armstrong was formerly on the staff of the Cincinnati Post.

Mabel McElliott, of the dramatic staff of the New York Daily News left Friday for a three weeks vacation, to be spent in the mountains of Tennessee and in her former home, Chicago.

Miss Julia Harpman, reporter and feature writer on the New York Daily News is spending several months in the mountains of Tennessee, recuperating from an operation. She expects to return to New York in the Fall.

#### THE BUSINESS OFFICE

**DOUGLAS V. MARTIN, Jr.**, who resigned his position as manager of the service department of Nelson Chesman & Co., St. Louis, to become publicity manager of the St. Louis Globe-Democrat, has assumed his new duties.

David R. Williams, manager of the service and promotion department of the St. Louis Globe-Democrat, and editor of Team-Work, and the Miniature Globe-Democrat, has returned to his office after a leave of absence of several months, due to illness.

Eldon Mathews, circulation manager of the Springfield (Ohio) News, this week completed a tour of several cities in Indiana, Kentucky and Tennessee. Mr. Mathews made a study into circulation methods used by papers in the cities visited.

A. T. Pennig, purchasing agent of the St. Paul Daily News, is spending two weeks with friends in the lake region around Amery, Wis.

Thomas J. Sinnott, until recently connected with the W. S. Kirkpatrick Advertising Service of Portland, Ore., has become advertising manager of the Fresno (Cal.) Herald. While in Portland Mr. Sinnott conducted the extension course in advertising of the University of Oregon.

P. H. Batte, for the past two years auditor of the Wilmington (N. C.) Morning Star, has been appointed business manager and Edney Ridge, formerly service manager of the Greensboro (N. C.) Daily News, has been named advertising manager. P. G. Laughridge has been appointed service manager and Miss B. L. Huggins has been placed in charge of classified advertising.

Thomas F. Flynn, secretary of the S. C. Beckwith Special Agency of New York, is spending a two week's vacation at Centerport, N. Y.

Fred B. Stuart, formerly business manager of the Utica (N. Y.) Globe Telegram Company, has been promoted to general manager of both the Utica Globe and the Utica Morning Telegram.

#### NOTES OF THE AD FOLKS

**ROY F. IRVIN**, advertising manager of the Motor Wheel Corporation, Lansing, Mich., has been made sales

manager of the company's steel wheel division.

C. "Patsy" McDonald, vice-president of the Frank Presbrey Company, and Callaghan J. McCarthy of the W. B. Boyce Company, of New York, are spending a vacation in New England.

Henry W. Carlisle has been appointed manager and Samuel Culviner, Jr., assistant manager of the publicity department of the Guarantee Trust Company of New York City.

Miss Norah Wright, of San Francisco, Cal., has been appointed acting assistant to the editorial staff of the Advertising Club News, the official organ of the Advertising Club of New York. Miss Wright before coming to New York was a member of the staff of the Argonaut of San Francisco.

George Lippincott Brown, secretary of the Advertising Club of New York, has been appointed a member of the Advisory Council & Educational Committee of the Port of New York Authority.

A. H. Wilkins, who has been advertising director of the H. Jevne Company, Los Angeles, has been appointed sales and advertising manager of the Jones Investment Company, real estate organization of Central California.

R. H. Bacon, formerly of the editorial staff of Electrical World, is now advertising manager of the Imperial Electric Company, Akron, Ohio.

L. M. Bradley has been appointed sales manager of the New Era Spring & Specialty Co., Grand Rapids, Mich. Mr. Bradley was formerly general manager of the Motor & Accessory Manufacturers' Association. He was at one time advertising manager of American Motorist.

# INTERTYPE

"THE BETTER MACHINE"

## Publishers and Printers!

From a User of 16 Intertypes

Read this:—"Perhaps it will suffice for me to say that since the installation of our Intertypes, we have forgotten what Trouble is. We formerly required our full battery of 16 Machines to take care of our editions. Since displacing other machines with 16 Intertypes, we are getting about a 20% greater production with Four machines idle most of the time—and, the INTERTYPE is entitled to most of the credit."

Note the 20% Increase in Production—

Note that the Credit goes to the Intertypes

## 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.

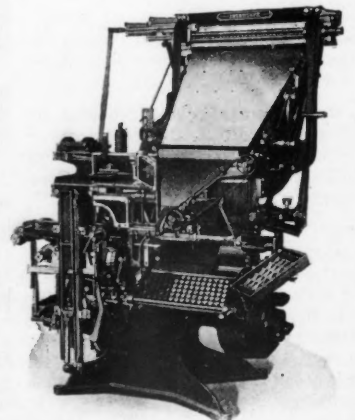
Pacific Coast Branch  
86 Third Street, San Francisco, Cal.

Canadian Representatives—Toronto Type Foundry Co., Ltd., Toronto

Montreal

Winnipeg

Regina





**A "TYPOGRAPHICAL ERROR"**

**Winnipeg Paper so Calls Editorial Printed Twice on Same Page**

The Winnipeg (Man.) Free Press was guilty of a rather amusing *faux pas* when in its issue of August 10, it printed its leading editorial twice on the same page. Next day, under the head of "About Newspaper Blunders," it made the following graceful and interesting explanation of its error:

"Yesterday's leading editorial was conceivably a very fine article, but hardly admirable enough to justify its appearance a second time upon the same page. Newspapers that are successful in influencing public opinion know the art of repetition; but there is usually a little longer interval of time between the doses.

"The misadventure, which doubtless both amused and mystified our readers, is illustrative of one of the peculiar joys of newspaper making. A humorist once said that while most businesses kept their blunders to themselves, the doctors burying theirs and the lawyers leaving theirs in jail, the newspaper made its howlers in the cold light of publicity and lay defenceless before the merriment of the populace.

"But the Free Press in this mishap is less unfortunate than a leading Eastern newspaper was some years ago when it published in the same issue two editorials taking, in the most positive manner, diametrically opposite positions upon a grave public issue which had suddenly emerged. It was thus put in an inescapable hole because it was effectively debarred from the time-honored and highly useful alibi—which the Free Press herewith invokes on its own behalf—that it was 'a typographical blunder.'"

**Charter For Kalamazoo Star**

DETROIT, Aug. 24.—The Kalamazoo Star, Inc., has been incorporated with

the Secretary of State at Lansing, for publication of a daily newspaper in Kalamazoo. The paper will start about the middle of September, according to present plans. It is capitalized at \$100,000. This is the third paper to start in Michigan in the last few months, Lansing getting the Capitol News and Fort Huron the Press.

**Birmingham News Helps Students**

Winners of the scholarships offered by the Birmingham News to five boys and girls of the state at the five principal colleges of the State, have just been announced by the paper. These scholarships are valued at about \$500 yearly and are given to students chosen by the heads of the various colleges. Five hundred applications were received by the News for the scholarships. These were referred to the head of the colleges to which the student desired entry with certificate of qualifications and acted upon by this head.

**U. S. Ship on Sales Trip**

Plans to have the steamship St. Louis leave New York in January on a sales promotion trip around the world, carrying products of 300 leading American manufacturers into fifty foreign ports, were announced this week by J. Herbert Anderson, president of the Anderson Overseas Corporation, New York, owners of the St. Louis.

**GET A RALLY DAY ADVERTISEMENT**

**Fifth of a Series of Suggestions to Help Advertising Managers Establish Closer Relations with Church Organizations**

By **HERBERT H. SMITH**

In Charge of Church Advertising, Presbyterian Department of Publicity

**R**ALLY DAY will be observed by most Sunday schools and churches of the country around September 25, the date varying with the individual church. This presents an opportunity for possible ads. If there is a city or county Sunday school association, arrangements could be made to use a half page or less in the name of all the Sunday schools of the vicinity, the space being paid for by the association or by special solicitation. The secretary of such an association will co-operate in giving names of friends of Sunday school work who may respond to the sales talk of the solicitor of a live advertising department urg-

ing payment of the space to be thus occupied.

Nearly every city of 30,000 or more has an active Sunday school association, and every state has a state association. Papers at Atlanta, St. Paul, Indianapolis, etc., might get copy for a message to the entire state from the state headquarters. Let the copy for such an ad be a message from the secretary or president of the association urging Sunday school workers to carry into the work of the church this autumn the same energy they spent in play on their vacation. This ad should be inserted on behalf of all the Sunday schools of the city.

**LET'S STUDY THE BIBLE THIS FALL**

No book is more studied; no book has more copies sold annually; no book has more influenced the world than the Bible. Join those in this city who study it regularly and ally yourself to some Sunday school.

There are 89 Sunday schools in this city. Every one of them would be glad to have you as a regular attendant. Pick out the school nearest you, or the one of the denomination you attended as a boy. Select some school and go! Go every Sunday.

Rally Day is September 25. Every school will be organized for fall work as a religious education association. There is a place for you.

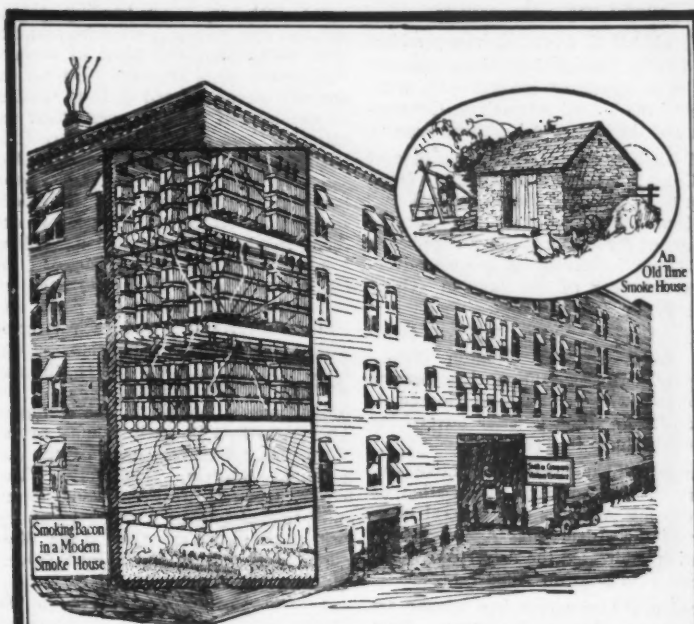
If you have been trained to teach religion, or have been a Sunday school officer go to the superintendent and volunteer your services.

Put into the religious training of this community the same energy you put into amassing dollars for yourself the other six days of the week.

**THE SUNDAY SCHOOLS OF OUR TOWN**

J. J. JONES, Secretary Our County Sunday School Association

Try to sell the above, or something similar written by the Sunday school authorities, before Rally Day. The date in your town may be earlier. Similar copy for two weeks before Rally Day would be still better. If you carry out the suggestion will you send a clipping to H. H. S. Room 1201, 156 Fifth Ave., New York?



**In Earlier Days**

In former times, when the town butcher or farmer himself dressed and cured the meat for the community, he could not always tell how it would turn out.

His methods were crude; partly traditional, partly guesswork. His tests were few and inconclusive.

Meat packing of today, as carried on by Swift & Company, has changed all that. It is scientific. Nothing is left to chance; nothing taken for granted.

The most painstaking care and attention are given to every step. Processes are worked out on a large scale with minute exactness. Methods are continually revised and improved. Cleanliness is insisted upon. Drastic, incessant inspections are the order of the day.

Swift products are uniform, graded according to quality.

Take bacon, for instance.

Swift & Company set out years ago to make a delicious, savory bacon which should be uniformly excellent.



The result is Swift's Premium Bacon, always the same, always famously good. Today this bacon, wrapped, sealed and branded, has circled the world.

*The Brand*  
**SWIFT'S PREMIUM**

Swift & Company's system of distribution carries it to places which the "town butcher" or the farmer could not reach.

**Swift & Company, U. S. A.**

## WITH THE AD AGENTS

**HERMAN C. DAYCH**, vice-president of the United Advertising Agency, has been appointed general sales manager of the United Advertising Corporation and the United Advertising Agency.

**M. M. Fergusson**, a chief executive of McConnell & Fergusson, London (Ont.) advertising agency, will succeed Walter E. Gunn as manager of the Toronto branch of the company on September 1. Mr. Gunn is leaving to become advertising manager of the London (Ont.) Free Press.

**Mrs. Mary E. Shippy Rickard**, formerly editor of the Trenton Times' monthly business edition, has become associated with her husband, George A. Rickard, in the latter's advertising agency business in Trenton.

**James O'Shaughnessy**, executive secretary of the American Association of Advertising Agencies and general manager of the Advertising Agencies Corporation, addressed the Advertising Club of San Francisco on August 17.

**Frederick Lowenheim** has become art director of Stroud & Brown, New York. Mr. Lowenheim was for ten years with George L. Dyer Agency, New York, and more recently has been in business for himself.

**F. H. Kaufman**, recently with the Daily Garment News, New York, and before that with Gardiner & Wells Company, has joined the Richard Fecheimer Company, New York advertising agency, as production manager.

**W. N. Wilson**, **F. L. Nicolet** and **Harry Hanson Lees**, artists, have joined the staff of the Stanford Briggs, Inc., advertising art, New York.

**Thomas C. Greeley**, recently advertising manager of La Industria, New York, is now vice-president of G. Allen Reeder, international advertising agency of New York.

**Robert B. Updegraff** has been elected vice-president of Displays Company, New York.

**Collin Armstrong**, chairman of the board of William T. Mullally, Inc., New York, has left for a two weeks' vacation in parts known only to himself.

**William Beach**, formerly of the Guenther-Law Agency, has opened his own advertising agency at 25 Broad street, New York.

**Walter Stromeyer**, formerly with the Dorland Agency, and prior to that with Street & Finney of New York, has joined the H. B. Lederer Company, 91 Fifth Avenue, New York, as advertising manager.

**Earl N. Norris**, and **Gerald Priestman**, who have recently been with Street & Finney, New York advertising agency, have joined Churchill-Hall, 50 Union Square, New York.

**Fred Schmidt**, who has been in the production department of Street & Finney, New York advertising agency, has joined the Cowen Company, 50 Union Square, New York.

## DIRECTORS VISIT GLOBE PARK

## Toronto Paper's Staff on Vacation at Port Dover Win At Bowls

Directors of the Toronto Globe were on August 19 the guests of President W. G. Jaffray, on a motor trip to Globe Park, Port Dover, on the shores of Lake Erie. Globe Park—founded by the late Senator Robert Jaffray, and maintained by the Globe—is the summer resort of the members of the Globe staff. It comprises eight cottages on three tree-shaded acres; four recreation

acres, including lawn bowling greens, baseball diamond, tennis courts, and croquet lawns, and four acres of orchard trees overlooking the lake. During the summer season upward of forty families of members of the staff spend their vacation at these cottages, which are fully equipped, furnished, heated and lighted.

**T. Stewart Lyon**, managing editor, bespoke the welcome of the Globe family of cottagers. Luncheon was then served. At its conclusion, **William Findlay**, business manager of the Globe, representing those who have enjoyed the hospitality of the park, presented the president and each director with a volume of "Canadian Savage Folk," by **John Maclean, Ph.D.**, the significance of the souvenir lying in the Indian names borne by the cottages. The inscription in each volume reads: "From the Globe tribesmen of the Algonquins, Hurons, Tuscaroras, Mohawks, Iroquois, Attiwendarons, Eries, and Mississaugas, as a memento of the visit of the Globe directors to the Wigwams in the Globe Park, Port Dover, on Lake Erie, August 19, 1921."

A lawn bowling game between the visiting directors and the members of the staff resulted in a victory for the latter.

## TYPOS APPEAL TO CHURCH FOLK

## Toronto Methodist Book Room's Open Shop Policy Attacked

Standing outside the doors of the Methodist churches of Toronto last Sunday morning and evening, striking printers distributed among the members of the various congregations ten thousand circulars entitled, "Is It Nothing to You?"

The distribution of the circulars is part of a concerted effort on the part of the striking printers to induce the Methodist Book Room and the book steward, the Rev. Dr. S. W. Fallis, to abandon their opposition to the 44-hour week.

Pressure is also being brought to bear on the quarterly boards of the various local churches to induce them to declare their official position on the strike and to pass resolutions asking that the Book Room withdraw from the Toronto Typothetae and its support of the open-shop policy. The circulars distributed purport to give some sidelights on the strike and the attitude of the Book Room.

A special committee of the Typographical Union is now working on a campaign to swing printing contracts away from open shops, and to divert orders for printing to union plants.

## Miami Wants More Advertising

**MIAMI, Fla., Aug. 23**—A fund of \$100,000 has been asked of the city commission by the Miami Chamber of Commerce for publicity purposes. The commission informed **E. G. Sewell**, president of the chamber, that the commission would perhaps make a donation for the purpose. Mr. Sewell told the commission of the many advantages of advertising the city and said that the city spent \$145,000 for that purpose last year.

## Washington State Weekly Quits

The Washington News, a weekly published at Hoquiam, Wash., has suspended after an existence of 10 years under various names.

## To Represent San Antonio Light

**Verree & Conklin** will be the New York representatives for the San Antonio Light, beginning September 1.

## PRINTERS SUE SEATTLE TIMES

## Charge Collusion Between Paper and I. T. U. Officials

(Special to Editor & Publisher)

**SEATTLE, Aug. 22**.—Suit has been filed on behalf of Seattle Typographical Union No. 202 against **C. B. Blethen**, **A. G. Bixby**, **George W. Jeffs** and the Times Printing Company, asking that the Times be directed to pay the local \$848.30 to be used as a trust fund for the 400 members.

The complaint sets forth that on October 8, 1919, Jeffs, as foreman of the composing room, discharged **W. H. Stivers** for violation of an office rule by speaking to a fellow employe while Stivers was crossing the composing room to a cloak room. The contract between the union and the Times permitted discharge for violation of office rules, but the chapel at a meeting held the rule had not been violated.

Foreman Jeffs served notice he would not abide by the chapel's decision, and on October 15, the Seattle executive committee began an inquiry. Jeffs notified the committee he would not have the question adjudicated locally, but would appeal to the International executive council. Previously **Col. Blethen**, in letters to **H. N. Kellogg**, chairman of the American Newspaper Publishers' Association special standing committee and to President **Scott** of the International Typographical Union, had asked whether the international union would take action in case a discharge had been made for such a cause. On February 18, 1920, the international found in favor of Jeffs and ordered the Seattle local to reimburse the Times for the money it had paid Stivers, the Times having agreed to pay the employe his regular wages

until the dispute was settled. This amounted to \$848.30. The local committee appealed to the 1920 convention of the international union in Albany, and the convention affirmed the international's decision.

Stivers' complaint alleges a secret and collusive agreement between the defendants and the international officials, and asks the court to require the Times to return the money reimbursed by the local union.

## BUTTERICK COMPANY GAINS

## First Half of 1921 Better Than 1920 Publishers State

The Butterick Company, New York, publisher, reports profits amounting to \$622,534 in the six months ended on June 30, after providing for Federal taxes, which was an increase of \$563,115 compared with those of the corresponding 1920 period. Its preferred stock dividends, totalling \$38,000, were paid, leaving a balance of \$584,534, equal to \$3.99 a share of its common stock.

The company's balance sheet, issued with the income account, showed accounts receivable of \$2,102,202, against \$1,878,551 a year before; cash, \$353,604, against \$372,068; inventories, \$1,954,075, against \$1,592,666; accounts payable, \$842,625, against \$869,843, and total surplus, \$2,783,020, against \$1,990,169.

## Heads Von Poettgen Agency

**R. F. Moore**, who has been senior vice-president of **Carl S. von Poettgen, Inc.**, Detroit Advertising agency, is now acting president of that agency, succeeding the late **Carl S. von Poettgen**. **Miss E. M. Lillie** remained secretary-treasurer.

## National Publications Alone Will Not Cover the South

More than a third of the population of these United States is contained in the 13 States below Messrs. Mason-Dixon's line—yet the average circulation of national magazines in these 13 Southern States is only 15%.

Obviously—you cannot depend upon national advertising alone to sell your product to this great market.

It must be supplemented by newspaper advertising to cover this fertile field.

The newspapers are the best read media in this section. Through no other class of media may the Southern territory be covered thoroughly, and in a manner giving assurance of results.





# You Pay for a Machine but Once— For Labor and Paper Every Day

Therefore in these times of high labor and material costs you can afford to buy only that Press which can be depended upon day in and day out not only to produce the greatest net output and to deliver your edition in the shortest possible time, but also to do it with the least wastage of paper and the minimum maintenance cost. This the

## HOE

### SUPERSPEED *and* UNIT-TYPE PRESSES *with* PATENTED INK PUMP DISTRIBUTION

are doing daily in the most prominent newspaper printing establishments throughout the world.

Compare the work they turn out and their records of net output, paper wastage and cost of up-keep, with those of other machines, and you will soon be convinced that, though the initial cost may be higher, they are a better investment in the end.

#### *Efficiency and Economy*

in Production are the watch-words of the day. Let us show you how you can put them into profitable practice in the printing of your publications.

Having the largest, best equipped, and ablest-manned press factory in the world, we are able to turn out printing machinery in the shortest possible time, but unfortunately it is not large enough to always take care of the demands of our customers as promptly as they sometimes desire and for that reason we have occasionally had to decline orders; therefore, we urge publishers to take up the subject of their probable press requirements as far in advance as possible, so as not to be disappointed in the matter of delivery.

Notwithstanding the general business depression, we have orders in hand at the present time for the equivalent of *two hundred and twenty-one* 16-page press sections with folders, besides an enormous quantity of smaller work, and orders are continuing to come in to the full capacity of the plant—

#### *Because—*

HOE MACHINERY IS DESIGNED AND BUILT TO DO THE BEST WORK IN THE MOST EFFICIENT AND ECONOMICAL MANNER—NOT MERELY TO SELL AT A PRICE.

## R. HOE & CO.

504-520 GRAND STREET, NEW YORK CITY

7 Water Street,  
BOSTON, MASS.

109-112 Borough Road  
LONDON, S. E. 1, ENG.

827 Tribune Building  
CHICAGO, ILL.

## PUBLIC OPINION FAVORS OPEN CONFERENCE

(Continued from page 6)

conceive of the Disarmament Conference being of such character. I think the peoples of the respective governments participating in this conference should be able to themselves judge the influences that motivate their representatives, and to themselves, ultimately, pass upon the question whether or not their will has been correctly interpreted in the conference. This right can be accorded them in only one way, and that is by full and unrestricted publicity of the proceedings.

"I would feel a little delicacy in participating in a press conference immediately preceding the Disarmament Conference, if its object were definitely understood to be to assert the rights of the press to access to all the proceedings of the Disarmament Conference, purely from the standpoint of the newspapers, rights. The press could properly make such claims on behalf of the public whose interest is, of course, paramount."

**D. W. GRANDON**, editor Sterling (Ill.) Daily Gazette:

"I fully agree that in so far as possible the armament conference and all other public business should be discussed in the open. While it may not always be possible to give the public all the details because of the numerous ways in which these may be misinterpreted to the public, yet the light should be turned on the Disarmament Conference in every manner permissible with the interests of the peace of the world.

"The Disarmament Conference is a big step in the right direction. There will be many delicate problems to handle and in the interest of success it may be necessary to thrust out some of the details of these problems behind closed doors. It would seem more satisfactory to the world and especially to the people of the United States, however, that any official action taken should be in an open meeting where the press would have a right to be present and represent the great public which its representatives serve."

**ADAM BREEDE**, editor Hastings (Neb.) Daily Tribune:

"Wasn't it understood that when the World War came to a close the American people were to have 'open covenants, openly arrived at'? The day of secret diplomacy has passed, so far as America is concerned. Under the secret diplomacy plan cut-and-dried programs are run through just as the political bosses used to railroad their programs through state conventions in Nebraska.

"But never again! The people have a right to know just what is going on in its conference of disarmament when it convenes in Washington, and they are going to demand that their rights be respected."

**H. C. WEIR**, Vancouver (B. C.) Daily Sun:

"It would be a colossal mistake to shroud the sessions of the conference in mystery. Disarmament and the solution of Pacific problems do not hinge on diplomatic manipulation but on the spirit of the various peoples concerned. It is important that every thought and every trend of the conference be followed carefully by the public so that the delegates may be guided at every turn by public opinion. Results that are not thoroughly compatible in every detail with national feeling will most surely fail in practical application.

"Not only should every argument and every step be published broadcast in every newspaper every day, but an inclusive press conference should precede the greater conference. Editors usually know what the men and women in their sections are thinking about. They have a finger on the pulse of their public. A conference of working editors would afford a very valuable resume of what is going on in the minds of all people of all nations involved."

**CHARLES W. ELLIS**, editor Lackawanna (N. Y.) Journal:

"No parley of any kind can take place behind closed doors and be expected to be received by the people in a spirit of fairness. If the press is barred from this conference, stories will be written on hearsay and assumptions, which will only befog the minds of the people and when the real truth is printed the folks will not know whether to believe it or not.

"There are altogether too many national questions arrived at, today, by the few who seem to think they are the peoples' superiors, while in fact they are our servants and only hold their high office by virtue of the folks placing them there.

"Give us a poor decision in public  
Rather  
Than  
A Good One  
Behind  
Closed  
Doors."

**STEPHEN BOLLES**, editor Janesville (Wis.) Gazette:

"The government of the United States, through its President, has taken upon itself the most stupendous task, in the history of the ages. Its successful conclusion will mean more for civilization than anything since the ministry of Christ on earth. It is the world's business, not merely that of the conferees. Beginning now it should be made plain to the participat-

ing nations that it is the desire of the United States that the conference sessions shall be open to the world through the newspapers and news gathering associations in the same manner that the ordinary sessions of the House of Representatives or the Supreme Court of the United States are open.

"Having accomplished this we would have made it impossible for any nation to equivocate or misinterpret as to the final determination of momentous meeting."

**UPTON S. JEFFREYS**, editor Camden (N. J.) Post-Telegram:

"There are delicate subjects for discussion in connection with disarmament and the requirements that all sessions of the conference be open might embarrass rather than facilitate that frankness and cordiality which in a small gathering of this sort tends to mutual understanding and happy accord.

"Of course there should be an official statement of each day's proceedings, so that the public will know what progress is being made. But we are much inclined to doubt the advisability of applying the fixed rule of open sessions to all deliberations of the representatives of the great powers who are concerned in a very delicate matter."

**CLAYTON A. LEITER**, editor Hamilton (Ohio) Evening Journal:

"Personally, I have always favored open diplomacy. There may be times when it is well to talk things over quietly and undisturbed, but when the representatives of great nations meet in conference, where the peace, happiness and safety of millions of people are really at stake, there should be no secrecy. The nation that is not willing to lay its cards upon the table, to tell publicly its purposes and its desires, to point out its needs for protection and defense, is not to be trusted. Secret diplomacy has been the curse of the nations in the past—the fate of their people resting in the hands of a few, influenced too often by personal selfishness which could not rise above sordid desire.

"The better the peoples of the nations come to understand each other, understand the promises and agreements of their governments, the better the world will be off, and the sooner will be dispelled the spirit of misgiving with which the people generally have viewed negotiations between nations. Let the Washington conference be open—let the world know what is being done."

**C. E. INGALLS**, president Oregon State Editorial Association:

"I think the sessions should be closed. 'Were the press of the country as well informed on all the intricacies of the problems that will be discussed as the delegates to the conference, and were the readers of the newspapers thoroughly qualified to form justifiable opinions from the discussions, and were all the press entirely unprejudiced about what they printed and about what comments they made, there could then be no harm in an open conference.

"It would be just as sensible to call a mass meeting to diagnose what seemed to be a case of scarlet fever in town as to let a mob create the atmosphere which might influence the result of so weighty and important a conference. 'If executive sessions of Congress and other organizations are necessary to the best conduct of certain kinds of business—and I think centuries of experience have proven that they are—then all the more is it necessary that the coming conference on disarmament be conducted on a sane, conservative basis, in executive session."

**JAY DAVIDSON**, editor Lafayette (La.) Gazette:

"Because of my entire confidence in the diplomatic ability, pure Americanism and sincerity of President Harding, Secretary Hughes and others of the administration, and those the administration will select as the American representatives at the conference, I am inclined to feel that it would be better to permit them first to work out the details and announce the results afterwards, for the approval of Congress.

"It is so impossible to make the political jingoes behave that I feel public interest would be better served, and surely the work of the conference would be greatly facilitated, if the delegates were permitted to wrestle with the problems in peace and without interference. Treaty negotiations almost without exception are threshed out to the final in executive sessions and private conferences, and in the particular instance of the disarmament agreement, if one is possible, I see no real reason why this condition should be changed. There is no such thing as 'open work diplomacy,' and since Mr. Hughes has ably and frequently demonstrated his ability to 'diplomate' with the smartest of the world's diplomats, Americans need have no fear of what transpires behind closed doors while he is present.

"I do not clearly understand the necessity for a press conference to precede the diplomatic affair. Barren of authority, and uninvited to discuss the diplomatic problems, would it not appear to be a bit presumptuous for the press to precede the diplomats and discuss the diplomatic questions involved and subject to decision only by the diplomatic conference? Would such a press conference be a session of news reporters or editorial writers? I feel that the press should discuss the details as they are given out and not attempt to influence the decisions of the conference beforehand."

**W. E. STEVENS**, editor Pomona (Cal.) Progress:

"From a strictly newspaper point of view we would doubtless favor open meetings of the Far East Conference; but from the standpoint

of lasting results to be obtained it is certain that business methods should prevail. For this reason it is apparent that executive meetings must be held as is done by the U. S. Senate, House of Commons, and other bodies you mention. No board of directors of business organizations or municipal officials would consider for a moment having all the details of their discussions published to the world."

**HENRY R. HALSBY**, editor Hudson Valley Times, Mechanicsville, N. Y.:

"Naturally, there may be executive sessions, whether official or unofficial; but the daily sessions of the Disarmament Conference, to bring any measure of success, must, in my opinion, be held in the full light of publicity. Anything approaching the secret diplomacy of Europe must be eliminated, or the nations themselves will be suspicious of each other and the object of the conference will be defeated.

"I am also heartily in favor of a press conference, the object of which would be to demand, politely but firmly, that the people of the world hear JUST what goes on at the public sessions of the delegates."

**J. L. BRADY**, publisher and editor Salina (Kan.) Daily Union:

"The court of public opinion is supreme of all courts in America. Any treaty, agreement or understanding made by a gathering of allied statesmen must be ratified by this court. It will be well for this court to hear all the evidence first hand. It is not a mere court of review. It is a court with power to enforce its decisions, power to make and unmake statesmen. I favor an open and free reporting of the proceedings by the newspapers. The public has just one unbiased avenue of information and that is the press. It is a purveyor of news, a chronicler of what actually happens.

"I am for a press conference to facilitate machinery for reporting the convention."

**B. R. WALKER**, associate editor Fresno (Cal.) Republican:

"I believe that all important meetings of the Disarmament Conference should be open. It is always possible for personal misunderstandings and other differences to be ironed out in personal meetings. I see no reason why the formal conferences should be 'executive' or why provisions should not be made for press representation.

"I should think that a press conference to precede the Disarmament Conference, such as you suggest, might be valuable provided, of course, that it was so planned and announced that it would not seem to have the appearance of dictating any policy to the official conference. Since at least half of the value of the Disarmament Conference will lie in its educational effect upon public opinion, it would seem very important that its sessions be open."

**DALLAS E. WOOD**, editor Daily Palo Alto (Cal.) Times:

"In view of the fact that 'open covenants openly arrived at' is a principle which has been advanced as a means of preventing intrigue and diplomatic dishonesty, it seems as if the international conference would be an excellent time for the visiting nations to get some practice in doing work above board. Publicity for the conference affairs should be given, by all means."

**H. A. LAWSON**, managing editor Boise (Idaho) Capitol-News:

"The Washington conference must be an open discussion of the disarmament question. The European policy of secret diplomatic discussion should not be permitted to apply as it did in Paris.

"The eyes of the world will be centered on Washington. The people of the world will wish to be fully advised as to what is going on, the arguments set forth and the attitudes of the representatives of the various nations. The people of the United States, particularly, desire that the 'open covenant' policy be applied, and to take any other course would do much toward nullifying the promising good effect of the proposed disarmament discussion."

**E. E. NAUGLE**, editor St. Petersburg (Fla.) Times:

"The Times confidentially believes that upon this question rests the success or failure of the conference. If it is conducted in secret and behind closed doors with only the results of the exchange of views known to the public it will fail of its purpose as have all secret diplomatic exchanges of the past. It is not the diplomats of the world or the rulers of men who are most concerned in this effort to assure the future peace of the world but the people themselves.

"A conference of the press of the world should be held that the mutual efforts of the press may be exerted toward making the Disarmament Conference a real attempt to bring an end to war and pernicious propaganda which are possible only where secrecy rules."

### Fund for Birmingham Birthday

To aid in raising a fund of \$30,000 for celebrating the semi-centennial of the city of Birmingham, the News and the Age-Herald, have each contributed \$1,000. President Harding will be the city's guest for its fiftieth anniversary, which will be held in October.

### New Press School in Oregon

Pacific University, Forest Grove, Ore., has added a department of journalism, which will open at the beginning of the fall semester. It will be in charge of Harold Hadley Story, recently with the University of California. The department will teach the fundamentals of newspaper work but will not be a complete journalistic school. This is the third Oregon institution to take up the teaching of journalism. A school that teaches all branches of newspaper work is maintained at the University of Oregon, and a course of industrial journalism is included in the curriculum of the Oregon Agricultural College.

### Indianapolis Wants Prize Poster

In order to secure a suitable poster to be used in advertising the Indianapolis Industrial Exposition to be held in the Manufacturers' Building at the State Fair grounds, October 10 to 15, the manufacturers' committee of the Indianapolis chamber of Commerce has offered a prize of \$100 in gold for the best poster submitted before August 27. In addition to the first prize a second prize of \$50 in gold, a third prize of \$25 and honorable mention and season passes for the following ten best posters will be awarded.

### Merger in Warren, Pa.

The Warren (Pa.) Times Publishing Company has purchased the Mirror Publishing Company, also of Warren. It is the Times' owners plan to continue both newspapers, consolidating the plants, with the Mirror as a morning paper and the Times as an afternoon publication.

### Survey Alabama Spruce Pine

HACKLEBURG, Ala., Aug. 22.—W. M. Toll, timber inspector of the Illinois Central railroad, has just completed an inspection of the available spruce pine, which has been found to be excellent for newsprint, and reports between 75,000,000 and 100,000,000 feet in a single plot of eight square miles in the section.

### Hard Buys New York Weekly

The Fairport (N. Y.) Monroe County Mail has been sold by Will O. Greene, to Edwin B. Hard of Binghamton. Mr. Greene has been editor of the Mail for 35 years. Mr. Hard has been business manager of the Binghamton Press for seven years. He will assume active management of the Mail at once.

### CRANDALL TO VANCOUVER

#### Montreal Star Chief Heads World, Recently Bought by Syndicate

C. F. Crandall, executive editor of the Montreal Daily Star, has taken over the publication and management of the Vancouver World, which he and some eastern and western associates have recently purchased. Mr. Crandall has been connected with the Star for nearly ten years, going to Montreal from Halifax. He previously edited papers in that city and in St. John, N. B. He was actively connected with the organization of the Canadian Press, of which he is a director.

Last year as honorary secretary of the Canadian Press Committee and under the direction of its chairman, Lord Atholstan, he had executive charge of the arrangements of the Imperial Press Conference, and conducted the successful tour of the Imperial delegates throughout Canada.



A MARKET FOR LUXURIES

# NEW ENGLAND

There is only one way to get to a New Englander.  
That is through his newspaper

MASSACHUSETTS—Population, 3,852,356			
	Circulation	2,500 lines	10,000 lines
*Attleboro Sun.....(E)	5,053	.025	.0175
*Boston Sunday Advertiser..(S)	380,680	.55	.55
*Boston American.....(E)	286,006	.50	.50
*Boston Globe.....(M&E)	295,618	.40	.40
*Boston Globe.....(S)	310,015	.45	.45
*Boston Post.....(M)	408,789	.60	.60
*Boston Post.....(S)	432,949	.55	.55
Boston Transcript.....(E)	37,012	.20	.20
Fall River Herald.....(E)	11,035	.035	.035
*Fitchburg Sentinel.....(E)	9,685	.05	.035
*Haverhill Gazette.....(E)	14,983	.055†	.04
§Lynn Item.....(E)	16,165	.06	.04
*Lynn Telegram News... (E&S)	17,206	.05	.05
Lowell Courier-Citizen... (M&E)	17,044	.045	.045
*New Bedford Standard-Mercury (M&E)	27,827	.07	.07
*New Bedford Sunday Standard(S)	23,953	.07	.07
*Salem News.....(E)	19,818	.09	.07
Worcester Telegram-Gazette (M&E)	72,922	.24	.21
*Worcester Telegram.....(S)	42,900	.18	.15
MAINE—Population, 768,014			
Bangor Daily Commercial... (E)	14,858	.0475†	.04
*Portland Daily Press..(M&S)	14,358	.04	.04
Portland Express.....(E)	24,740	.10	.07
*Portland Telegram.....(S)	22,855	.10	.07
NEW HAMPSHIRE—Population, 443,083			
Keene Sentinel.....(E)	3,222	.03	.02
*Manchester Union-Leader(M&E)	26,554	.08†	.06
Portsmouth Times.....(E)	4,027	.02	.015
RHODE ISLAND—Population, 604,397			
Newport Daily News.....(E)	6,129	.03357	.02928
*Pawtucket Times.....(E)	23,404	.06	.06
Pawtucket Valley Daily Times (Arctic).....(E)	2,130	.021429	.021429
*Providence Bulletin.....(E)	59,108	.135	.135
*Providence Journal.....(M)	31,374	.08	.08
*Providence Journal.....(S)	51,737	.12	.12
Providence Tribune.....(E)	23,798	.10	.09
*Westerly Sun.....(E)	4,466	.025	.025
*Woonsocket Call.....(E)	13,315	.04	.04
VERMONT—Population, 352,428			
*Barre Times.....(E)	7,035	.025	.02
Brattleboro Daily Reformer.(E)	2,825	.03	.015
Burlington Daily News....(E)	7,242	.04	.04
*Burlington Free Press.....(M)	10,674	.05	.05
St. Johnsbury Caledonian-Record.....(E)	2,920	.0214	.015
CONNECTICUT—Population, 1,380,631			
*Bridgeport Post-Telegram(E&M)	47,434	.145	.14
*Bridgeport Post.....(S)	21,264	.085	.08
*Hartford Courant.....(D)	29,856	.08	.07
*Hartford Courant.....(S)	43,511	.10	.09
*Hartford Times.....(E)	42,537	.14	.14
New Haven Register.....(E&S)	30,803	.09	.08
*New London Day.....(E)	10,853	.06	.045
Norwich Bulletin.....(M)	10,755	.07	.05
*Norwalk Hour.....(E)	4,101	.025	.025
*Stamford Advocate.....(E)	7,839	.0375	.03
*Waterbury Republican....(M)	11,155	.05	.04
*Waterbury Republican....(S)	12,272	.05	.04

Government Statements, April 1, 1921.  
\*A. B. C. Statements, April 1, 1921.  
§Publishers' Statement.  
†Rate on 3,000 lines.

Advertisers familiar with New England realize the immense purchasing power of this market for luxuries. First there is accumulated capital and inherited wealth, giving the income with which to buy. And also the cultivation which leads to purchase. It must be remembered that New England's population is chiefly urban---85 per cent live in cities where there is more social life, more gathering together for sports and amusements, and a freer spending of money.

These are the underlying causes why New England is such a rich market for merchandise of the luxury class. Many examples can be shown of articles that have been profitably advertised in New England Newspapers.

There is one straight road to the whole market.

## NEW ENGLAND DAILY NEWSPAPERS

# INDIANA



## IN THE HEART OF THINGS

Any national advertising campaign **MUST** include Indiana. It is right in the heart of things—commercially and geographically.

All leading transcontinental railroads cross its borders, with branches to all corners of the State. Over 2,000 miles of electric railroads cover the State. On water transportation Indiana is well situated, and for good roads Indiana has a national reputation.

This state is productive territory for every National Advertiser.

Indiana's leading daily newspapers listed below have enormous influence and result-producing power.

### Use Them to Tell Your Message to Indiana

	Circulation	Rate for 5,000 lines
Decatur Democrat . . . . . (E)	3,114	.025
Evansville Courier . . . . . (M)	23,513	.05
Evansville Courier . . . . . (S)	21,318	.05
*Fort Wayne Journal-Gazette and Evening Press . . . . . (M&E)	45,829	.07
*Fort Wayne Journal-Gazette . . . . . (S)	26,888	.07
*Fort Wayne News and Sentinel . . . . . (E)	34,715	.08
*Gary Evening Post . . . . . (E)	6,789	.04
*Indianapolis News . . . . . (E)	118,205	.20
LaPorte Herald . . . . . (E)	3,638	.025
Richmond Palladium . . . . . (E)	11,937	.05
South Bend News-Times . . . . . (M)	10,617	.05
South Bend News-Times . . . . . (E)	6,551	
South Bend Tribune . . . . . (E)	17,028	.055
Terre Haute Tribune . . . . . (E&S)	21,670	.06
*Vincennes Commercial . . . . . (M&S)	4,532	.025

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

## 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."

**D**O you remember that day when you sat on the back fence and decided that next to going to Heaven, writing in a newspaper shop would be your idea of a wonderful time? Mabel Herrin, of the Hastings (Neb.) Daily Tribune well remembers that day of days for herself, and she contends that many others of us thought likewise in our youthful days.



MABEL HERRIN

"But," she declares, "of course, most of us had heard so much about the divine spark of genius, that when the opportunity to go into the second Heaven came we all hesitated, and advanced with cautious step fearful lest we encroach upon the sacred ground of those with the great gift."

Mrs. Herrin has by this time found out, like the rest of us, that we can send the "divine spark of genius" out to cut a cord of wood, and still hold our newspaper jobs.

For it's work that wins—and says Mrs. Herrin, if we heard a little more about the work we had to do instead of the divine spark of genius we all wouldn't be bitten by that worst enemy of all success: lack of self-confidence.

Mrs. Herrin has not been at the game very long, but has succeeded in working up to a position of responsibility in the Daily Tribune office. She now signs herself "Social Editor." Here's hoping it's "Publisher" some day.

\* \* \*

**W**E are certainly going to swear out a warrant of investigation for Mr. Will Hays, who is supposed to be running the finest and fastest mail delivery on earth. We thought he did just that until the other day when we received the following from Mrs. L. L. Rauch, publisher of the Daily News, Mauch Chunk, Pa.

"I have waited patiently for that copy of *EDITOR & PUBLISHER* you promised, because I am a newspaper woman, and publisher, but have never seen it."

We straightaway mailed Mrs. Rauch another copy, lest she say of us what David said of all men.

\* \* \*

**N**EWSPAPER women in South America, are as scarce as icebergs in Florida, in spite of the tremendous progress of the country. A newspaper woman editor in South America is an unknown quantity—and so far we have found only three who are brave enough to break through the wall of masculinity, and place themselves on the firing line of newspaperdom. In Caracas, Venezuela, Senora Lucila Perez Diaz, and Senorita Rosario Blanco, are well-known names to newspaper readers, while Senora Polita de Lima, according to authentic reports is the only newspaper woman in Coro.

**L**UCY BARGER of Beloit, Kan., has had an interesting career acting as reporter, assistant telegraph editor, and managing editor of several western newspapers, among them being the Minneapolis Daily News. At present Lucy is taking a well-earned vacation from her strenuous newspaper experiences, but says she will be ready to go back to work again as soon as she finds somebody who has a need for her experience and ability.

The best of luck, Lucy. Here's hoping some M. E. reads the "Colyum" and sends you a wire immediately!

\* \* \*

**W**E always insist that the person who deserves the most sympathy in this game is not the girl who has to chase thugs and movie actors for pictures and stories, but the girl who must earn her daily bread by being nice to some of the meanest people on earth—society folks.

Of course, not all of 'em are like that, because some people will be human in spite of ten million dollars and a Pomeranian with gold-filled teeth. And we thank the newspaper woman's God they can be for if it weren't for these blessed bright spots in the lives of society editors, I fear the casualty list of society editors would rival that of the German army.

Mabel G. Steele, society editor of the Pittsburgh Dispatch, has been in the game a long time, and has some poignant things to say about society editing. In her experience as a society editor, she has had ample opportunity to study the various types of society women, and has tried to use the results of her observations to good advantage in her work. There are the snobbish women, women who are coldly impersonal, and deadly polite, and women with queer ideas as to a society page, to deal with, and these women make life miserable for society editors. But on the other hand, there are some wonderful women, not overly fond of publicity, but with enough of the human element, and kindness of heart, to keep up the enthusiasm which every newspaper girl needs.

She declares that a society editor must use the same tactics as a salesman. She must know how to approach the person from whom she expects to get a news item. Her greatest pleasure is to secure news or pictures from society women, who do not approve of publicity under any circumstances. When she succeeds in such an instance, she declares she feels as Wilhelm must have felt, "that I could conquer the world."



MABEL G. STEELE



### I. P. E. U. WILL COMBAT 48-HOUR WEEK

Toronto Convention at Final All-Night Session Stands for Shorter Hours—Artists May Affiliate with Engravers

In consequence of a rush of work during the closing hours of the convention, the delegates attending the annual meeting of the International Photo-Engravers' Union at the King Edward Hotel, Toronto, decided on a special all-night session on August 19.

Necessary steps were taken to maintain the fight for the 44-hour week which continues throughout the United States and Canada. Montreal and Toronto are the only two places in Canada where this concession is denied the union, and the men are on strike in these cities. At the employers' convention held in Buffalo a month ago, a resolution was passed in favor of returning to the 48-hour week. The measures taken at this meeting are for the purpose of preventing this outcome. For some such emergency the union has had a defense fund for two years.

Among the amendments to the laws suggested was one for determining a maximum salary for international officers. The proposal was, however, unanimously defeated.

The question of affiliation with the Photo-Engravers Union was discussed the same evening at a meeting of the Commercial Artists' Association held in St. George's Hall. The gathering was addressed by J. J. Derse of New York, who pointed out the advantages of artists and reproducers coming together

for mutual benefit. Commercial artists, photo-engravers, electrotypers, printers and binders, he said, all belonged to the same industry and should therefore be brought together by affiliation in Canada and in the United States. No action was taken on the proposal.

#### Citizens Buy Oregon Daily

KLAMATH FALLS, Ore., Aug. 22—The Klamath Daily Record of this city has just undergone a reorganization and the Record Publishing Company has assumed control. Clark Williams of Portland becomes editor and Don Belding of Klamath Falls, business manager. The business community of Klamath Falls participated in the reorganization, taking a quantity of non-voting six per cent preferred stock, their object being to obtain a paper that will advance the interests of that section. Mr. Williams has edited papers in Texas and in Salt Lake and has been connected with the Oregonian in Portland.

#### Hartford Papers' Camps Used

The Hartford (Conn.) Salvation Army post finds the fresh air camps operated by the Times and the Courant so satisfactory that it has given up its annual picnic for the poor children of the city and made a subscription of \$100 to each of the newspaper funds. The Times runs a farm in Andover, Conn., for undernourished children of the poorer sections; the children are sent to the farm for two weeks. "Camp Courant" provides daily recreation for several hundred children a day, the children being carried to and from the camp, a short distance from the city, in special street cars.

### SOME PUBLISHER WANTS THIS MAN

## General Manager — Business Manager

Available October 1

IN PRESENT POSITION FOUR YEARS. LINEAGE ALMOST doubled, rates increased 47%. Personality and character decidedly favorable. Leaving present position under most satisfactory circumstances. Age, thirty-five. Present salary, \$6,500 and bonus.

KNOW ADVERTISING FROM EVERY ANGLE AND HOW to sell it. Can develop sales force that will produce desirable accounts on permanent basis. Can manage business end of newspaper and organize on efficiency basis. Experience embraces morning, evening and Sunday publications.

HAVE THAT BRAND OF ENTHUSIASM AND CONFIDENCE that comes to all healthy men who are successful. Dependable references covering integrity and ability as a high grade producer and organizer.

YOUR LOCATION OR CIRCULATION NOT NECESSARILY a deciding factor. However, it is important that your proposition offers a real opportunity for development.

HAVE MY REFERENCES AND ABILITY TO BACK THEM up and would like to hear from some publisher who knows that the right man can make his paper more successful.

WILL NOT JUMP AT ANY PROPOSITION OFFERED. Desire only permanent connection and will take sufficient time to "sell myself" on the newspaper and city.

PERSONAL INTERVIEW CAN BE ARRANGED AFTER September 10th. Write in strict confidence, Box A-833, EDITOR & PUBLISHER.

Some Publisher Will Get This Man October 1

# IOWA

## BEEES EXEMPLIFY THE ASSIDUOUSNESS OF ITS CITIZENS

The bees of Iowa have a present value of approximately \$2,250,000, which coupled with the \$1,750,000 worth of equipment used in raising the annual crop, represent a total investment of \$4,000,000.

The assiduousness of this little animal, that has earned for him the title of "Busy Bee," may be compared to the people of this great state. When the bee has produced enough for his own needs he does not stop. He goes on and produces a surplus which can be turned to very profitable use by man.

That is the way with the Iowa farmer; he keeps right on producing regardless of market conditions and stores that which he cannot profitably sell. Just now when there is every indication that there will be a shortage of grain in Europe and some states, the Iowa farmer has his 1920 crop which he has been holding and the 1921 crop, with which to meet this demand.

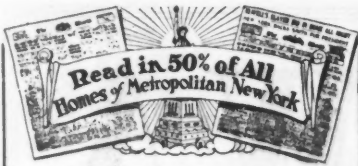
This coupled with the prospect of reduced freight rates makes the outlook very bright for the farmer, and when he is prosperous the state of Iowa is prosperous. When factories in other states shut down, Iowa kept on producing; as a result it now finds a market for its products, and is in the best position to buy from less fortunate states. If you want some of this business, get in touch with these newspapers.

	Circulation	Rate for 5,000 lines
Burlington Hawk-Eye .....	(M) 10,401	.035
Burlington Hawk-Eye .....	(S) 12,960	.035
*Cedar Rapids Gazette .....	(E) 19,005	.055
Council Bluffs Nonpareil .....	(E&S) 15,147	.05
*Davenport Democrat & Leader .....	(E) 15,153	.06
*Davenport Democrat & Leader .....	(S) 17,332	.06
Davenport Times .....	(E) 24,322	.08
Des Moines Capital .....	(E) 49,805	.14
Des Moines Sunday Capital .....	(S) 32,931	.14
Des Moines Register and Tribune .....	(M&E) 111,560	.20
Des Moines Sunday Register .....	(S) 92,761	.20
†Iowa City Press-Citizen .....	(E) 6,847	.035
*Mason City Globe Gazette .....	(E) 9,376	.035
*Muscatine Journal & News Tribune .....	(E) 7,991	.035
Ottumwa Courier .....	(E) 12,373	.05
Sioux City Journal .....	(M&E) 51,723	.11
Sioux City Journal .....	(S) 33,795	.11
*Waterloo Evening Courier .....	(E) 15,861	.05

Government Statements, April 1, 1921.

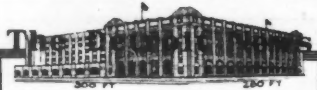
\*A. B. C. Statement, April 1, 1921.

†Publisher's Statement.



**THE WORLD AND THE EVENING WORLD ARE NEW YORK'S NEWSPAPERS**

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



**T**HE Detroit News leads its nearest competitor in net paid circulation by over 67%, its second competitor by 127%, and has eleven times as much circulation as its third competitor.

**America's Best Magazine Pages Daily and Sunday**

**Newspaper Feature Service**  
241 WEST 58TH STREET  
New York City

**IN NEW ORLEANS IT'S—**

**THE NEW ORLEANS ITEM**

**Perth Amboy, N. J.**

*Merchants report good business despite the general business depression.*

**Evening News**

F. R. NORTHROP  
350 Madison Avenue, New York City  
Foreign Representative

**ASSOCIATION AND CLUB NEWS**

**T**HE annual summer social meeting of the Iowa and Nebraska editors was held in Omaha last week. Some three hundred editors and their wives attended. A barbecue was given at Elmwood park at noon, when the editors devoured a roasted ox. Dan Des Dunes celebrated jazz band furnished the music with the ox sandwiches. The Nebraska Power Company, gave the editors a complimentary banquet in the evening, and the knights of Ak-Sar-Ben, Omaha's booster organization, entertained them with the sensational initiation and show in the evening. The women of the party were given a special dinner at the Omaha Athletic Club, and a theater party afterward.

The Advertising Club of New York is planning for a gay winter from a social standpoint, and the following entertainment committee has been appointed with Charles C. Green as chairman, C. P. McDonald, D. Morris-Jones, Harry A. Weissberger, Paul Meyer, Arthur Doornbos, Irving A. Berndt, Herman G. Halsted, Richard H. Weevil, Harry J. Friedman, Julius King, Louis W. Bleser, Albert J. Gibney, Manning Wakefield, Thomas J. Hughes, Leonard G. Gold, Harvey C. Wood, David D. Lee, William F. Haring, William L. Roberts and M. P. Linn.

The newspaper profession in Essex County, Mass., is looking forward with interest to the annual fall outing, September 6, when the editors and reporters are to be entertained by the American Woolen Company at Boxford, where this concern maintains a social service department. President William H. Wood, is to address the gathering and it is expected to be one of the most interesting sessions the Essex County Press Club has ever held.

The Portland (Ore.) Ad Club has just conducted an automobile excursion to Crater Lake in the southern part of the state. Sixty members of the club participated. The purpose of the trip was to give additional publicity to Crater Lake National Park and also to interest Oregon cities in the world's fair which Portland proposes to hold in 1925.

Queries have been sent to members of the Alabama Press Association, by President Hall, asking their opinion as to holding the annual meeting in Montgomery, September 12, when an educa-

tional and agricultural meeting will also be under way there.

The Minneapolis Ad Club had its annual picnic at Wildwood, St. Paul, August 19. In a game of kittenball the team of the St. Paul Town Criers defeated the Minneapolitans, 12 to 4.

The Michigan Women's Press Association will be represented at the World's Press Congress at Honolulu in October. Those who have announced their intention of attending include: Dr. Emma E. Bower, of Port Huron, president; Mrs. J. E. St. John of Lansing; Mrs. Grace Greenwood Browne of Ann Arbor; Miss Maybelle L. Grisson of Grand Ledge; Mrs. Shields of Bay City; Mr. and Mrs. Homer Harwood of Warren, and Mr. and Mrs. Donovan of Battle Creek.

Newswriters of Lynn, Mass., and their friends held an outing at Misery Island, Marblehead harbor, Sunday, August 7. A shore dinner was served and a program of sports run off. Another outing will be held Sunday, August 21, at the same place.

President Judd Mortimer Lewis of the Texas Press Association has announced committee appointments to serve one year from the date of the recent convention at McAllen, as follows: Legislative committee—Lee J. Rountree, chairman, Bryan Eagle; program committee—O. C. Harrison, chairman, Baylor County Banner, Seymour; printing committee—H. C. Connally, chairman, Leader, Orange; committee for revision of constitution—John E. Cooke, chairman, Reporter, Rockdale.

John H. Haseman, Jr., New York, was elected president of the United Amateur Press Association of America at the recent annual convention in Bellingham, Wash. Other officers elected were: John L. Kerr, Seattle, first vice-president; Pauline Burstein, Brooklyn, N. Y., second vice-president; John H. Leighton, Brownsville, Tex., treasurer; David Z. Gourman, Seattle, Wash., manuscript manager; Miss Charity Westover, Bellingham, laureate recorder. Directors are Audrey Decry, Seattle, retiring president; Anita R. Kirksey, Arroyo Apollo, Cuba, and George Bilheimer, Bethlehem, Pa. Pontiac, Mich., was chosen as the next convention city.

**SEEK FAKE ADVERTISERS**

**Springfield News Offers \$50 for Arrest of Person Who Fooled Laborers**

SPRINGFIELD, Ohio, Aug. 9—A reward of \$50 has been offered by the Springfield News for information leading to the apprehension of the person responsible for a fake "help wanted" advertisement inserted in its columns. About four hundred men seeking employment appeared at the place named in the advertisement, but they failed to find anyone to give them employment, nor were there any signs of any work.

After waiting for an hour, the men marched in a body to the home of the Mayor, where a self-appointed committee explained the matter to him. After a short talk, the Mayor accompanied them to the office of the News where an investigation revealed that the advertisement had been telephoned to the office. The girl who took the call said that the man telephoning gave the name

of a prominent local contractor, so she did not question it. The contractor denied knowledge of the advertisement.

The Mayor explained the situation and promised every effort to apprehend the man who placed the advertisement. In addition, the News posted a reward of \$50.

**Gary Sunday Post Quits**

The Gary (Ind.) Sunday Post, started following the recent purchase of the Gary Tribune by the Gary Post, was suspended with the issue of August 21, due to the lack of advertising support resulting from depression in steel centers.

**Death of George L. Flanagan**

George L. Flanagan, manager of the display advertising of the Chicago Herald and Examiner, was drowned last week near Cassopolis, Mich., when his rowboat overturned.

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

**Million Dollar Hearst Features**  
The World's Greatest Circulation Builders  
International Feature Service, Inc.  
New York

**Tried and Found True**  
Whether as a household necessity for the family or a productive salesman for advertisers  
**The Pittsburg Dispatch**  
has stood the test for generations.  
Branch Offices: Wallace G. Brooke, Brunswick Building, New York; The Ford-Parsons Co., Marquette Building, Chicago, Ill.

**Our Daily Fashion Hints**  
have just been placed with **WINNIPEG FREE PRESS**  
after a four weeks' trial, and notwithstanding the fact that this paper already carries larger fashions and paid patterns.  
**The International Syndicate**  
BALTIMORE, MD.

**"The African World" & "Cape-to-Cairo Express"**  
Published every Saturday in London.  
AMERICAN OFFICE  
No. 1 West Thirty-fourth St., NEW YORK CITY  
Telephone Fitz Roy 2969



The Mount Vernon, N. Y.  
**DAILY ARGUS**  
carries more display advertising than any other newspaper in Westchester County.

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

**GEO. B. DAVID & CO.**

Foreign Representative  
171 Madison Ave. NEW YORK

The Best Paper  
in  
New Orleans—  
New Orleans States

Watch for next A B C  
Statement from New Orleans Papers.

**Buffalo Evening News**

again leads in national field first four months, 1921, six-day evening papers. List of leading six-day publication figures compiled by Indianapolis Evening News:

Lineage 1921

Buffalo Evening News	785,118
Indianapolis News	727,572
Minneapolis Journal	640,766
Detroit News	633,500
Brooklyn Daily Eagle	631,676
Chicago Daily News	629,187
Pittsburgh Press	605,108
Toledo Blade	568,628
Hartford Times	550,039
Cleveland Press	499,072

Newark Evening News did not furnish separate foreign display lineage figures.

**FIRST IN 1000  
NEWSPAPERS**

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

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

**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 endorsement which cannot be dissociated from the character of such a paper.  
**DAILY AND SUNDAY**

**TIPS FOR AD MANAGERS**

**Allied Crafts Service**, 712 Kanawha Banking & Trust Bldg., Charleston, W. Va. Placing contracts with business publications for the Main Island Creek Coal Company, Huntington, W. Va. Planning campaign for the Charleston Industrial Corporation, to include newspapers, general and business publications. Also working on campaign for the Raleigh Smokeless Fuel Company, Beckley, W. Va.

**Alfred Austin Advertising Agency**, 244 5th avenue, New York. Has secured the account of Importers Exchange, Inc., New York, "Flaconettes," a new novelty in the perfume field. A newspaper and magazine campaign is being launched. Also handling the advertising for Knickerbocker Clothiers, 1454 Broadway, New York.

**N. W. Ayer & Son**, 300 Chestnut street, Philadelphia. Will make up lists in September for Mohawk Glove Corporation, 257 4th avenue, New York. Sending out 100-line orders to run 84 times to newspapers in a few cities for Tedy's Tea, New York. Reported to be handling advertising for Vitamon Corporation, yeast vitamins, New York.

**George Batten Company**, 381 4th avenue, New York. Placing orders with some New York City newspapers for Frigidaire, 43 Warren street, New York. Will make up lists in September for Geneva Cutlery Company, Geneva, N. Y., "Genco" razors.

**Berrien Company**, 19 West 44th street, New York. Again placing orders with newspapers generally for Good Housekeeping Magazine, 119 West 40th street, New York.

**Brooke, Smith & French**, Kresge Bldg., Detroit. Will make up lists in Fall for the Beaver Board Companies, Buffalo, N. Y., manufacturers of "Beaver Board," "Vulcanite," and "Beavertone."

**W. L. Bucher Cigar Company**, Dayton, Ohio. Have placed direct schedule covering a three months' campaign.

**Chambers Agency**, Maison Blanche Bldg., New Orleans. Reported to be preparing campaign for Kahn Manufacturing Company, "Panama" overalls, Mobile, Ala.

**Chatham Advertising Agency**, 3 W. 29th street, New York. Handling advertising for S. Rauh & Co., "Standard Spats," New York.

**Nelson Chesman & Co.**, 1127 Pine street, St. Louis. Will make up lists in September for Marmola Company, Detroit, Mich., manufacturers of "Marmola" tablets and "Dilaxin."

**Churchill-Hall, Inc.**, 50 Union square, New York. Will make up lists in September for Boston Woven Hose & Rubber Company, Cambridge, Mass.

**S. A. Conover Company**, 24 Milk street, Boston. Placing orders with newspapers in selected sections for George J. Kelly, Inc., "Kelly" shoe dressing, 530 Washington street, Lynn, Mass., and 122 Duane street, New York.

**Critchfield Company**, Brooks Bldg., Chicago. Reported to be handling advertising for United States Leather Corp., Cleveland. Reported to be planning an extensive farm paper campaign for Willys Light Division Electric Auto Light Corp., Toledo, Ohio.

**D'Arcy Company**, 9 Murray street, New York. Reported will make up a newspaper list during September for Kenyon & Thomas, Dr. Hale's Household Remedies, Adams, N. Y. Making 600-line contracts with newspapers for McQuay-Norris Manufacturing Company. Making 5,000-line yearly contracts with newspapers for Nafziger Baking Company. Making 2,000 line yearly contracts with newspapers for Magnolia Provision Company.

**Dauchy Company**, 9 Murray street, New York. Sending out 28-line orders to run twice in rotogravure newspapers for Imprint Pencil Company, N. Y.

**Deatel Advertising Service, Inc.**, 16 St. Paul street, Baltimore. Has secured account of National Association of Sweater and Knitted Textile Manufacturers.

**Dorland Agency**, 9 East 40th street, New York. Making 5,000-line yearly contracts with newspapers for the I. Lewis Cigar Manufacturing Company.

**Dunlap-Ward Company**, Union Nat. Bank Bldg., Cleveland. Handling advertising for Grant Motors.

**George L. Dyer Agency**, 42 Broadway, New York. Making 5,000-line contracts with newspapers for the National Lumber Manufacturing Associations. Putting out 8-time orders for the Simmons Company, Kenosha, Wis.

**Evans & Barnhill**, 10 East 43rd street, New York. Placing advertising for Brewster & Co., auto bodies, Long Island City, N. Y.

**Federal Agency**, 6 East 39th street, New York. Handling advertising for Runkel's Bros. (chocolate).

**Charles H. Fuller Company**, 623 South Wabash avenue, Chicago. Making yearly contracts with newspapers for E. Lawrence Company. Reported will make up lists during October using newspapers for Home Supply Company, jewelry, 428 W. 59th street, Chicago. Again making contracts with newspapers for F. A. Stuart Company, "Stuart's Tablets," Marshall, Mich.

**Gardner Advertising Company**, 17th and Locust streets, St. Louis. Making 1,000-line contracts for Rothschild Bros. Hat Company.

**Gardner & Wells**, 150 Madison avenue, New York. Usually make up newspaper list during the Fall for Kelly-Springfield Tire Company, 1710 Broadway, New York.

**Green, Fulton & Cunningham**, Free Press Bldg., Detroit. Again placing copy with newspapers for General Motors Truck Co., Pontiac, Mich.

**Hanf-Metzger**, 95 Madison avenue, New York. Placing copy on contracts for Famous Players Lasky Corp., "Paramount Pictures," 485 5th avenue, New York.

**E. T. Howard Company**, 117 West 46th street, New York. Handling advertising for Pure Food Specialty Corp., Guckenheimer & Hess, "Hy-Test Bouillon" cubes, 83 3rd avenue, New York.

**J. Roland Kay Company**, 161 East Erie street, Chicago. Placing orders with newspapers for S. F. Bowser & Co., oil storage and measuring equipment, Fort Wayne, Ind., and 50 Church street, New York.

**Martin V. Kelley Company**, Second Nat. Bank Bldg., Toledo. Making 5,000-line yearly contracts with newspapers for the Cole Motor Car Company.

**Thomas F. Logan**, 680 5th avenue, New York. Making yearly contracts for the Premier Electric Vacuum Cleaning Company, Cleveland, Ohio.

**Lyon Advertising Service**, Times Bldg., New York. Making 5,000-line contracts with newspapers for the Hawthorne Specialty Company.

**Robert M. McMullen Co.**, 522 5th avenue, New York. Will make up lists in September for Ammon & Person, 4th and Henderson streets, Jersey City, N. J., manufacturers of "First Prize" nut butter.

**Metropolitan Advertising Agency**, 120 Liberty street, New York. Making 10,000-line contracts for J. S. Sugarman & Company, in cities where they have direct wire service.

**Harry C. Michael**, 113 Lexington avenue, New York. Making 420-line yearly contracts with newspapers for Devoe & Raynolds.

**Mellins Food Company of North America**, 261 Franklin street, New York. "Mellin's Food" will make up lists in September and place copy direct.

**Patterson-Andress Company**, 1 Madison avenue, New York. Making 5,000-line contracts with newspapers for the Franklin Automobile Company.

**W. H. Rankin Company**, 104 South Michigan Blvd., Chicago. Making 5,000-line schedules with newspapers for the Baltimore & Ohio Railroad.

**Philip Ritter Company**, 185 Madison avenue, New York. Will release newspaper schedule the middle of November for the Great Western Manufacturing Company, of La Porte, Ind. Releasing copy to general magazines and farm papers for the Vapo-Cresolene company. Handling advertising account for the Bertly Company, South Orange, N. J.

**Oscar Rosier Advertising Agency**, 1314 Walnut street, Philadelphia. Placing a few orders with newspapers in selected sections for Philadelphia-New York Ltd., Inc., auto truck service, 161 Perry street, New York, and Front and Richmond streets, Philadelphia.

**Ruthrauff & Ryan**, 404 4th avenue, New York. Placing advertising for the Ironized Yeast Company, Atlanta.

**Frank Seaman**, 470 4th avenue, New York. Making yearly contracts with newspapers for the Studebaker Corporation.

**Russel M. Seeds Company**, 330 University square, Indianapolis. Making contracts with newspapers for Pinex Medicine Company, Fort Wayne, Ind.

**Sherman & Lehair**, 120 West 32nd street, New York. Again making some newspaper contracts for the Lackawanna Mills Company, underwear, Scranton, Pa.

**A. M. Sweed Company**, 341 5th avenue, New York. Placing advertising for A. Wanter Sons, lye and lime, Albany, N. Y.

**Street & Finney**, 171 Madison avenue, New York. Making yearly contracts with newspapers for Rice & Hutchins, Inc.

**J. Walter Thompson Company**, 242 Madison avenue, New York. Making 1,000-line contracts with newspapers for Lever Brothers Company.

**Van Patten, Inc.**, 50 East 42nd street, New York. Handling advertising for "111" cigarettes.

**Vanderhoof & Co.**, Vanderhoof Bldg., Chicago. Placing advertising of the Long Beach Company, 1212 Kimball Bldg., Chicago, and Long Beach, Ind., using full pages in middle west newspapers.

**Wales Advertising Agency**, 141 West 36th street, New York. Placing Fall schedules with newspapers for Crown Corset Co., "Rengo Belt Corset," 170 5th avenue, New York City.

**Williams & Cunningham**, 6 South Michigan avenue, Chicago. Will make up lists during September for Cudahy Packing Company, 111 W. Monroe street, Chicago, "Old Dutch Cleanser."

**Woodall & Amesbury Advertising Agency**, Phoenix Bldg., Minneapolis. Reported to have secured the following accounts, Minneapolis School of Music, Cole Manufacturing Company, Minneapolis, and Blekre Tire & Rubber Company, St. Paul.

**Forty-Two Years Old**

The Amsterdam (N. Y.) Evening Recorder on August 20, celebrated its 42d anniversary. It was established as the Amsterdam Daily Democrat in 1879.

**Newark Morning Ledger**  
NEWARK, NEW JERSEY

Alone in the morning field in a city of 450,000 people

A newspaper of positive force, closely followed by the men and women who are interested in important public questions.

Average daily circulation for July, 31,338

Only 970 in the Country  
MEMBER A. B. C.

Publishers' Representatives  
**CONE, HUNTON & WOODMAN**  
Incorporated

**Sales Managers  
Manufacturers**

The Merchandising Department of the Herald and Examiner possesses timely and valuable facts about the great Chicago market. Write for a complete exposition of our plan.

**HERALD & EXAMINER**

"Peak of Printing"

**OFFSET GRAVURE  
PICTORIAL  
SUPPLEMENTS**

Offset Gravure Corporation  
351 West 52d St. New York  
Telephone Circle 7395

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.

1851 HISTORY OF 1921  
**The New York Times**

By ELMER DAVIS  
of The Times Editorial Staff

Commemorating the quarter century of the present management and the seventieth anniversary of the foundation of The Times.

Four hundred and fifty-six pages; thirty-two rotogravure etchings; eighteen facsimile reproductions of first pages.

Published by  
**The New York Times Company**  
Bound in cloth, \$2.00 by mail in the U. S. and Canada; foreign countries, \$2.25

## "WE BOYS" KEEP BUSY IN NEW ORLEANS

Press Club Membership Offered by  
"100 Per Cent" Men to Dive-  
Keepers and Biographical Solic-  
itors Are Legion

(Special to EDITOR & PUBLISHER)

NEW ORLEANS, La., Aug. 25—"There are more crooked advertising schemes in New Orleans than any city I know of," says James O. Jones, who conducts a publicity office here and has been compiling a series of press-reference books, entitled "Men of the South" in the principal cities of Dixie. "The races are largely responsible," he says, "for bringing the 'hundred per cent' men to New Orleans, with their pet schemes of publicity, founded on vanity and fear. The largest and most successful business men are deceived by these nearly every time," he says, "and become disgusted with advertising in general."

Mr. Jones thinks that this is seriously hurting legitimate advertising in New Orleans, and is planning to open an investigation bureau, along the lines that have been found useful in other cities, to report on all solicitation schemes.

Business men of New Orleans a year or so ago banded together against the

"advertising tappers." Through the Association of Commerce, they have organized a bureau which must pass on every request for advertising or donations or purchase of tickets, before they will consider the proposition. This bureau is the outgrowth of the increasing number of such requests received from unions, churches, etc., for entertainment programs. The bureau, however, does not catch the "hundred per cent" who goes in with a "song and dance" about how prominent a man is and what a boon he will confer on humanity if he sends his picture and biography to every paper in the country, a work which the agent offers to do for \$100, to defray cost of making the cut, postage, etc.

Here are a few instances of the "crooked advertising schemes" that have come under Mr. Jones' observation:

"For three years," he said, "a certain man has been gathering material and money for a sketch book. He has been using the names of the publishers of the New Orleans papers as a sort of club, I understand, to force the prospects to contribute. One man, said to be connected with him, was caught red-handed and sent to jail.

"When the annual of the Press Club was being prepared some time ago, another man stole a number of advertis-

ing contract forms and 'sold' space to dive-keepers in an unsavory part of town, on representations that they would 'stand in with the boys of the press.' He went back to at least one of these subsequently and sold him a membership in the Press Club, to 'give him a still better standing.' Detectives missed getting him by half an hour.

"One of my agents some time ago received a telegram from a friend in Chicago reading something like this: 'Repeat have extraordinary proposition to offer you. Will give you lots of calls. Draw on me for \$100 and come at once.'

"The man who received the telegram showed it to me. We knew this man and didn't believe he had any good proposition.

"In about a week he arrived. 'I thought you had a proposition in Chicago and wanted me to go and join you,' said the man who received the message.

"No, you didn't understand the telegram. What I wanted was for you to send that telegram to me so I could show it to somebody up there and get money to come down here to the horse races."

"This man had a little hundred per cent scheme. Here it is: He would go to big business men and give them a patter like this: 'I am So-and-So, of the Chicago — News Syndicate.

I have been sent down here to get material for a write-up about you. I don't know what is in the wind, but I do know that shortly after I was sent to — of St. Louis (naming an outstanding figure), he was called to New York to head a business twice the size shortly afterwards.' He mentioned other persons who had been promoted 'shortly after his visit.'

"The data would be given. He would return next day with a nice little story of the man's life and ask for a picture. Then he would casually remark that it was customary to pay \$100 for the cost making the cut and defraying the postage, for the sheets were to be sent to every newspaper in the country so they could front-page the prospect's likeness when whatever that was in the wind came down to earth.

"This man collected thousands of dollars in this way. All the victims got for it was a dozen or so of the sheets giving their likeness and biography. The "hundred-percenter" after working New Orleans, moved to some other place and exhibited the sheets of the New Orleans victims as proof of what the big men elsewhere were doing.

"The racing season is the big time of the year for these fellows. They 'hundred-percent' in the morning and gamble on the ponies in the afternoon."

# SUPPLIES and EQUIPMENT

## FOR NEWSPAPER MAKING

### FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

#### For Sale

One Woods Semi-Autoplate Stereotype Machine in good condition. Set for 7-column, 13 ems. Can be changed to 8 column at small expense. A good proposition for some small daily. For particulars, address Star-Telegram, Fort Worth, Texas.

#### For Sale.

10-page Duplex flat bed press. Prints 4, 6, 8 and 10 page papers. Speed 5,000 per hour. Metropolitan margins effect paper saving. Excellent condition; closest inspection invited; available Sept. 15th. Price, \$5,500. Write or wire Daily Telegraph, Kitchener, Ontario.

#### For Sale

Duplex matrix roller, casting box, tail trimmer and reamer, all complete and in good working condition. Roller is equipped with 3 h.p. A.C. motor, wired ready to connect up. This equipment may be used for either 7 or 8 column 22 inch paper. Address The Beacon Journal Company, Akron, Ohio, for further particulars.

#### Printers' Outfitters

Printing Plants and Business bought and sold. American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

#### For Sale

Duplex Angle Bar 8-page, Goss 12-page and Potter 16-page newspaper presses. Full particulars upon request. John Griffiths, 41 Marshall Street, Poughkeepsie, New York.

### HOE PRESS FOR SALE

For Sale—owing to combination of papers—Hoe 12-page, Single Plate Newspaper Press; speed, 9,000 an hour. Includes motor, shafting and stereotype equipment. Can be seen in operation. Will sell at attractive figure and on easy terms.

Telegram Printing Company  
Elmira, N. Y.

### EQUIPMENT WANTED

6c A WORD for advertisements under this classification. Cash with order.

#### Wanted.

Used Mono-rail saw and trimmer. Send full particulars and best offer to Daily Telegraph, Kitchener, Ontario.

### N. Y. Times and 35 Other Leading Papers

used the Standard Magnetic  
Player Board last year  
during the World's Series

Do You Want to Lead?

Write for the greatest

BASEBALL PLAYER

Address New Bedford, Mass.

SCANDINAVIAN  
STANDARD

### NEWSPRINT

Solid Barreled Rolls

"We are delighted with  
the quality..." says an  
American Publisher.

Our Mill connections are particularly equipped to furnish U. S. specifications.

Ask us to send Samples, latest prices and full particulars.

Prompt and regular contract shipments

STORM & BULL, Inc.  
114 Liberty Street, New York  
Telephone: Rector 8563

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

### NEWSPRINT AND ROTOGRAVURE

Reasons for  
buying from us

Quality of paper  
always uniform.

Regular deliveries.

Shipments made in  
from five to six weeks  
at prices below present  
contracts.

### J. & J. SCOTT, Ltd.

33 W. 42nd St., Phone  
New York City Vanderbilt 1057

### For Prompt Service

### TYPE Printers' Supplies Machinery

In Stock for Immediate Shipment by  
Selling Houses conveniently located

"American Type the Best in Any Case"

### AMERICAN TYPE FOUNDERS CO.

Boston	Pittsburgh	Kansas City
New York	Cleveland	Denver
Philadelphia	Detroit	Los Angeles
Baltimore	Chicago	San Francisco
Richmond	Cincinnati	Portland
Atlanta	St. Louis	Spokane
Buffalo	Minneapolis	Winnipeg

Established in 1912 to sell and  
equip Newspaper Plants

PECKHAM MACHINERY CO.  
MARBRIDGE BLDG.  
34TH & BWAY  
NEW YORK CITY

### QUICK-ACTION BARGAINS

LINOTYPES

Model 14, with Mohr Saw, motor  
Model 17, electric pot, motor  
3 Model 18, electric pot, motor  
4 Model 5, motor and matrices  
4 model 3 complete ..... \$1,275.00

### Take It To

### POWERS

Open 24 Hours out of 24  
The Fastest Engravers on  
the Earth

Powers Photo Engraving Co.  
154 Nassau St., Tribune Bldg.  
New York City

### Ready for Immediate Shipment Goss Quadruple Press

Goss four-deck two-page wide "Straight-Line" Press. Capacity 4, 6, 8, 10, 12, 14 or 16 page papers, 24,000 per hour; 20, 24, 28 or 32 page papers, 12,000 per hour. Length of page, 22 3/4 inches.

This press might suit you.

WALTER SCOTT & CO.  
PLAINFIELD, NEW JERSEY  
New York: 1457 Broadway  
Chicago: 1441 Monadnock Block



# Introduction to Employer and Employee

## SITUATIONS WANTED

**3c** A WORD for advertisements under this classification. Cash with order. For those unemployed one insertion (adv. not to exceed 50 words) FREE.

### Advertising Manager-Solicitor.

Of small daily seeks to negotiate similar post in progressive North or Northwestern city. Good lay-out man, copy writer and salesman. Excellent metropolitan and small city training. Position desired where energy, initiative and executive ability can establish a permanency with promising future. Box A-841, EDITOR & PUBLISHER.

### Wanted.

Advertising student wants position; is experienced reporter and proofreader. References. C. R. Sayre, Hampton, Va.

### Attention Newspaper Managers.

20 years' highly valuable experience in newspaper advertising department, display and classified, seeks desirable newspaper new connection. Highest references. Married. Address Box A-842, EDITOR & PUBLISHER.

### Business Manager or Advertising Manager.

Or combination of both. Thoroughly capable and resourceful producer now located in city of hundred thousand, seeks more desirable and permanent opportunity. Am 34 years of age, married, with long successful record of experience, metropolitan and provincial. No proposition to difficult, and can relieve you of all worry and detail. Box A1840, EDITOR & PUBLISHER.

### Circulation Manager or Advertising Solicitor.

Available at once. At present employed as circulation manager on daily in city of 28,000 population. Understand all phases of circulation work in cities of 30,000 population or less. Fair advertising solicitor and can draw good copy. Married, age 37. References A1. Address E. O. S., 27 Waldron St., West La Fayette, Ind.

### Contest.

Have just finished successful contest and installing of complete circulation system on new daily at La Fayette, Ind. Now open to run contest. We understand the business from A to Z and can put over a successful contest for you. References A No. 1. Address Contest Manager, 27 Walden St., West La Fayette, Ind.

### Some Publisher Needs Me.

I want to make a change as soon as I find a field that has real possibilities, for my past successful experience fits me for something bigger and better than I now have. What I am looking for is the circulation management of a progressive newspaper in a city of 100,000 that now stands second or third in its field—one on which intelligent, forceful promotion work will be of real value to the publisher. When I find a field that interests me I will expect a salary and bonus proposition whereby I will be paid in proportion to what I accomplish. If interested, address Box A-839, EDITOR & PUBLISHER.

### Managing Editor or Editorial Writer.

Twenty years' experience on city daily as associate editor, editor and general manager; six years' Government service, including two terms in Congress; married. Permanent position as managing editor or editorial writer on newspaper or magazine desired; salary secondary. For further particulars write Box A-827, EDITOR & PUBLISHER.

### Editorial Writer

Trained newspaper man, now in charge of editorial page of small Eastern daily, wishes to write for broad-minded and liberal Republican paper. Seeks larger field and increased salary. College graduate; age, 27. Address Box A-818, Care of Editor & PUBLISHER.

### Position Wanted.

A Christian man, an editor and an all-round front office man desires a position with Christian publication or would consider any other reliable firm. I am a feature, column or editorial writer and poet in addition to the ordinary editing qualifications. Good education. Address F. S. C., Maples, Noxen, Pa.

### Editor.

Is open for position. Desk or writing. Real newspaperman of long experience. English correct and forceful. Judgment sound. Metropolitan and small city record. First class New York and New England references. Box A-832, Care EDITOR & PUBLISHER.

### Young Man

Graduate of a School of Journalism, wants to start with small town newspaper in any capacity. Willing to start at bottom. Can furnish best references. Box A-813, EDITOR & PUBLISHER.

### Editor Reporter

Blocked by office politics seeks change. Address Box A-793, EDITOR & PUBLISHER.

### Wanted.

By young experienced woman permanent position as city editor of daily paper in small city or other good editorial position on larger paper. Best references. Address Box A-828, Care EDITOR & PUBLISHER.

### Editor

Young man, 26, college graduate, five years newspaper and house organ experience wants place with real future. Excellent writer, initiative, a worker. Box A844, EDITOR & PUBLISHER.

## SITUATIONS WANTED

### Ford Not A "Flivver"

At least not in railroading. You can say like the antiquated rail magnates "it can't be done." But you can save a lot of editorial salaries by making me prove how cheaply I have produced a real newspaper. Now with large morning N. Y. newspaper. Interview in New York or Chicago. Address A-846, EDITOR & PUBLISHER.

## HELP WANTED

**6c** A WORD for advertisements under this classification. Cash with order.

### Advertising manager

for daily newspaper in Southwestern city of 22,000; must know how to write, lay out and sell retail advertising, as well as get results from solicitors; he must be a real producer with constructive ideas, and a man who has a good personality and the ability to command the respect and confidence of business men; permanent position at \$75 week to man who can meet these qualifications. Go into detail in your first letter and state your record for past ten years. Address A-807, Care of EDITOR & PUBLISHER.

### Advertising Salesman.

We want a man of proven ability to write and sell advertising in a city of 22,000. The man we want must be able to write and sell copy to not only the department store, but to the plumber and other lines as well. Initiative, experience, hard work are some of the important requirements. The opportunity is there for the man who can get the business. The field is progressive and the right man will have every advantage necessary to achieve big results. Position open October 1st. If you are interested and wish to make this connection give a strong, clear statement of your ability, age, salary expected, whether married, etc. Address Box A-835, EDITOR & PUBLISHER.

### Wanted.

An energetic and capable young man to head an important branch of circulation work. This man should be capable of handling other men and of making them produce; he must be willing to work at whatever hours are assigned to him; he must possess a background of experience in circulation work and a knowledge of business conditions in general. The salary to start will be low but will be increased rapidly when he shows his ability to handle the job. The opening is a really fine opportunity for a man to build a big future in a large city, and with an organization which has always been quick to reward earnest and intelligent work. Address, giving full details of education, experience, and recommendations for circulation building, Box A-831, EDITOR & PUBLISHER.

### News Editor Wanted.

For Ontario Daily in city of 30,000. Must be capable, experienced and live wire with executive ability. A real opportunity for the right man. Write Box A-836, EDITOR & PUBLISHER.

## BUSINESS OPPORTUNITIES

**6c** A WORD for advertisements under this classification. Cash with order.

### Some Newspaper Man

would like to own a high grade monthly magazine. I happen to own one, but my other interests are very large and I cannot give the time to my magazine to make it meet my standard of success, so I have about made up my mind to sell it. Circulation A. B. C. 100,000. Has some excellent advertising, but not enough to make money. Box A-843, EDITOR & PUBLISHER.

## CORRESPONDENTS

AND

## FEATURE STORY WRITERS

**6c** A WORD for advertisements under this classification. Cash with order.

**Wanted Correspondents for Trade Journals.** If you are capable of acting as a reliable and alert correspondent for groups of trade journals and in sending trade news of your vicinity, write to Commercial Service Company, 23 West 43d Street, New York City, N. Y.

### Special Articles.

From the world's greatest lead-zinc mining district. Information; representation. Correspondents and feature story writers. Charles E. Brown, Box 216, Picher, Okla.

## FEATURE SERVICES

**6c** A WORD for advertisements under this classification. Cash with order.

### Editorial and Feature Service

Congressional service throughout session. Comment impartial. Editorials, entirely individual, furnished newspapers not maintaining separate editorial writers. Skilled writers only. Reasonable rates Washington and Congressional service in uniform syndicated form. Issued promptly on publication of Congressional Record and Government Reports. Write for samples and rates. Cincinnati Editorial Syndicate, 64 Southgate Avenue, Fort Thomas, Kentucky.

## FASHION SHOW LIVENS BALTIMORE SUMMER

Central Figures of Pageant Are Three "Most Beautiful" Ladies Chosen in News-American Contest—10,000 Daily Attendance

(Special to EDITOR & PUBLISHER)

BALTIMORE, Aug. 16.—As the result of a beauty contest conducted by the News and the American, both owned by Frank A. Munsey, fairyland has opened for three Baltimore girls, the Misses Margaret Grammes, Elsie Ziegler and Emma Knabe. The beauty contest was in connection with the First Baltimore Fashion Show, which opened on August 9 and will continue until August 19.

That show, representing an investment of \$300,000 and drawing a daily attendance of 10,000 at the Fifth Regiment Armory, is said to be the most elaborate affair of its kind ever held in America.

A pageant representing scenes from Maryland history, involving a large cast of New York models and Madame Zabowska, the dancer, and directed by Alexander Leftwich of the Frohman forces, forms the most elaborate spectacle of the show. The stage placed in the center of the rear wall of the armory, is flanked on either side by pine trees and evergreen shrubbery. These evergreens forming the background for woodland scenes, make a runway over which the performers go to the rear of the stage when the spectacle is over. Several times the pageant has been moved to the Pimlico race track and the performances given in the open air when the weather permitted.

Surrounding the stage on the floor of the big armory are booths in which Baltimore manufacturers and jobbers display their wares for the benefit of out-of-town buyers who have come here. They make a scene which is not excelled for color by an Eastern bazaar. The total value of the goods displayed runs into hundreds of thousands of dollars.

The resident buyers of New York were brought to Baltimore on a special Pullman with diner attached on August 16, remaining here for several days. Keys to their rooms at the Belvedere Hotel were given to them just before their arrival in Baltimore, and they were taken on sight-seeing trips while here, one trip taking them to the Naval Academy at Annapolis.

The three girls mentioned, young women who had not previously appeared in the public eye, were thrust into the center of this with the stage lights playing on them as a result of the beauty contest conducted by the News and the American. For several weeks these papers published coupons which girls who wished to enter the contest filled out and filed with the paper along with their photographs, and certain details of height, weight, color of eyes and hair and the like.

From the 800 photographs submitted, 80 were chosen, and then Henry Hutt, James Montgomery Flagg and three Baltimoreans, Mrs. Bennett, a photographer, Edward Berge, a sculptor, and Eric Haupt, a painter, met at the Belvedere Hotel. The 80 young women marched before them, and the Misses Grammes, Ziegler and Knabe were chosen as the most beautiful of the 800. Prizes in the form of costly wedding gowns and orders for clothing on Baltimore establishments were given, the first

\$12,500

buys one-half of only daily newspaper property of a small city. Owner of this interest drew \$40 a week salary in 1920 and \$1,300 in cash dividends. Contract with other stockholders guarantees sole management of the property to the holder of this stock.

Proposition W. J.

**CHARLES M. PALMER**

Newspaper Properties

225 FIFTH AVENUE NEW YORK

## Unusual Opportunities

Daily & Weekly  
NEWSPAPERS  
TRADE PAPERS

**HARWELL & CANNON**

Newspaper and Magazine  
Properties

Times Building, New York

Established 1910

## PRESSES FOR SALE

By virtue of recent consolidation, suspensions, or installation of larger machines. Stereotype equipment included. Immediate deliveries. All quotations f. o. b. shipping point. Inspection invited.

8-pp. Goss Comet, with motor, chases, shafting, etc.	\$4,500
8-pp. Goss Clipper, stereotype	3,700
12-pp. Cox Duplex, motor chases, complete	6,000
16-pp. Potter	7,500
16-pp. Hoe	6,000
16-pp. Goss	8,150
24-pp. Goss	18,000
48-pp. Scott Sextuple	12,000

Detailed information upon request.  
**SOUTHERN PUBLISHERS EXCHANGE, INC.**  
Newspaper Properties and Equipment  
Carneal Bldg. Richmond, Virginia

## SOUTHERN CALIFORNIA

DAILY and JOB  
PRINTING

plant will be sold for less than field, earnings and equipment warrant. Only afternoon daily in its field. Long established business. Complete, modern equipment. Big business.

**\$75,000 First Payment**

Investigate if you have the price. Address 200, care American Type Founders Co., Los Angeles, California.

prize being a \$1,500 wedding gown and orders for \$500 worth of clothing.

A large group of New York models, both men and women, were brought to the city, and these three local girls placed among them, the Baltimore girls being given leading rôles in the pageant.

Advertised in trade papers throughout the country for months ahead of time, the show had drawn buyers from markets new to Baltimore. The show was arranged through the co-operation of a number of manufacturers and jobbers, who say now that it is one of the best pieces of advertising Baltimore ever did. William B. Lalor, of Florence McCarthy & Co., is president. Ralph F. Nolley, who was one of the first to start the plan in motion, is secretary.

### Belleville Advocate Buys Press

The Belleville (Ill.) Advocate has purchased the perfecting press formerly used by the Alton Telegraph and will shortly issue a 10 to 12-page paper.

# Market Ready

They are buying in Indiana. Don't take our word. Refer to Roger Babson. He advised sales managers to merchandise in Indianapolis.



FRANK T. CARROLL  
Advertising Manager  
New York Office  
DAN A. CARROLL  
160 Nassau Street  
Chicago Office  
J. E. LUTZ  
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

TO REACH THE RICH TRADE OF KANSAS

**Topeka Daily Capital**

Sworn Government Report for 6 Months ending March 31, 1921

**35,472**

Its sales promotion department is at the service of advertisers. And it really promotes.

*Arthur Capper*

Member A. B. C. Publisher.

The **Pittsburg Press**  
Daily and Sunday  
Has the Largest

CIRCULATION IN PITTSBURG

MEMBER A. B. C.

Foreign Advertising Representatives  
Metropolitan Tower, Wrigley Bldg.  
I. A. KLEIN JOHN GLASS  
New York Chicago

Five Papers—(if any)—surpass the **TRENTON NEW JERSEY TIMES**

**A Food Medium**

A recent reader survey indicates that among the housewives of the city our Thursday Food Feature Department—upward of four pages devoted to food recipes and news and food advertising—is the best feature carried by the Times.

Circulation 30,237 Member A. B. C.  
KELLY-SMITH CO.  
Marbridge Bldg. Lytton Bldg.  
New York Chicago

THE **NEW YORK EVENING JOURNAL**

has the largest circulation of any daily newspaper in America.

# HUNCHES

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

How high are they wearing 'em in your town? And are they getting any higher? or lower? It's always an interesting subject and a reporter for the Lowell (Mass.) Evening Leader made it a column and a half story, interviewing the ladies' skirt buyers of local retail stores, Y. W. C. A. secretaries, telephone operators, policewomen and just plain citizens who got the vote within the past two or three years. They all seem to want a skirt hem between 8 and 9 inches from the ground.—W. S. B.

The Montgomery (Ala.) Advertiser publishes daily a "Do You Know" story in a one column box on the front page, giving the names of industries and manufacturing plants located in Montgomery, and their daily output. It has proven not only a good advertisement for the town and state, but furnishes a short daily story of worth-while news.—R. A. H.

The Atlantic City Daily Press is running every day on the front page the silhouette of a prominent citizen. A short sketch describing the subject of the silhouette, giving the business in which he is engaged, names of clubs and other organizations of which he is a member, and his hobby, if he has any, is run with the cut. Readers are requested to send in the name of the person depicted in the silhouette. The answers received are placed in a box and shaken up, and the person sending in the first correct answer drawn from the box is given one dollar.—C. A. R.

Have you a man on your staff, Mr. Editor, who has spent a good many years in the newspaper game in your city? If you have, are you deriving the full benefit for your paper from his long term of service, and his experience? Many old newspaper men have stored away in their memories many good stories of their experiences in years gone by, stories of events which are now part of the history of the city. Then, too, most of them can write good stories of human interest, based on their observations through the years. Readers of your paper would appreciate these stories, probably more than they do stories of everyday happenings.—C. A. R.

In times of depression, nothing is better than a display of optimism. For this reason, little optimistic interviews with local business leaders should be welcomed. Have a reporter interview one leader every day and get a "good times" story of about three hundred words. It would make a dandy page in double column box, especially if embellished with a thumb nail cut of the person interviewed. You'll find most of your business men are highly optimistic, especially when talking for publication.—T.

That the sales of records by the late Enrico Caruso are unusually large is to be expected, but a few figures from the dealers in records will produce figures

which will be surprising, so the News Tribune of Duluth, Minn., found through an interview with the dealers. Interesting information as to what numbers by Caruso the residents of any community liked best can also be obtained with ease.—S. K. D.

Let the city editor of a paper send a questionnaire based on matter contained in the Ten Commandments and the Bible to the senior classes of three or more representative public schools of his locality, and when the answers are all in he will find himself in possession of material that when published is likely to keep the town talking for several days. I know that this has resulted in one instance, when the experiment has been tried, and there is no reason to suspect that similar surprise, interest and discussion would not be stirred up if it were tried out again.—W. G. C.

A personally conducted tour accompanied by a photographer of some of the influential citizens as guests of the paper to investigate road conditions and trade conditions in nearby communities will make lots of new friends in the neighboring towns and add new readers to your regular list.—F. L.

A few western papers are getting corking human interest stories by dressing a reporter in rags and sending him out to beat his way 100 miles or more with the other bums and "wobblies" now infesting freight trains. The Omaha World-Herald recently did this. The reporter raced a city block or more just ahead of a policeman's club in the yards at Omaha, made friends with a congenial bum, was threatened with being thrown under the wheels by a big bully who made him buy an I. W. W. card for \$3, and was later robbed by the same man of all his money and the I. W. W. card which the robber had just sold him.—A. E. L.

The public thinks a merchants' credit bureau is simply an organization designed to hound those who get behind in their obligations. Investigation of reliable credit bureaus by an intelligent reporter will reveal a story of how these bureaus are each year educating thousands of young couples to live within their means. Investigation will show that many a man who has gone to the credit bureau to raise a "rough house" has remained to thank the credit manager for putting him "next to himself and his own circumstances."—A. E. L.

"With the Kids" is a good feature. Have the society editor keep in touch with the mothers so that unusual or apt remarks or Angel Faces can be run.—R. B.

The Cincinnati Post prints daily a quotation from the Bible at the head of its editorial column. Numerous letters have been received from readers endorsing the idea.—A. R.

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., Kelly-Smith Co.,  
Marbridge Building, Lytton Building,  
B'way at 34th St., Chicago, Ill.  
New York City.  
J. B. Keough, Candler Bldg., Atlanta, Ga.

123 Local display advertisers used the **EVENING HERALD**

exclusively in the afternoon field during July, because it covers all

**LOS ANGELES**  
and goes into the homes with

**143,067**  
daily average circulation, more than both its afternoon rivals combined.

Representatives  
New York Chicago  
H. W. Moloney G. Logan Payne Co.  
604 Times Bldg. 432 Marquette Bldg.

OF THE SHAFER GROUP

The Louisville Herald led the other Louisville morning newspaper in local display advertising for the year of 1920 by 182,991 agate lines. Local advertisers know local values.

**THE LOUISVILLE HERALD**

Kentucky's Greatest Newspaper

OF NEWSPAPERS

**WIRE NEWS**

For Evening and Sunday Newspapers  
International News Service  
World Building, New York.

The amalgamation of the two leading progressive Jewish newspapers of New York

**THE DAY AND THE WARHEIT**  
brings into being the most powerful advertising medium in the Jewish field

**דער טאג**

The National Jewish Daily

**SHOWALTER** Advertising Promotion Service

Founded by W. D. Showalter  
Carried on by E. J. Craine  
Temporary Address:  
8431 120th St., Richmond Hill, N. Y. City  
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. Are you interested in a campaign for classified or store advertising? Sets of 12 back numbers of the Service may be obtained at a great reduction. They are full of all that is best in advertising promotion.

Write for particulars and rates.



# \$85.00 Cash Prizes

For the Best Three Stories of

## “MY CLEVEREST SALE”

Contest Opens September 1, Closes November 1, 1921

Every salesman can recall the cleverest piece of work he ever did that resulted in a sale. Maybe it wasn't a large sale and maybe the result never grew to be large.

But it was the CLEVEREST of all his work.

EDITOR & PUBLISHER offers three cash prizes for the three best stories of MY CLEVEREST SALE.

### THE PRIZES

\$50.00 for the best.

\$25.00 for the second best.

\$10.00 for the third best.

For every story of MY CLEVEREST SALE, which does not win a prize but which shows merit enough to be printed EDITOR & PUBLISHER will pay \$1.00.

### THE JUDGES

Awards will be decided upon by the following judges:

Mr. DON SEITZ, Business Manager of the New York World

Mr. WILLIAM H. JOHNS, President of George Batten Company

Mr. GEORGE W. HOPKINS, General Sales Manager of the Columbia Graphophone Company

### CONTEST CONDITIONS

1. The story must not be longer than 300 words.
2. It must be a bona fide experience.
3. Stories must be written and signed by salesmen working in the United States or Canada, and on the stationery of their companies.
4. Stories must arrive at the office of EDITOR & PUBLISHER on or before November 1 at 12 o'clock, noon, when the contest will close.
5. Literary merit will count for only 10 per cent in judging stories. Ingenuity and initiative shown by the salesman will make up the remaining 90 per cent.

To get your story into 300 words or less unnecessary details must be omitted and only essentials mentioned. As an indication, here is one told by a salesman on the staff of EDITOR & PUBLISHER.

#### A Sample Story

When I began to sell advertising for the New Haven, Conn., Register, I got "Morgue" prospects, as all beginners do. One was a merchant we'll call Richards. Every man on the paper had failed to crack him. I called on him again and again with no good result. Finally he burst out angrily:

"I've told you a thousand times I won't advertise with you. I've done more business since I stopped using the Register than I ever did before."

I looked at him quietly and said politely:

"So has the New Haven Register. Good day."

He sent for me the next day and gave me a contract. Then he told me that my words had made him think that if both of us could do good business without each other we might do even better business by working together.

Send your story to



# EDITOR & PUBLISHER

*The Oldest Publishers' and Advertisers' Journal in America* 1864 1921



WORLD BUILDING

NEW YORK CITY

Attention Walter Sammis, Associate Editor

*“Properly Priced Goods  
Sell Better  
Than Ever” —*

**T**HIS was the remark of one of the big men in the advertising field to me the other day. He was complaining about the business outlook and rather unconsciously let drop this sentence, to which I replied:

“You have said a whole mouthful, old man. The trouble with business is that every one seems to want to get unfair prices and buy as cheaply as he can.”

The labor element in business is a very much exaggerated item. The selfishness element is one of the most dangerous.

More people have more money to spend than before the war and perhaps things are going to stay just about as they are.

Those willing to look upon things this way are making their plans to go forward and will do the business of to-morrow.

Newspaper advertising will do the trick for properly priced goods.

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**THE NEW YORK GLOBE**

J A S O N R O G E R S , P U B L I S H E R

*Member*  
**A. B. C.**

LORENZEN & THOMPSON, Inc.  
*Special Representatives*

*Member*  
**A. B. C.**



