

THIS ISSUE: POSTAL PROBLEMS OF THE NEW ADMINISTRATION

EDITOR & PUBLISHER

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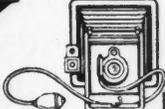
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DAILY NEWS

NEW YORK'S  PICTURE NEWSPAPER

now has the largest morning
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NEW YORK STATE

OFFERS UNUSUAL ADVERTISING INSURANCE

New York State, with a total wealth of nearly \$13,000,000,000 and 10,384,144 people is the wealthiest community in the world.

It is easily accessible from all sides either by ocean-going steamships or great railroad trunk lines---thus giving ample and economical distribution service to all points.

NEW YORK STATE PRODUCES:

42,986,900 pounds of butter

112,500,000 pounds of cheese

6,000,000 tons of hay (valued at \$132,000,000)

New York State's fruit industry is of great value. The 1919 apple crop was 16,800,000 barrels (value \$25,200,000); grape crop was 250,000,000 pounds (value \$6,500,000).

The value of other fruit crops were: peaches, \$4,950,000; pears, \$3,672,000; plums, \$519,192; cherries, \$544,500; quinces, \$135,345; and small fruits, \$8,500,000.

	Circulation	2,500	10,000		Circulation	2,500	10,000
	Lines	Lines	Lines		Lines	Lines	Lines
*Albany Knickerbocker Press.....(M)	30,788	.09	.09	New York Globe.....(E)	181,475	.40	.40
*Albany Knickerbocker Press.....(S)	44,163	.11	.11	New York Evening Mail.....(E)	172,703	.45	.40
Auburn Citizen.....(E)	6,950	.04	.035	*New York Evening Post.....(E)	36,875	.32	.25
*Brooklyn Daily Eagle.....(E)	50,882	.20	.20	*The New York Herald.....(M)	203,686	.50	.45
*Brooklyn Daily Eagle.....(S)	68,623	.20	.20	*The New York Herald.....(S)	207,662	.50	.45
Brooklyn Standard Union.....(E)	61,554	.20	.20	*The Sun, New York.....(E)	190,509	.50	.45
Brooklyn Standard Union.....(S)	43,183	.20	.20	*New York Times.....(M)	330,000	.65	.6305
*Buffalo Courier and Enquirer.....(M&E)	88,843	.22	.18	*New York Times.....(S)	500,000	.75	.7275
*Buffalo Courier.....(S)	107,994	.27	.22	*New York Tribune.....(M)	125,919	.40	.36
*Buffalo Express.....(M)	36,648	.12	.10	*New York Tribune.....(S)	127,836	.40	.36
*Buffalo Express.....(S)	63,766	.18	.14	***New York World.....(M)	337,228	.60	.58
Buffalo Evening News.....(E)	95,501	.21	.21	***New York World.....(S)	590,965	.60	.58
Buffalo Evening Times.....(E)	71,189	.15	.15	***New York World.....(E)	350,489	.60	.58
Buffalo Sunday Times.....(S)	72,239	.15	.15	***Niagara Falls Gazette.....(E)	12,720	.05	.05
*Corning Evening Leader.....(E)	7,620	.04	.04	Olean Times.....(E)	5,037	.02286	.02
*Elmira Star-Gazette.....(E)	24,195	.08	.07	Poughkeepsie Star and Enterprise.....(E)	10,437	.05	.05
Glens Falls Post-Star.....(M)	7,276	.03	.03	Rochester Herald.....(M)	27,383	.08	.08
*Gloversville Leader-Republican.....(E)	5,938	.03	.03	Rochester Times-Union.....(E)	62,894	.20	.18
Gloversville Morning Herald.....(M)	6,082	.03	.03	Schenectady Union-Star.....(E)	13,417	.06	.05
Hornell Tribune-Times.....(E)	6,533	.035	.035	*Staten Island Daily Advance.....(E)	5,968	.04	.03
Ithaca Journal-News.....(E)	7,226	.04	.04	*Syracuse Journal.....(E)	42,218	.09	.09
*Jamestown Journal.....(E)	6,552	.025	.025	*Troy Record.....(M&E)	22,312	.05	.05
*Jamestown Morning Post.....(M)	8,934	.05	.03	Yonkers Daily News.....(E)	3,700	.03	.03
*Middletown Times-Press.....(E)	5,861	.04	.03	Government Statements, October 1st, 1920.			
*Mount Vernon Daily Argus.....(E)	6,860	.04	.04	*A. B. C. Publishers' Statement, October 1st, 1920.			
Newburgh News and Journal.....(E)	10,636	.05	.05	***A. B. C. Auditor's Report, October 1st, 1920.			
New York American.....(M)	291,840	.60	.60	?Publishers' Statement.			
New York American.....(S)	949,450	1.25	1.25	**A. B. C. Auditor's Report, April 1st, 1920.			

The Publishers Buying Corporation

and the New Newsprint Campaign

JUST because the spot price of newsprint is below six cents (the Buying Corp. was buying some for its members at five cents last week), the newspaper publisher should not draw a napkin over his face and drop into a two or three years' nap.

If he does, he will wake up to face more trouble. If you don't believe it, stop right here and read the article from a paper trade journal printed herewith.

(From The Paper Mill. Issue of Jan. 22, 1921)

DOWN FOR REPAIRS

Mills of Northern New York Take Advantage of Lull in Demand for Their Products

(Correspondence of The Paper Mill)

Watertown, N. Y., Jan. 21, 1921.—The slackening in the demand for newsprint paper is beginning to have its effect upon the mills of this section of the state and several of them are operating at greatly reduced production. The Remington Paper and Power Company, of this city, which is one of the largest independent companies in the state, has temporarily put its mills on a three-day basis. The company's mills are at Norfolk, Raymondville and Norwood and several hundred men are employed in them. The daily normal production of newsprint ranged between 175 and 200 tons.

The company is taking advantage of the situation to make some needed repairs and the men are being employed as far as possible in this work. Other mills along the Black River Valley and in fact throughout northern New York, are experiencing similar difficulties.

However, the situation is only temporary, the manufacturers are certain. There is no longer any question in the minds of the business men and manufacturers of the whole United States that the early summer will see business booming and everything prosperous throughout the land.

Business has already stepped upon the edge of the greatest advertising campaign that the country has known. It is predicted that it will surpass that of the war period. It is obvious that the paper industry will reap an untold benefit.

Those conversant with the situation are looking ahead to a situation which will mean that publishers will be scrambling in the open market for supply. It is confidently prophesied that the demand in the next few months will so far exceed the production of print paper that newspapers not protected with good contracts will find themselves in a precarious situation.

Of course the publisher who is looking ahead can read as easily as anyone else that this all means a stiffening in the price of newsprint again. Not only is it doubtful if a better price than six and one-half cents a pound will be forthcoming on contracts during the balance of the year, but it is doubtful if as good a price as that can be negotiated with the manufacturers for the quarterly period starting July 1.

Some prophets go so far as to forecast a minimum price of not less than seven and one-half or eight cents. The only thing that will prevent prices rising to extreme heights will be lower wage scales with the advent of the new labor agreements due on May 1. It seems inevitable that there must be some reduction in wages with wages in other lines of industry dropping. Up to the present time there has been no substantial reduction in the costs of materials which go into the manufacture of paper. Pulp wood may drop slightly for a short time, but with the limited available supply and the prospect for a renewed heavy demand for paper, there is no doubt that the price will come back again.

No condition can possibly appear this year to materially increase the output of print paper. Hence there is only one result possible should the demand begin to increase extensively.

The paper making districts are prophesying **8-cent newsprint again**. They think that the contract price is **GOING UP ON JULY 1**.

Here is where the Publishers Buying Corporation tackles another job.

The present membership is more than satisfied without 1920 promises and performances, thoroughly sold on the soundness of our methods and the accuracy of our information and predictions.

In six months we spent \$30,000 of their money, but saved them several million dollars. Every time the price of paper went down one cent a pound, our members saved over \$1,000,000. The Buying Corporation chased the paper famine back to the woods, broke the spot market, prevented many of its members from accepting 10-cent contracts, and got them contracts at 6½ cents. The stockholders of the Buying Corporation won't have its information service and group-buying machinery scrapped and you can't blame them.

In saving the situation for themselves the members of the Buying Corporation benefitted thousands of other publishers who were not asked to help. Now is the time to subscribe to a new

NEWSPRINT SERVICE BUREAU FOR PUBLISHERS

It will always be prepared, in case of another emergency, to handle the situation as it was handled in 1920 and to that end the buying machinery will be kept intact.

It will try to know the newsprint situation from the bottom up, all over the world and all the time by the thorough and systematic collection and study of authentic information.

It will advise its members what price newsprint should sell at and what price it is selling at, the changes in relation of demand to supply, the probable price changes and the most favorable times for making contracts and for buying for reserves.

It will make a service charge of \$1.00 to \$5.00 a week according to the tonnage consumed on a scale which will make it cost for intelligent and complete advice on your newsprint problems a fraction of a cent per week for each ton of annual consumption.

It will handle negotiations for newsprint on the request of any member, give any other advice or information without extra charge.

There will be no other obligation except each subscriber to the service must take one \$100 share of stock in the Publishers Buying Corporation. This will be a part of the permanent capital to be utilized to finance group paper purchases when the need arises.

FIVE HUNDRED MEMBERS NECESSARY

To properly support such a service a membership of 500 newspapers or newspaper associations is needed. Meetings will be held during February in the principal cities east of the Rockies to explain the plan fully and to enroll members.

SCHEDULE OF MEETINGS

PITTSBURGH, Monday, February 14, 2 P. M. Ft. Pitt Hotel.

CHICAGO, Tuesday, February 15, 2 P. M. La Salle Hotel (at meeting of the Inland Daily Press).

CHICAGO, Wednesday, February 16, 2 P. M. La Salle Hotel (for non-members of the Inland Daily Press).

KANSAS CITY, Friday, February 18, 10 A. M. Hotel Baltimore.

BOSTON, Tuesday, February 8, 9 A. M. Hotel Copley-Plaza.

NEW YORK, to be announced later.

ATLANTA, to be announced later.

For further information address the

PUBLISHERS BUYING CORPORATION

73 DEY STREET, NEW YORK CITY

WILLIAM J. PAPE, President

JASON ROGERS, Treasurer

J. RAYMOND HOOVER, Counsel

Ten Reasons Why the Merchant Succeeded

1. He kept up with the times.
2. He did not try to do everything himself.
3. He took time for exercise and relaxation.
4. He maintained efficiency by developing able help.
5. He did not permit system to run into red tape.
6. He did not practice cheese-paring economy.
7. He did the little things worth while.
8. He developed his capacity for large things by avoiding the pitfalls of detail.
9. He took frequent inventory of himself and his stock.
10. He was a regular and consistent newspaper advertiser.

Dominate Philadelphia

Metropolitan Population: 3,000,000

City Population: 1,823,779

Separate dwellings: 390,000

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory by concentrating your advertising in the newspaper "nearly everybody reads"——

The Bulletin

Net paid average circulation for
the year 1920,

488,687

copies
a day

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



EDITOR & PUBLISHER



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No. 36

POSTAL PROBLEMS OF THE NEW ADMINISTRATION

Re-organization of the Service Will Probably Be One of First Jobs Tackled by Incoming Republicans —Is One Place Where Increased Expenditures Will Be Necessary

By CLYDE M. REED

EDITORIAL NOTE—Mr. Reed is the editor of the *Parsons (Kan.) Sun* and speaks on the postal problems of the incoming administration from the standpoint of a man of practical experience who is recognized as an authority. He has had a wider experience in mail transportation than any other individual ever connected with the Post Office Department. He started as a railway postal clerk and served through all the grades to finally becoming superintendent of the Division of Railway Adjustments in the Post Office Department at Washington, the bureau which handles the mail transportation contracts over the country. Afterwards he was superintendent of the railway mail divisions at Cleveland, Cincinnati, New Orleans, Omaha and St. Paul. Mr. Reed is a member of the Kansas Court of Industrial Relations.

WHERE there will be plenty for the Republican party to do when it returns to power March 4, 1921. Mostly it will be in connection with the "revision downward" of taxes, appropriations, expenditures, sundry and divers inflated organizations; all of these things will have to undergo rigid scrutiny by an administration pledged to their deflation and which will be judged by its success in carrying out the process.

In the general movement of the period toward greater economy and lesser expenditures and a curtailment of the extravagance of a wartime period, one of the government departments must be an exception. I refer to the Post Office Department. Here is one place where there has been "economy" that has caused as much complaint through the whole United States concerning this department as too lavish expenditures in most of the others. The incoming Postmaster General will find a postal service much impaired; a postal personnel thoroughly dissatisfied and a mail transportation system that has been starved.

The Personnel

Upon the organizing genius of the Postmaster General and his principal assistants; upon their understanding of the postal and business methods of the country and their constructive ability, will depend the extent of their success and the rehabilitation of that arm of the national government which most deeply touches all of the people.

In the beginning a discussion of the things that will be necessary to restore the American postal system to the standard of efficiency when it outranked any similar organization in the world, anyone familiar with the present conditions would begin with the personnel, viz., the men and women who are postmasters, assistant postmasters, post office clerks, city letter carriers, rural mail carriers and railway postal clerks. The Post Office Department, as you may or may not know, is the largest employer of labor of any civil organization in the nation and counts its employees by the hundreds of thousands. The largest single factor in the debacle which has overtaken the postal service has been the loss of morale among these workers.

Part of the Workers

Of all the great business organizations in the country, the postal service is the one wherein the workers play the largest part. Aside from the machines in post offices which cancel stamps on letters, the machinery used in the service is negligible. It is all hand work. The collection of mail, its assorting, distribution and delivery are all the result of human effort and skill.

The postal service has suffered the same difficulties from the deterioration of its personnel as have other organiza-

tions, large and small, plus an intensity of dissatisfaction among its employees that probably has not been exceeded in any other line of effort.

In the recent election, it is safe to say that aside from the postmasters who hold political appointments, 98 per cent. of the postal employees, without regard to what had been their political leanings or affiliations, voted against the party in power. I have talked this year with postal officials and employees all the way from the western slope of the Rocky Mountains to the Atlantic seaboard. Without exception they told me that they intended to vote for a change in administration and invariably I was informed that the postal employees who felt otherwise were so rare as to cause comment among their fellow workers. Probably no other workers in a single employment were so nearly unanimous or furnished an exhibition of "class consciousness" to the same degree as postal workers.

Broken Morale

It is not the intent here to enter into an exhaustive discussion of the reasons which led to this condition. That would require too much space and time. The facts point unerringly to a condition, the correction of which must be the first step in reconstruction of an efficient

postal service. It is not possible to satisfy every worker in any employment, large or small, but the unanimity of feeling among postal employees toward the present postal conditions, calls for early and immediate attention. The things which have led to this condition include a number of points, some of which stated in a reasonable order of their importance might be itemized as (1) the inadequacy of pay which was allowed to continue through a considerable period of the soaring of living costs; (2) the efforts of the Postoffice Department, through its interpretation of the laws passed by Congress, to minimize the relief intended to be given under these laws and (3) the general lack of understanding of and sympathy with the workers of the postal system by those in authority, manifested so many times in the official acts of the Postoffice Department.

Relief for the postal worker from the effect of the rapidly ascending living costs came slowly. Only after it was made the subject of serious comment by the daily and periodical press of the country was anything like adequate relief given. The first efforts of Congress to deal with the situation were not effective, first because of the smallness of relief offered as compared with

increased living costs and second the thwarting of such efforts by the interpretation and administration of relief measures by the Postoffice Department, which withheld their benefits from postal workers whenever possible.

One might illustrate the spirit in which postal problems were met by citing the action taken by the Postmaster General in the matter of the civil retirement measure passed by the last Congress. After many years of effort, provision was made for the retirement of civil employees under certain conditions, not necessary to discuss here, at ages ranging from 62 years upwards.

The Retirement Measure

The railway mail service being regarded as the most strenuous of postal employments carried the minimum age limit, namely 62 years. Provision was made that employees of the service physically and mentally capable of doing efficient work, might be retained upon their application for a period of not exceeding two years.

It was plainly not the intent of Congress that every man should be required to leave the service at the minimum age, regardless of his physical and mental condition. But the law was not so administered. The moving spirits of the Postoffice Department had been opposed to the legislation. When it was enacted they forced the employees for whose benefit as a class it had been enacted into retirement. Appeals from every source for a sane and liberal policy of retirement were denied.

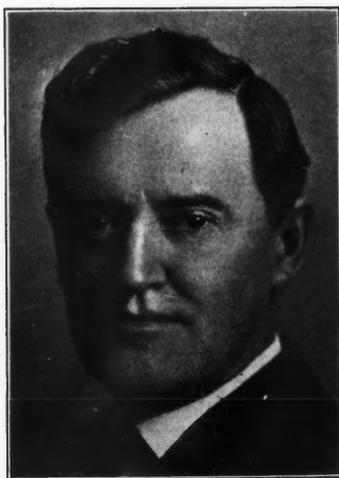
Supervisory officials of the railway mail service have told me within the last month or two that probably six or seven hundred railway postal clerks, anxious to continue active work during the next two years, and abundantly able because of their training and skill to render efficient service, have been forced into retirement at expense to the government of more than one-half million dollars a year besides the loss of their own earning power. There may have been some reason of public policy for such action but it is not known to those familiar with the service.

The Transportation Feature

This may fairly be said to be typical of numerous policies which have brought the department into continuous and many times needless conflicts with those who serve it, whose desire to render loyal and efficient service is as strong as that of the Postmaster General himself.

I wrote for the April number of the "Nation's Business," a story dealing with the way in which transportation of the postal system had been starved. The detailed facts contained in that story will not be repeated here. It is sufficient to say that there has been no

POST OFFICE Department is one in which there must be no curtailment of expenditures in the interest of economy if the best interests of the country are to be served, says Clyde M. Reed.



material change in policy or conditions. The principal thing that has brought about this condition has been a desire for economy in postal expenditures, based upon the "space" system of mail transportation payment to the railroads.

It is not the purpose here to enter into discussion of the relative virtues of the "weight" system of railroad mail pay as against the "space" basis. If it were agreed by the Postoffice Department and the railroads that any given sum would be regarded as an adequate compensation for transportation of the mail, probably it would not make much difference to the railroads whether the weight basis or space basis were used. Efficient service can be rendered under either of them.

The main point I have to make is that the weight basis of railroad mail pay which obtained up until November 1, 1916, is a sort of blanket compensation based upon the total average weight of mail carried per day, regardless of the number of trains, whether five or fifty, upon which mail is transported. After all, if a railroad has a number of trains running between certain terminals, the carriage of mail upon any or all of them is attended with little additional specific expense.

Transportation the Big Factor

The space system of pay which obtains now is based upon the amount of space used upon each specific train or trip. The more trains, the more pay; the fewer trains, the less pay. Therefore, as I pointed out in my previous article, there is a constant temptation to a postal administration striving to "economize" to reduce the frequency of service by reducing the number of trains upon which mail is carried and this policy as followed during the last four years has humbled into the dust what was once the most proudfest branch of the Department, namely, the railway mail service, and next to the lowering of the morale of the workers has been the largest factor in the lowering of efficiency.

I do not wish to be understood to say that the space system of railroad mail pay cannot be administered so as to provide a good service, but in the very nature of things, it is more difficult to administer than the weight basis. Experience has amply demonstrated that fact. The space system has some advantages but is has the overwhelming disadvantage of measuring efficiency in mail transportation in terms of dollars of expenditure. Before the postal service is rebuilt into a condition approaching its former efficiency, its transportation needs must be amply met.

Terminal Distribution

The modern postal service began with the establishment of distribution of mail on railroad trains en route in 1864. Up to that time, mail had gone to the principal postoffices which were known as "distributing postoffices" and made up into pouches for individual towns served through such central points. As the idea of working the mail on the trains was developed, practically all of the distribution of mail came to be made en route and the railway mail service became the most technical and highly organized branch of the postal system.

With the growth of second class mail (newspapers and periodicals) and the development of the parcel post, the mail cars were overburdened, and in 1913 a system of "terminals" was established for the distribution of mail. Originally intended for the distribution of parcel post and printed circular mail, these terminals have been expanded and their activities have been extended to take in all classes of mail matter, including the

bulk of paper mail and in many instances first class mail.

It is true that in theory, the letter mail is not delayed by passing through these terminals, but in fact such delays frequently occur and are a common source of complaint from the business interests as to the slow transit of important business mail.

Mail can be handled more cheaply in a "terminal" than in a moving railway postal car and this has been the incentive to increase the terminal distribution and reduce the distribution of mail en route. The new administration will have to give this problem its serious consideration and be prepared to make judicious expenditures for the purpose of distributing mail en route which is now sent to the terminals, thereby causing delay and serious complaint.

City Transportation

The present postal administration has come into conflict with the business organizations of those of the large cities which were served by pneumatic tube service up to its discontinuance within the last year or so. The present administration claims that equally prompt and reliable service at a lower cost is furnished by automobiles. This is disputed.

In any event, the need for rapid and dependable communication between the main postoffice and postal stations in the large cities of the country is so great that whatever is necessary, must be done. The principal complaint of delay from this source arises in New York City, where the pneumatic tube service had come the nearest to fulfilling its potential efficiency. The postal problems of the great cities increase in importance each year and are always among the most pressing of any forward-looking postal administration.

That years of experimentation and experience will be necessary to develop the possibilities of aircraft for passenger carrying and commercial purposes is a commonplace. In the experimentation and expenditure necessary to this end, the United States Government should, as a highly interested party, bear its part. If it is desired that such experiments should be carried on in part by the Postoffice Department, as well as by the Army and Navy, well and good. But to hold out the idea that aircraft in its present stage of development is rendering any important service in the expedi-

tion of mail is so far from the truth as to discredit any administration which advances such a statement.

The present administration not only has made such claims, but goes further and points out alleged economy effected through the use of aircraft in transporting mail. Such claims are absurd. There is no transportation known at the present time so expensive mile for mile, in proportion to the weight carried and capacity of the vehicle, as the aeroplane. To claim that aeroplanes have been able to carry mail more cheaply than railroad trains is so preposterous as to make one wonder that a responsible postal administration would assume any responsibility for such statements.

The question of cost is easily determined. The mail transportation of the country costs on an average about eight to twelve cents per ton mile. So far the aeroplane expense per mile of operation has been about sixty or seventy cents. The average load carried is about 300 pounds; the maximum mail carrying capacity of most of the planes is 350 pounds. A few planes are being tried that are rated to carry 1,000 pounds, but so far operation on this basis is negligible.

Aero Service Limited

The bulk of mail matter especially first class letter mail, originates at the great centers throughout the day and is sorted in the postoffice and ready to move out in the early morning. In the present stage of the development of the art of flying, planes cannot fly at night. Therein lies the great limitation upon the utility of aircraft for the movement of mail.

Between important points not over four hundred miles apart, mail originating in any one of the others the next day by means of trains which make the journey through the night. Between such points aeroplanes would not have any advantage over railroad trains.

From the close of business in any city on any day and the opening of business in another city the next day, an interval of from twelve to fifteen hours elapses and is used for the collection, distribution, transportation and delivery of mail. There would be no practical advantage in being able to carry out these steps in a smaller number of hours than is now used, so that even if the aeroplane could fly at night there would be little or no

advantage in its use between points.

If aeroplane service should become dependable, which it has not been, and not now, doubtless such craft could be utilized in connection with train service covering long distances. As an illustration, the principal transcontinental train leaves New York City at 11 o'clock at night. It is due to pass Rochester about daylight the next morning. If an aeroplane could pick up the Chicago mail at Rochester and arrive at that point by noon, it would allow delivery on the first day out of New York instead of the second. Or if the aeroplane could take the letter mail of the fast mail train at Rochester and through to North Platte, Nebraska, ten hours, it would overtake the mail train carrying mail leaving New York twenty-four hours ahead of dispatch and thus advance transcontinental mail to that extent.

Public Should Know Truth

There is a field for the aeroplane as a supplement to the mail trains under careful and intelligently worked out program of mail distribution. But the hazardous system that has been carried has not only brought no practical results but has occasioned fatalities exceeding in proportion to the number of men engaged, those sustained by Pershing's army in the battle of the Argonne.

On the very best authority obtainable I am informed that eighteen men have been killed in the performance of aeroplane mail service out of a total number of men engaged as pilots and mechanics of probably not exceeding two hundred. (It is difficult to ascertain the exact number of men that have been used in this service.)

The actual facts are directly contrary to the glowing reports as to the development of the air mail service, especially regarding dependability and cost of service. As was said in the beginning, the United States Government should be its part in the development of air mail. Part of this may perhaps as well be allotted to the Postoffice Department as the Army and Navy, but certainly the public should be told the truth.

I have touched on some of the most postal problems that will confront the next administration. There are many others. There is more need for constructive thought in the Postoffice Department from March 4th next year than has been the case for many years. The constantly increased efficiency of the postal institution has been interrupted during the last five years and postal organization has deteriorated to a point that will require painstaking effort to repair the damage and to start the way to again serve the business and social needs of the country.

The next Postmaster General will have a hard task.

One Daily Left in White Plains

WHITE PLAINS, N. Y.—The Eastern State Journal, an evening paper established in 1845, suspended publication January 31. The discontinuance, which the publishers announce as temporary, was caused by high production cost. The Reporter, also published evening, is now this city's only daily paper. In 1920, the Reporter took over the Argus and the Daily Record. Walter Tuller is publisher of the Reporter and Walter V. Hogan is editor.

Camden Post-Telegram Names Successor

Hamilton-DeLisser, Inc., has been appointed to represent the Camden Post-Telegram in the national advertising field.

NEW SCALES FOR NEWSPAPER PRESSMEN

NEW agreements have been negotiated between newspaper publishers and locals of the International Pressmen & Assistants Union as follows:

St. Joseph, Mo.—Increases of \$7.50 a week for day foremen; \$11.50 a week for night foremen; \$4.50 for day journeymen, men-in-charge, and apprentices; \$6 for night journeymen.

Minneapolis.—A contract just negotiated with the Daily Star provides a flat rate of \$1.08 an hour for all journeymen, based on a seven-hour day or night, six days or night a week, a scale of \$45.36 a week. Apprentices receive not less than 50 per cent of journeymen's scale during first year with 10 per cent additional each year until five years are served. Conciliation and arbitration of all disputes is provided.

Galveston, Tex.—Galveston News has agreed to increases of \$3 a week for foreman, \$10.50 for assistant foreman and \$9 for journeymen.

San Antonio, Tex.—Increase of 50 cents a day to web pressmen, making total pay above contract scales \$7.50 a week on the Express and the News.

Dayton, Ohio.—Increases, men-in-charge and journeymen on day shift, \$6 a week; night shift, \$7.50. New scale, men-in-charge, day, \$43.50 a week; night, \$45; journeymen, day, \$39; night, \$40.50.

Trenton, N. J.—New scale, men-in-charge, day, \$48; night, \$51; first journeymen, day, \$45; night, \$46.50; second journeymen, day, \$42; night, \$43.50; third journeymen, day, \$39; night, \$40.50. Pressmen on evening papers with Sunday morning editions, receive

\$1 over day scale for Saturday night. Hours, day work, eight; night work, seven.

Houston, Tex.—Increase of 50 cents a day for web journeymen, making present wages \$39 a week for day or night work.

Savannah, Ga.—Increases of \$10 to \$15 a week over contract scale for foremen, \$12 for journeymen, and \$3 to \$9 a week for apprentices, making scale for foremen, \$40, day; \$45, night; journeymen, \$36, day or night.

Burlington, Ia.—Increase of \$5.25 a week for web foremen on morning papers and web assistants; \$5 for web foremen on afternoon papers.

Stockton, Cal.—Increase of \$6 a week for foremen and other journeymen, effective September 1, 1920, and an additional increase of \$3 on January 1, 1921, bring scale to \$51 for foremen and \$48 for journeymen.

Austin, Tex.—Increases, foreman, \$2 a week; journeymen, \$12 a week; apprentices, \$6 to \$12 a week.

Fresno, Cal.—Increases of \$12.50 a week for foremen; \$9.50 for journeymen. Scale now \$56 a week for day foremen; \$50 for journeymen, with \$1.50 additional for foremen and journeymen on night shift.

Tampa, Fla.—Increases of \$7.50 a week for day foremen; \$12 for first day journeymen; \$10.50 for other day journeymen. Night work \$3 additional, changed from \$1.50 a week.

Phoenix, Ariz.—Increases of \$3 a week for web pressmen.

Salt Lake City, Utah.—New scale, \$8 a shift for men in charge, day or night; \$6.50 per shift for journeymen, day; and \$7 for journeymen, night. Latest increases, 25 cents a shift for day men, 50 cents for night.

DETAILS OF THE NATIONAL EDITORIAL CONVENTION AND TOUR

Secretary Schlosser Gives Editor & Publisher First Authorized Statement on Itinerary and Program—Sessions in St Augustine March 10-12

BY GEORGE SCHLOSSER

Secretary National Editorial Association, Wessington Springs, S. D.

In making the preliminary announcement of the Florida meeting of the National Editorial Association the secretary is obliged to confine himself to only a portion of the program. The details covered in this announcement may be subject to slight changes. In the main however, they are correct.

The first important inquiry of the delegate contemplating attendance is expense, route of travel, entertainment, etc. This information I will briefly cover in the foregoing announcement and for any further special or personal information touching any particular case, delegates will write immediately.

All lines of railroad lead to Florida this year. For the convenience, however, of delegates who are going and who enjoy fraternizing with their fellow publishers the following routes are suggested as affording first-class accommodations and serving every purpose.

Illinois Central Railway

The initial starting point from middle western states will be Chicago. The Illinois Central Railway will be the official line and the route and run will be as follows:

Table with 2 columns: City, Time. Includes Chicago, Milwaukee, St. Paul, etc.

Through tickets from Chicago to Jacksonville, via official routing will be \$7.98, including war tax.

A proportionate saving can be made by buying round trip tourist ticket from the initial point routing yourself as per indication. Your local railroad agent has the tariff, but if not the secretary can give you the rate.

Delegates from Indiana, Illinois, Michigan, Wisconsin, Minnesota, the Dakotas, Iowa and Nebraska points should so time themselves as to connect with this train if going via Chicago.

Delegates from Kansas and Missouri, going via Kansas City and St. Louis, should arrange to leave St. Louis, I. C. Railway at 9:59 P. M. March 4th, connecting at Carbondale at 3:48 A. M., with Chicago train.

L. and N. from Cincinnati

Continuing on down the line the Oklahoma and Arkansas delegates will go via Little Rock and Memphis, connecting with the Frisco line at Memphis at 8:20 A. M., March 5th, reaching Birmingham at 4:00 P. M.

The Louisville & Nashville Railroad is designated the official route from Cincinnati to destination. Delegates originating in the tributary territory traversed by this line in Indiana, Ohio, Kentucky and Tennessee, or eastern points, should arrange to take train No. 3.

Leaving Cincinnati at 10:25 P. M. March 4th.

Louisville 2:20 A. M.

Nashville 8:50 A. M.

reaching Birmingham at 4:00 P. M. on March 5th.

The Seaboard Air Line with its fine connections in all eastern and southern states, affording a direct route to either

Birmingham or Jacksonville, is named as the official railroad for that territory.

Good connections may be had from New York, Philadelphia, Baltimore, Washington, Norfolk, Richmond, via Atlanta, to Birmingham. Two trains daily. One of these trains will land delegates at Birmingham at 1:40 P. M., the other at 10:40 P. M. Leaving date from eastern points March 4th. All delegates who plan to attend the meeting from eastern points should make their routing to correspond with the schedule of one of these two trains.

Chicago, Milwaukee & St. Paul Ry.—Owing to the large delegation originating in Minnesota and the Dakotas, the C. M. & St. Paul Ry. is designated the official route out of the Twin Cities.

Leave St. Paul, 11:20 P. M.

Arrive Chicago, 11:45 A. M.

Have your ticket routed out of Chicago over the Illinois Central and L. & N. to Jacksonville via Pensacola. Return route of your own choice.

If you get in immediate touch with the secretary he will see that you have necessary sleeping car accommodations out of the Twin Cities.

Sleeping Cars and Rates—Without knowing at this time whether or not there will be a sufficient registration to warrant chartered Pullmans from any of the central starting points, viz: Chicago, St. Louis, Cincinnati, or points on the Seaboard Air Line, this will have to be settled by further direct correspondence with individual delegates.

In any events, the secretary will see that all delegates who take this matter up in advance are provided with Pullman accommodations from all initial points already indicated. In all cases

where Pullmans are filled to regulation requirements, whether chartered or not, will be turned over at Birmingham to the Louisville & Nashville railroad. Birmingham has been selected as the southern point of general assembly and from this city the movement will be by special train, with all sleepers filled to capacity and chartered for a period of five days, or until we reach St. Augustine, where the regular business sessions of the association are to be held.

In quoting sleeping car rates they are to Birmingham only, for the reason already explained.

Sleeping car charge for double berths accommodating two people will be as follows:

Chicago to Birmingham, war tax added. \$ 8.10 Cincinnati to Birmingham, war tax added 6.08 Kansas City to Birmingham, war tax added 8.10 St. Louis to Birmingham, war tax added 6.08 New York to Birmingham, war tax added 11.73

These quotations will give you a basis from which you can figure your approximate sleeping car expense. These rates are for one way only.

In Buying Your Ticket—See that you are routed to connect with your fellow associates, on the going passage. For the return trip you have a score of routes to select from, all practically at the same price, with stop-over privileges, in fact every convenience imaginable, and you should take advantage of the opportunity.

Day at Montgomery

The occasion for assembling at Birmingham should perhaps be explained.

The association has accepted the invitation and will be the guest of the city of Montgomery for one day, Sunday, March 6th. By assembling at Birmingham we will arrive by special train, in one body, rather than in small delegations, making the task of caring for and receiving our party much more desirable. However, this should not be understood to bar those who may come from points in Alabama and who intend to become members of our party, from appearing at Montgomery.

Arrangements will be made to make the hours of waiting at Birmingham pleasant and profitable. This feature will be announced later.

The Famous Normal and Industrial Institute founded by Booker T. Washington, for the training of colored young men and women, located at Tuskegee Institute, Alabama, is on our itinerary for a visit following our reception at Montgomery.

H. C. Hotaling, financial and field secretary, desires to impress the following advice upon N. E. A. members.

"The 1921 convention is right upon us. As far as the newspaper interests are concerned, it is the most important that has ever been held; the problems which confront us are such as to demand the attention of every publisher who is interested in the business end of his office. It is to be hoped that representatives will be present from every state in the union; that where delegates are sent, they should be men alive to the responsibilities which confront the newspaper business at this moment. In arranging the program for the Florida meeting, men of the strongest personality have been secured.

"Now a word in regard to dues. The 1921 dues were raised by the Boston convention to \$3 a year. They are now due and the work of the field secretary will be materially lessened if these dues can be mailed to his office in Exchange Bank Building, St. Paul, at once, so that the amount can be included in the annual report at St. Augustine. Make your plans to be with us and have a part in the big work which we are now carrying on."

Itinerary in Florida

The Florida program is entirely in the hands of the Florida Press Association, G. E. Hosmer, past president of the N. E. A., in charge. Speaking of the plans Mr. Hosmer has this to say:

"The party will spend March 7th at Pensacola, where elaborate preparations for entertainment are being made. On the 8th the visitors will breakfast at Panama City and will lunch at Marianna, reaching Tallahassee in the evening for the evening banquet at the capitol. The 9th will be spent at Jacksonville, and the 10th, 11th and 12th will be put in at St. Augustine, when the business sessions will be held.

"Sunday night, the 13th, the special train provided by the state association, will leave for Palatka or Gainesville for breakfast. On the night of the 14th the party will go to Lake county, where Leesburg, Travers, Mt. Dora and Eustis will be visited, thence to Lakeland for an evening banquet. Arriving at Bradentown the morning of the 15th the visitors will be taken by auto through the truck farms and citrus groves of Manatee county and will visit the cities of Palmetto, Manatee and Sarasota.

"At 3 P. M. the party will leave by boat for St. Petersburg, where the banquet is scheduled for the 16th, and Clearwater and possibly Tarpon Springs will be visited. Tampa will be reached in the evening and the party will remain there the 17th. The special train will be either at Fort Myers or Bartow for breakfast. At or near Bartow one of the world's greatest phosphate mines will be inspected and a day spent visiting the 'Scenic Highlands' in Polk and De Soto counties, where some of the finest grape fruit and orange groves on earth will be seen. From this section, which includes Winter Haven, Lake Wales and Avon Park, the tourists will go to Kissimmee and Orlando. At the latter place the special train will be dismissed and the trip from there will be made by auto. Included in the itinerary are Sanford, DeLand, Daytona, Cocoa, Fort Pierce, Palm Beach, Fort Lauderdale and Miami, the latter town being the journey's end. Thence those who desire to may make a trip to Cuba or Bimini.

"In all parts of the state the Florida Press Association, which is assuming the burden of this entertainment, is getting the most hearty support, and we have made most wonderful progress in raising the \$50,000 which we expect to spend on the special train or trains. In addition the citizens will spend at least \$50,000 more in the local entertainments, not counting the donation of automobiles. Of course the elaborateness of our program makes it essential that no one come on the trip who is not a bona-fide newspaper man or newspaper woman, or the immediate members of the family of a newspaper publisher or editor."

Trip to Cuba

Past President J. E. Junkin, now a resident of Miami, Florida, under recent date writes as follows:

"I have just received a letter from the Havana-American Steamship Line and am authorized to state that a round trip rate from Miami to Havana, Cuba, will be made for the N. E. A. members at a rate of \$30, which includes stateroom and berth. This will be a very delightful extension trip. Miami is making preparations to give the Association a great time at the tail end of their trip through Florida."

It will be no trouble to arrange for this side trip to Cuba and can be handled without special advance preparation, except that it may be wise for any delegate intending to make the trip to come prepared to secure the necessary passports. The requirements are: Three photos for each person.

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WHEN A SPACE GRABBER TAKES CHARGE



HERE we have the leader in the Youth Class of Motion Picture Space Grabbers, Wesley Barry, aged 13, known to the American public best as "Dinty" in full possession of the desk of the associate publisher of the New Orleans Item, and, if our guess is not amiss, he is giving instructions to Arthur G. Newmyer, the rightful possessor of said desk, who has some reputation as a space seller. In this case Dinty is forgiven because he is working all the time for the starving children of Europe.

NEW YORK STATE PUBLISHERS OPPOSE 44-HOUR PRINTERS' WEEK

Declare 48-Hour's Work Economic Limit That Industry Can Stand— First Annual Meeting a Splendid Success— New Association Has 52 Members

(Special to EDITOR & PUBLISHER)

ALBANY, N. Y.—The New York State Publishers' Association, of which Frank E. Gannett, of the Rochester Times-Union is president, has authorized the appointment of a committee to consult with State associations of all other trades allied with printing to formulate plans to combat the 44-hour week which the International Typographical Union and the International Stereotypers and Electrotypers Union, propose to put into effect on May 1, next. At the Association's annual meeting in this city the members' reasons against shorter working hours were set forth, in resolutions, unanimously adopted, as follows:

FRANK E. GANNETT

"We submit that the tendency to shorter hours of labor cannot be supported indefinitely. The 48-hour week was the desire and ultimate achievement of organized labor through years of struggle. It has been established by custom, written into laws by government and State and recognized nationally and internationally in statutes and treaties by legislative bodies and executives. An honest day's labor for just compensation must be the basis of relations between employer and employee, if mutual respect and confidence and a satisfactory industrial status are to be established and maintained. It is an un-American theory that it is a proper function of labor to exact a maximum toll of profits regardless of conditions.

"Our relations are with the oldest and most experienced of labor unions and we accord to them the standing and dignity to which they are entitled, alike to their reputation for patriotism, service and a wise conservation of the present rights and future development of the members of their unions. With such a background of mutuality, we feel sure that the unions that have joined in this Memorandum will consider both the effect that will be produced on the public mind and on the public welfare by the proposal of a 44-hour week. In the opinion of your committee the basis of this suggestion would be to create an impression that does not fairly reflect the sturdy and unshakable self-reliance of the members of the Unions concerned in this suggested reduction. A marked reduction of output with rapid enhancement of the cost of production and an extension of the vicious circle of rising prices will be the immediate and inevitable result of such a course.

"In view of the business conditions to-day labor costs cannot be advanced. Any increased cost such as proposed, would necessarily have to be absorbed by the publishing business, which the Unions and the public are well aware, are in no position to stand such financial loss. The increasing number of papers ceasing publication and consolidating is proof of this point.

"In the judgment of your committee the 48-hour week is the economic limit beyond which under present conditions in the newspaper industry it is not possible to go. In some cases, instead of looking for shorter hours, labor has agreed to longer hours than the 48-hour week, as a temporary measure of relief in restoring previous conditions and bringing about the chief need of the day—stabilized business."

The first annual meeting at Albany, January 19, was a complete success. Not only was the full membership of fifty-two newspapers practically all represented, but a number of papers not yet among the members were also there and signified their intention to come in with the others. The meeting of the Associated Dailies the day previous was also largely attended and nearly every one of its members remained over to be present at the Publisher's meeting. The fact that the Associated Dailies voted unanimously to continue its organization, although nearly all the members are also members of the Publishers' Association, indicates the high interest New

York State publishers have in these conferences. Franklin A. Merriam, of the Mt. Vernon Argus, was elected president of the Associated Dailies.

Provisions for financing the Publishers' Association were made in the form of light assessments upon the members according to circulation. This will provide a fund in the neighborhood of \$1,500 for the year 1921, to be used in getting useful information for the members, publishing frequent bulletins, and developing functions of the organization as called for by the members. Funds aside from the ten-dollar initiation fee, are to be provided by the following plan of assessment: Newspapers having a circulation of 5,000 or less, \$10 a year; between 5,000 and 10,000, \$20 a year; between 10,000 and 20,000, \$30 a year; between 20,000 and 40,000, \$40 a year; and all having more than 40,000, \$50 a year.

The entire morning session was devoted to the discussion of labor questions and an address by H. N. Kellogg, labor commissioner of the A. N. P. A. Governor Nathan L. Miller, as guest of honor at luncheon, invited from the publishers a free discussion of all state problems and urged them to advocate whatever they believed to be right. Following the luncheon each member and guest present was introduced individually to Governor Miller by President Gannett.

Mr. Hye, an appraiser and accountant of Rochester, explained some features of the excess profits tax as relating to

circulation and good-will. Some of the points impressed by Mr. Hye were that: "There is a distinct difference between good-will and capitalization. Circulation cannot be set up as value for the purpose of a sale. The excess profits tax may not be repealed, it being the opinion in Washington that with certain modifications this tax will continue for a long time to come."

The merits of a new automatic mailing machine were presented by E. R. Smith of Fitchburg, Mass.

"General Prospects for Advertising in 1921" was the subject of a discussion, led by Thomas H. Moore, associate director of the Bureau of Advertising of the A. N. P. A. Mr. Moore, who made the long trip from New Orleans to be present, said that advertising rates are not coming down, but in many cases are advancing. There is a tendency in some campaigns just now to use smaller space, but in full position and in more papers. There are some clouds which concern matters of credit and recognition. "Some large agencies are hard hit, but I think they'll all come through. New agencies will bear close scrutiny. By April 1 national advertising will be running along at a normal pace," Mr. Moore said.

Mr. Moore also told of the advertising campaign of the Southern Rice Growers' Association, which had been temporarily held up. He spoke of it as the worst basic condition which the Advertising Bureau has to face at the present time. This advertising campaign, which was to run five or six months, was suddenly held up on January 1. It developed that the rice growers were only getting 3 cents a pound while the retailers throughout the country had not cut down the price from 20 to 22 cents. The retail situation killed the campaign. This situation, however,

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MORE FREEDOM FOR PRESS IN MEXICO

(Special to EDITOR & PUBLISHER)

WASHINGTON, D. C.—An improved condition of the Mexican press is evident today under the régime of President Obregon, according to Ralph H. Turner, who spent the past year in Mexico as United Press correspondent and returned recently to join the Washington bureau of the U. P.

From a journalistic standpoint, Turner declares, an improved situation in Mexico is indicated by the greater freedom which the press enjoys, an increasing tendency among government officials to recognize the rightful functions of the newspaper, a warmer welcome to foreign correspondents and an expanding amount of newspaper advertising.

The provincial press of Mexico is still in a woefully backward condition, Turner says, with not more than a dozen papers of any influence outside the capital. In Mexico City, however, he believes the newspapers are on the upgrade.

"Not only has the cable censorship on incoming and outgoing news dispatches been abolished," Turner explains, "but there is less disposition on the part of the government in power to dictate what the newspapers should publish and what they should suppress. The newspapers, as a consequence, are showing more independence in their criticism of the government than they exercised under Carranza.

"Mexican newspaper men, in the past, occupied an extremely low position in the eyes of officialdom. Sometimes they were tolerated; as other times they were

mistreated or wholly ignored. That condition began to change under Provisional President De la Huerta, who recognized the value of publicity and opened the official news channels. Obregon has continued his policy.

"Newspaper men are now received by cabinet members, or under secretaries, and conferences are held somewhat along the lines followed in Washington. "Foreign correspondents, always considered 'fair game' by Carranza, who expelled them from the country whenever his whims dictated, are now luncheon guests of the President in the National Palace.

"Newspaper advertising is on the increase in the papers of Mexico City, reflecting better business conditions. Practically all of this advertising is done by foreign enterprise, indicating the extent to which business in Mexico is controlled by foreign capital. American firms are beginning to realize the value of the Mexican newspapers in marketing their products below the Rio Grande. In this connection, there is great need for either a new advertising agency which could place copy in Mexico, or a 'Mexican department' in some existing American agency. There is no agency at present which seems to possess proper facilities for handling Mexican copy."

Mexico City always has been a "morning paper town," according to Turner. The two most influential newspapers, Excelsior and El Universal, are published in the morning, and there are four other morning papers. There are two evening papers.

NOMINATED FOR A. P. DIRECTORS

Twelve Names Will Go to Membership at Annual Meeting in April

(Special to EDITOR & PUBLISHER)

CHICAGO.—Ten nominations to fill the places of the five directors whose terms expire in April, 1921, were made January 31 by the nominating committee of the Associated Press, and two nominations were made to fill the unexpired term of A. C. Weiss, whose connection with the board ended when he recently sold the Duluth Herald to M. F. Hanson and Paul Block. The regular nominations were:

E. P. Adler, Davenport (Ia.) Times; John Stewart Bryan, Richmond (Va.) News-Leader; Stuart H. Perry, Adrian (Mich.) Telegram; Henry M. Pindell, Peoria (Ill.) Journal; E. Lansing Ray, St. Louis Globe-Democrat; D. D. Moore, New Orleans Times-Picayune; W. H. Cowles, Spokane Spokesman-Review; Victor F. Lawson, Chicago Daily News; Frank P. MacLennan, Topeka State Journal; D. E. Town, Louisville (Ky.) Herald. Messrs. Cowles, Lawson, MacLennan and Town were re-nominated.

To fill Mr. Weiss' term, which expires in 1923, the following were nominated: H. V. Jones, Minneapolis Journal; J. H. McKeever, Aberdeen (S.D.) American.

ORDERS KODAK CO. DISSOLVED

U. S. District Court, Under Sherman Law, Decrees Factories Must Be Sold

(Special to EDITOR & PUBLISHER)

BUFFALO.—Federal Judge John I. Hazel this week entered a decree in the case of the United States against the Eastman Kodak Company under the Sherman Anti-trust law, directing the dissolution of the company by the sale of certain of its factories with certain lines of photographic supplies. The decree orders the sale of the Premo factory and the Century, Folmer & Schwing factory in Rochester and the Aristo plant in Jamestown. The lines which are to be disposed of by this decree represent an investment of approximately \$3,786,000 and the sales in them in 1920 totaled over \$7,000,000, it was said by Government attorneys.

The decree is handed down in consequence of the Eastman company's withdrawal of its appeal to the United States Supreme Court from the adverse decision of the Federal Court here in an anti-trust case tried in 1915.

Changes on Bridgeport Times

BRIDGEPORT, Conn.—George E. Firstbrook, recently of Albany, N. Y., has succeeded Joseph H. Masterson as sporting editor of the Bridgeport (Conn.) Times. John Hurley has gone to the Times from the Bridgeport Post. Thomas F. Flaherty, who left the Times to go to war, is back after a trick on trade papers. Edward F. Maher has gone into the real estate business in Milford, Conn., following his departure from the Times staff. Alfred G. Jackson is city editor and Miss Mabel R. Sherwood occupies the telegraph desk.

Check Fake Solicitors in Hutchinson

HUTCHINSON, Kan.—The Hutchinson Ad Club and the Chamber of Commerce have reached an agreement that no member of either organization is to assist any solicitor for outside advertising, who has not received the authorization of the Chamber of Commerce and also the Ad club directors. Several recent occurrences of bogus solicitors working here made the two organizations take steps to stop the practice.

HEARST EXECUTIVES ON WAY TO SEATTLE

"P.-I." Sale Denied, But A. G. Williams Leaves Chicago Herald-Examiner To Become New Business Manager of Coast Daily

Despite denials from Clark Nettleton, who has been editor and publisher of the Seattle Post-Intelligencer, that that newspaper had been sold to William R. Hearst, as reported in EDITOR & PUBLISHER last week, and refusal of Mr. Hearst's executive staff in New York to give out any details of the sale or of changes in the personnel of the paper, EDITOR & PUBLISHER learned in Chicago this week that A. G. Williams, for a number of years circulation manager of the Chicago Herald and Examiner, had gone to Seattle and taken over the duties of business manager of the Post-Intelligencer. It is reliably reported that the general managership of the paper has been assumed by J. A. Callahan, business manager of the San Francisco Examiner, and that editorial direction of the "P.-I." is under H. D. Nicholas, until recently assistant managing editor of the San Francisco Examiner.

No successor has yet been named for either of the latter executives, but Mr. Williams' place on the Chicago Herald-Examiner has been filled by the appointment of W. H. Wesley, formerly city circulation manager. There will be no other changes in Chicago, Mr. Wesley taking into his new office many of the duties and responsibilities of his former position. He has been with the Herald and Examiner for about twenty years.

MINNEAPOLIS PAPERS FIGHT FOR AD RATES

Retail Advertisers' Withdrawal of Copy from Tribune to Beat Down 20% Raise Combatting by Editorials Giving Cost Facts

(By Telegraph to EDITOR & PUBLISHER.)

MINNEAPOLIS, Feb. 2.—Withdrawal of advertising patronage is being used as a weapon by seven or eight Minneapolis retail merchants against the Minneapolis Tribune in an effort to make the Tribune and other Minneapolis newspapers reduce their advertising rates. It is claimed by the Tribune, in editorials giving cost of production data with which it is conducting a vigorous counter-fight, that that paper has been specially singled out as the only direct object of offensive tactics.

It is rumored that this action was taken by agreement and under direction of Minneapolis Retailers Association, which had last summer attempted to prevent the last four cent raise in advertising rates by all the Minneapolis dailies. The evidence to the outsider is merely that certain advertisers acted at same time and in same way, although the Minneapolis Typographical Union through its president and executive committee have addressed a letter on the subject to the Minneapolis Retailers Association and to the advertisers holding out individually accusing them of a combination to boycott the Tribune to break down its rates, and indirectly those of the other papers, and holding these merchants up to ridicule for resorting to methods which they criticized on the part of wage-earners.

The Tribune had calculated toward the close of 1920 that the total advertising lineage for this year would probably be 25 per cent less than that of last year

Mr. Williams is a native of San Francisco, beginning work 24 years ago as a reporter for the Examiner, later going to the business and circulation staffs of that paper. He was transferred as circulation manager to the Hearst Chicago papers.

When Clark Nettleton was asked regarding his future plans by EDITOR & PUBLISHER's representative, he insisted that the deal had not been closed and that he was still hopeful that negotiations would be unsuccessful. Reports in Seattle this week had it that Mr. Hearst's title to the paper rested upon options on its stock which expired February 4.

At the office of Joseph A. Moore of Mr. Hearst's executive staff, it was said that there was nothing official to give out regarding the purchase and that the rumored appointments of Messrs. Callahan, Williams, and Nicholas were rumors and nothing more.

Mr. Moore likewise refused to confirm or deny reports received by EDITOR & PUBLISHER from well-informed and reliable sources that part of the Sunday edition of the Chicago Herald-Examiner would be circulated in Milwaukee as the Sunday edition of the Milwaukee Wisconsin News in the near future. By the establishment of a Sunday edition in that way, the Wisconsin News circulation and advertising rates might be increased appreciably without the expense of additional personnel and equipment in Milwaukee.

Changes Sunday from P.M. to A.M.
WASHINGTON, D. C.—The Washington Times will issue a Sunday morning edition beginning February 6, it is understood here, discontinuing its Sunday evening issue.

and that while net receipts from advertising would be less this year than last, it expected to show this year a fair profit, despite decreased lineage, on account of the higher rate effective for this year.

The month of January shows that despite the abnormal lineage decrease due to the attempt to break down rates, nevertheless the Tribune display lineage for January was only 26 per cent less than the display lineage in January, 1920, and the total lineage of all kinds in January, 1921, had kept up with the total lineage of January, 1920, within better than the 25 per cent difference originally estimated and the holding out of advertising in order to break rates has not had the effect of making the Tribune lose money in January, although the net profit is less than it otherwise would be, because the high cost of last year has not yet been diminished to the extent that had been planned.

The action of the advertisers is deprecated by Minneapolis business men and some of those who started to hold out on the Tribune have already come back for full lineage.

A census last month of stores on several days following advertisements of special sales showed that stores using other papers and not using the Tribune had fewer customers than stores using also the Tribune which has a monopoly of the morning field. Advertisers staying in the Tribune and especially competitors of those striking against the Tribune are using Tribune lineage in excess of what they otherwise would get the advantage of the increased exclusiveness given their advertisements in the Morning and Evening Tribune. The Tribune is increasing this advantage by playing up loyal advertisers on the first page in a display index and extensive reading notices and has no intention to lower its rates.

AMERICAN PROSPERITY DEPENDS ON EUROPE

Conditions Abroad Must Improve So That Extra U. S. Production Can Be Sold, E. A. Filene Tells Advertising Club of New York

Edward A. Filene, one of Boston's largest retail merchants, gave the members of the Advertising Club of New York something to think about in his address on "The Fundamentals of Future Good Business," delivered at the club luncheon on Wednesday. He asserted that our working men will not have adequate work or adequate pay until European workmen have them; that the business situation of the country can only be brought through mass production and that mass production can only be made successful through advertising; that the time is coming when the chain store idea will be applied to the several departments of a department store, and that cooperative buying by retail shops in different cities will reduce the cost of goods to the consumer.

Mr. Filene began his talk by saying that conditions here in the United States are conducive to good business but that conditions abroad are not favorable to good business in European countries. It was folly to expect that our workmen and factories will have much to do until the workmen and factories across the seas are fully employed.

"The prosperity of our own country," said Mr. Filene, "depends upon our ability to dispose of our surplus production and the merchandise the war gave us. The world instead of being less in debt last year, two years after the war ended, had further increased its indebtedness \$3,000,000,000. We exported \$1,500,000,000 less goods than in 1919.

"All of us are not going to be successful in the near future, but more of us will be successful if we find markets abroad for our extra production. We have always had an idea that if Europe couldn't buy our merchandise, China, Japan, and India would buy them. At present this is not true for they are as badly off as France, Germany, England and Italy.

"During my recent visit to Europe I found conditions worse than they were a year ago. To a degree America is responsible for some of them. The nations were misled by our change of attitude toward the League of Nations, and our failure to carry out what we sent our boys across the sea to do. The French declare that when we at length go in with them the whole European situation will improve. Germany, if overpressed, will turn Bolshevik. She should pay roundly for the war, but there is a point beyond which she cannot go. Each of the eleven countries of Europe owe billions of dollars which will have to be paid. The situation is so serious and concerns our future prosperity so much that it is our duty to give serious study to it."

Concerning retail trade, Mr. Filene had this to say: "As you already know, we retailers stopped buying goods awhile ago, and are now just beginning to start in again. When our orders go in in mass the manufacturers will tell us we will have to pay a little more for them and wait a little longer for deliveries. How much longer the present liquidation is to go on depends on our ability to look ahead to what must happen unless we believe in miracles. That liquidation must continue a while longer is certain as prices on many lines of merchandise are still too high for the people.

"Then, too, we have a surplus of pro-

HOW DAY DOES IT

WHEN an evening newspaper nearly five million lines of local play advertising, even in a business like 1920, it



M. S. DAY

must be the reasons for it outlined by Day, advertising manager of Los Angeles Evening Express are of interest to every advertiser and paper man. First, it comes reader confidence, but Day has out a plan in building his display that has been a big factor in holding friendship and confidence of advertiser. This is based on the idea of dividing advertising into classifications and putting a man in charge of each. This becomes a specialist in furniture advertising or shoe advertising or department store advertising as the case may be. He reads the trade journals in his field. He studies all the merchandising elements of his clients and is prepared to offer constructive suggestions on phases than advertising. In other words, Mr. Day has a staff of merchandising men, not a lot of copy chasers. His staff now totals fifteen and the duty of each individual is to give the merchant of Los Angeles real service.

ducing power that must be provided. Four principals are involved in the liquidation process—the producer, the merchant or wholesaler, the retailer and the consumer. The manufacturers did not like it a little bit when we refused to more goods at the then prevailing high prices, but we believed that we were protecting the public in doing so. They seemed to think that the retailers should stand all the losses resulting from forcing down of prices.

"We, on the other hand, didn't stand with them. We were perfectly willing to stand our own losses on the goods we had already purchased from them. We did not propose to shoulder their liquidation. Had we bought more goods they insisted we should, to help get rid of their stocks, we would have had to pay too high a price for them in view of marketing conditions. Then would have been compelled to pay them at a proportionate increase to customers, for, after all, it is the price that must pay the bills.

"The losses incurred by the twenty more big stores with which Filene is affiliated, including Harrods, of London, have been greater than ever before in the history of our business. In saying this we are only taking into account the replacement value of the goods. The mail order people have been hit harder than ourselves by the slump.

"The producer cannot sell his goods to the retailers because they won't buy at prevailing high prices and he cannot in the present upset conditions produce anything abroad, sell them in Europe, therefore what can he do? The remedy proposed is for him to go into the retail business, but it is a matter of record that manufacturers and wholesalers do not make a success of retail selling. They haven't been trained for it and the methods are so different from those to which they have been accustomed that they do not get along very well. The manufacturers have got to stand losses through liquidation, just like the rest of us."

BEAVER FALLS TRIBUNE IS SOLD

John L. Stewart, of Washington, Pa., Adds Fourth Newspaper to His Pennsylvania String—His Second in Beaver County

BEAVER, Pa., February 2.—Negotiations have lately been completed by which John L. Stewart, of Washington, Pa., advertiser and publisher of the Washington Observer and Reporter and chief



JOHN L. STEWART

owner and publisher of the Daily Times in Beaver, has purchased the Beaver Falls Evening Tribune from John C. Clifford, who has been chief owner and manager since 1908.

Both the Tribune and the Beaver Falls Times will be continued as afternoon dailies, the former serving Beaver Falls and New Brighton, and the latter taking in Rochester, Beaver, Freedom, Monaca, Woodlawn, Ambridge and Midland.

E. L. Freeland, secretary-treasurer and general manager of the Daily Times will become general manager of both papers. James March, who has been advertising manager of the Tribune, will be retained in the same capacity. Others who will be interested in the enterprise will be Floyd Chalfant, now editor of the Daily Times and Robert E. Slough, advertising manager of the Daily Times.

MAKING THE DOLLAR WORK

Business Publishers Hear How It May Be Made to Go Farther

The New York Business Publishers Association held its regular monthly meeting at the Machinery Club on Friday evening, January 28. The first speaker was M. J. O'Neill, business manager of Machinery, whose subject was "Getting the Most Out of the Publishing Dollar." The gist of Mr. O'Neill's address was that business paper publishers must unceasingly strive to increase the value of their papers to advertisers by making the publication indispensable to the fields they represent, by selecting subscribers more carefully, and by improving copy service to advertisers.

Roger W. Allen of the Allen-Nugent Company, in speaking on the same subject, said he was strongly in favor of increasing subscription prices, to make the subscriber more nearly pay his way and declared that the subscription price of one of the Allen-Nugent publications had recently been successfully increased one hundred per cent.

The final speaker was W. L. Rickard, of the advertising agency of Rickard & Sloan, New York, on "Getting the Most Out of the Advertising Dollar."

"The slogan, 'Advertising pays,' has caused the loss of a lot of money," said Mr. Rickard. In explanation he went on to say that advertising campaigns are what pay, and then explained how campaigns are planned, illustrating his talk with graphs, charts and advertisements projected on a screen.

COPYRIGHT SUIT DISMISSED

Federal Judge Hand Rules Against Public Ledger Company

United States Judge Augustus N. Hand of New York has dismissed the copyright infringement suit brought by the Philadelphia Public Ledger Company against the New York Times Company because of the publication of the letter in which Viscount Grey expressed his views on the attitude of the United States regarding the League of Nations. Judge Hand ruled that no cause for action was shown. Thirty hours before its publication in the New York Times, the letter was printed in the London Times. The Public Ledger Company claimed that it had a contract with the London Times for the exclusive use in the United States and Canada of special articles appearing in the English newspaper and the right to copyright them in this country. Judge Hand gave the Public Ledger Company twenty days in which to file an amended complaint if it wishes to continue the case.

NO RISE IN ENGRAVING RATES

Philadelphia Employers and Union Adjusting Differences

(Special to Editor & Publisher)

PHILADELPHIA.—Every business concern and every individual in and around Philadelphia who uses photo-engravings, especially advertisers and advertising agencies, will be glad to hear that the differences between the Philadelphia Photo-Engravers' Union and Philadelphia Manufacturing Photo Engravers' Association that led to the recent strike, are not only being adjusted, but that the price of photo-engraving is not going up!

In an announcement issued by the Manufacturing Association this statement is made:

"The fine spirit of co-operation between employers and employees that has existed here uninterruptedly for twenty-five years asserted itself and on Monday, January 17, all Philadelphia engraving shops re-opened and resumed operations.

"The price of photo-engraving is not going up. The executives and the workers in this industry are united in the desire to fully assist in a return to normal business conditions. We all believe that this nation is to go ahead. We believe that as a people we are going to make,

market and consume more merchandise than ever before, and that the products of America's workshops will find increased consumption abroad.

"To this end the Employing Photo-Engravers of Philadelphia, together with their employees, have joined hands in a mutual desire to produce the best that in them lies and to sell it as reasonably as possible."

The statement is signed by the following: Beck Engraving Company, Chestnut Street Engraving Company, Commercial Photo-Engraving Company, Electro Tint Engraving Company, Enterprise Engraving Company, Franklin Photo-Engraving House, Gatchel & Manning, Inc., Lotz-Wilhelm Engraving Company, Photo Chromotype Engraving Company, Phototype Engraving Company, The Rodgers Engraving Company, Rembrandt Engraving Company and Weeks Photo-Engraving Company.

Ready for Medill School

CHICAGO.—Quite a number of prospective students are arriving in town for the opening of the Medill School of Journalism, which begins its first term February 7th. The school, which is established in connection with Northwestern University, starts with night classes only. Later it will broaden its scope and become a regular part of the university. Recent additions to the staff of instructors include Walter A. Washburne, city editor of the Chicago Evening Post and a veteran of old and new schools of journalism, to direct the course in reporting. George Putnam Stone, of the Post's local staff, will assist Mr. Washburne.

Chicago-Tribune Forms Girls' Club

CHICAGO.—A new institution in the Chicago Tribune family is the Girls' Club, which opens next week in rooms just above the old Overset Club in the Tribune's downtown building at Dearborn and Madison streets. The club has a dining room, and one of the chief attractions will be lunch every day for Tribune girl employees.

Buys Kentucky Farm Paper

LOUISVILLE, Ky.—A. L. Walke heads a syndicate which has recently taken over the Farmers Home Journal. It is announced that the Journal will be conducted as a semi-monthly and the size increased from 16 to 48 pages. Thomas H. Starks is advertising manager. Editorial positions are to be filled.

Better Business Bureaus to Meet

CHICAGO.—A conference of secretaries and managers of about thirty Better Business Bureaus will be held at Chicago February 8 to 11, under the direction of the National Vigilance Committee of the Associated Advertising Clubs of the World.

Sabeen Magazine Moves

The Sabeen Magazine has moved to new and larger quarters at 1440 Broadway, New York.

LIVING IN DARKNESS HE RADIATES LIGHT AND CHEER

A story of the life and work of the blind editor of one of the leading daily newspapers of the country announced for publication as a feature of this week's paper will appear in

Editor & Publisher

February 19

SOUTHERN AGENTS MEET

Jefferson Thomas and Jacksonville Publishers Hosts to A. A. A. A.

(By Telegraph to Editor & Publisher)

JACKSONVILLE, Fla., February 2.—One of the most successful business meetings in its history was held February 1 here by the Southern Council of the American Association of Advertising Agencies, presided over by E. E. Dallis of the Johnson-Dallis Company of Atlanta. Guests included Charles W. Hoyt, president of the Advertising Agencies Corporation, and James O'Shaughnessy, executive secretary of the A. A. A. A. Sessions were held all day, at the Mason Hotel.

Jefferson Thomas, president of the Thomas Advertising Service, was host at the luncheon at the Rotary Club and at the conclusion of the business sessions Tuesday afternoon, a joint conference was held between the agency men and a number of representative Florida publishers. Mr. Thomas was again host on Tuesday night to the agents and publishers and a number of Florida business men at a banquet at which Messrs. Dallis, Massengale, O'Shaughnessy and Staples were speakers.

W. A. Elliott, publisher of the Florida Times-Union, and Quimby Melton, general manager of the Florida Metropolis, and W. M. Traer, publisher of the Florida Farmer & Stockman, took the visiting agents on automobile trips Wednesday morning and afternoon. Those present at the meeting were:

M. B. Landry, Chambers Advertising Agency, New Orleans; W. R. Massengale, Massengale Advertising Agency, Atlanta; C. L. Bixby, Cecil, Barreto & Cecil, Richmond; H. L. Staples, Staples & Staples, Richmond; Jefferson Thomas, E. S. Wadsworth, Wayne Thomas, John J. Smyth, Frank May Anderson, R. F. Clark, L. A. Peterson and D. A. McNeill.

NO WAGE RAISES IN NEW YORK

Publishers Association Decides to Refuse Further Demands by Unions

Demands for increased wages by union employes of New York City newspapers will not be granted by the publishers, it is indicated by a resolution passed February 2 at a meeting of the Publishers Association of New York City. Demands for higher scales by the electricians, machinists and paper handlers upon the New York publishers were refused and the following resolution indicates the association's future policy toward similar demands:

"That the several scale committees be instructed to grant no increases in wages to any unions employed in newspaper offices."

Northeast Nebraskans Meet

EMERSON, NEB.—W. D. Shepardson of the Pierce Call was elected president of the North east Nebraska Press Association at its recent meeting here, attended by 25 editors and publishers. J. P. O'Furey, of the Hartington Cedar County News, was elected secretary-treasurer for the fourth time. Field Secretary O. O. Buck, of the Nebraska Press Association, led the discussions on various topics. Invitations to meet in the mid-summer session at Sioux City and Norfolk were received.

New York Circulators Meet April 19

UTICA, N. Y.—The directors of the New York State Circulation Managers Association have decided to hold the next meeting of that Association here April 19 and 20.

CANADA FIGHTS SLUMP WITH ADVERTISING

Publishers' Associations Outline Campaign to Push Dominion-Made Products, Get Factories Going and Cut Unemployment

(Special to EDITOR & PUBLISHER)

TORONTO.—The three Canadian press associations, daily, weekly and national, are concurrently undertaking an important campaign, which will have as its main objective a revival of trade throughout the Dominion. From headquarters here bulletins are going out to the memberships explaining the scheme and enclosing series of draft advertisements, which advertising departments are to use as suggested copy in approaching manufacturers and merchants for space. The bulletins further explain that the Canadian Manufacturers' Association is taking action along the lines of urging its members to use advertising as one means of furthering the project and suggest that members should take advantage of the opportunity to approach the manufacturers in a general canvass of all business interests.

The tenor of the advertising is to impress the public with the desirability of buying, whenever possible, the products of Canadian factories. It is pointed out that for the year ended November 30, 1920, Canada's imports amounted in value to \$1,345,582,300, as compared with \$920,082,927 in the previous year, an increase of \$425,499,373. Of this total, \$927,564,711, or over 68 per cent came from the United States. Not in any sense of hostility to the United States but simply in an effort to keep the wheels of Canadian factories turning, the public are to be urged to cut down importations and substitute therefor home-manufactured products. If this is done in a widespread way, it is felt that most of the problems of trade depression and unemployment will be solved.

The advertising committee of the Weekly Association met last week and discussed the scheme thoroughly. The Daily Association is also working vigorously and it will not be the fault of the head office if individual members do not take advantage of the opportunity to get a lot of business from manufacturers and merchants in their localities.

Ontario to Save Forest Wealth

TORONTO.—Hon. E. C. Drury, Premier of Ontario, has announced that the Government would shortly advertise for tenders upon a number of limits, the largest a considerable tract of pulpwood at Long Lake in the Thunder Bay district and the others of smaller area. It is intimated that in the disposal of future timber limits, attention will be given by the Government to perpetuating the timber wealth of the Province by the adoption of a forestry policy.

Protest Loss of Advertising

TORONTO.—At the convention held last week by the United Farmers of Manitoba at Brandon, G. F. Chipman, editor of the Grain Growers Guide, official organ of the association, complained of an attack from Eastern Canada, engineered, he asserted, by G. M. Murray, formerly of the Canadian Manufacturers Association. The attack, Mr. Chipman, alleged, was caused by the advocacy by the Guide of ideals which would elect to the Federal House men who will insert the edge of the wedge for the abolition of special privilege. The withdrawal of advertising patronage by the manufactur-

ers of the East, he said, is resulting in a loss of \$1,000 a week in revenue to the paper.

Third Labor Paper for Winnipeg

WINNIPEG.—This city is to have a third weekly labor paper. Incorporation has been asked for a company to publish a weekly newspaper to represent an independent farmer-labor group which has political ambitions. David Bogle, former editor of the Western Labor News, will be editor and W. B. Simpson, late manager of the Western Labor News, will be manager. The Western Labor News is owned by the International Trade Movement and Bogle and Simpson broke with this organization during the recent civic elections. Announcement has been made by the One Big Union forces that they will enlarge their weekly organ, the One Big Union Bulletin. W. A. Tutte, parliamentary reporter of the Winnipeg Tribune, is to become editor of the Western Labor News.

U. S. Literature "Bad Influence"

TORONTO.—Higher tariffs as a wall to keep out influences in American literature which are dangerous to Canadian unity were urged by Horace J. Gagne, K.C., B.C.L., of Montreal, before the Women's Canadian Club of Hamilton, Ont., recently. He pointed out that it was the experience of history that where the adjoining countries spoke the same language there was a probability of their ultimate consolidation unless their languages went in divergent directions. The constant stream of books, newspapers, magazines, plays, moving pictures, reviews, etc., that poured into Canada from the United States, he declared, had a harmful effect on Canadian youth.

Tablet for Brockville Recorder

TORONTO.—A ceremony, probably unique in the annals of Canadian journalism, took place in Brockville (Ont.), last week, when a solid bronze tablet of the door of the Recorder Building, commemorating the continuous publication of the Brockville Recorder for one hundred years, was unveiled.

Vancouver Staff Changes

VANCOUVER, B. C.—John Cairns, who was appointed recently managing editor of the Vancouver (B. C.) Sun, has resigned and will return to the staff of the Vancouver Province. Frank Phillips,

who has also resigned from the Sun, is leaving for Winnipeg to join the staff of the Manitoba Free Press. Henry Torey, formerly reporter on the Sun, has been promoted to the position of managing-editor of that paper.

DOMINION MEETING JUNE 9

To Organize Western Provinces This Year—420 Members on Rolls

(Special to EDITOR & PUBLISHER)

TORONTO.—A well-attended meeting of the board of directors of the Canadian Weekly Newspaper Association was held at the offices here on January 21, with the president, W. R. Davies, Renfrew Mercury, in the chair. Reports by the finance and membership committees and by the manager were presented, reviewing the work of the past year.

The roll now shows 420 paid-up members. It was decided to spend extra time in organizing the western provinces during the year, forming district associations along the lines of the county organizations in Ontario. Then in 1922, the work will be carried down to the Maritime Provinces.

Arrangements were concluded for holding the annual meeting in Vancouver, B. C., the dates set being June 9 and 10. It is expected that a special train will be run from Toronto to the Coast for the accommodation of eastern members, leaving on the evening of June 2. Stops will be made at important points and the return journey will be timed to bring the excursionists back to Toronto by June 20.

Even the Gods Err

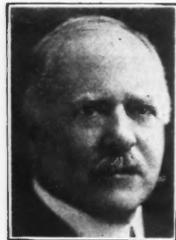
TORONTO.—Publishers who have been rebuked by readers for errors which have been allowed to creep into their papers may take comfort from the knowledge that even official publications are not above error. In the special edition of the Canada Gazette, which announced the opening of the House of Commons for Monday, February 14, it was omitted at the same time to call the Senate for sessional duty. A special edition calling the Senate was necessary the following day.

Lipsette on Montreal Star

MONTREAL, QUE.—Robert Lipsette, for several years on the now defunct Winnipeg (Man.) Telegram and at one time its business manager, has joined the editorial staff of the Montreal Star.

EDITOR GOVERNS BRITISH COLUMBIA

MANY interesting experiences fall to the lot of newspapermen, but it is an unique experience, in Canada at any rate, to receive an assignment to take over a governorship. Such is the fortune that recently came to Walter Cameron Nichol, proprietor of the Vancouver (B. C.) Daily Province, who has just been appointed Lieutenant-Governor of British Columbia. It is the first time that an active editorial writer or journalist has literally been called from his desk to the executive chair of a Canadian province.



WALTER C. NICHOL

the executive chair of a Canadian province.

The new Lieutenant-Governor is a member of a family which played a conspicuous part in early Canadian history. His great-grandfather, Commodore Grant, served under Lord Jeffrey Amherst, while his grandfather, Col. Robert Nichol, was a member of Sir Isaac Brock's staff in the war of 1812. His father, Robert Addison Nichol, was a barrister at Goderich, Ont., where he himself was born.

He has been a journalist since 1881, when he joined the Hamilton Spectator staff, later going with the Toronto News and the Toronto Saturday Night, which he helped to found. From 1888 to 1896 he was editor of the Hamilton Herald and in the latter year joined the gold rush to British Columbia. He became editor of the Province in Victoria in 1897, moving this weekly to Vancouver the following year and converting it to a daily. He has owned and edited it ever since.

BRITISH NEWS UNREVISES DEMANDS

London Minimum Salaries of 11 Guineas a Week Proposed—Grading of Staffs Again on Program—Institute Also in Field

By Herbert C. Ridout

(London Editor, EDITOR & PUBLISHER)

FOLLOWING upon the "January" journalistic, rebuff of the National Union of Journalists by Northcliffe, when he declared he rather shut down his four newspapers than submit to the demands, the Union has modified its claims and now publishes the new scale and conditions it has laid before the Newspaper Proprietors' Association. This program it noted, only relates to the London where living and working conditions are, of course, vastly different to in the country.

The new proposals include minimum salaries of 11 guineas weekly for porters, sub-editors, press photographers and artists of more than two years' experience, general increases of 3 guineas a week, 4 weeks annual holiday extra days at other seasons, one man one staff, and employers to notify vacancies to the Union.

For its country members, the National Union has also submitted a new scale of proposals for revision of its staffs into six classes and the newspapers into two categories. (This grading method was rejected by the proprietors in the first London program.) Categories of the country papers (outside London) are, first, the morning evening papers and national weeklies for the staffs of which the proposed salaries are £6 per week to £9; and second the weekly papers (other than national or Sunday), in which the salaries range from £5 10s. to £7, 15s weekly.

Both these programs are now before the newspaper proprietors' societies for consideration.

The other organization representing the interests of British journalists is the Institute of Journalists, an important body which has suffered criticism because its includes among its members only working journalists, but journalists who are also proprietors or who have proprietary interests. The Institute also put forward claims for a revision of its members' salaries, and its program grades staffs and newspapers, but includes daily papers from its list of responsible officials in Class 1. This class includes leader writers, chiefs of staff and editors, and the salaries are graded from 9 guineas to 18 guineas a week. In the other two classes, the minimum are from 7 guineas to 14 guineas a week in one, and in the other (qualified in literary and art staffs of not less than three years' practice) from 5 guineas to 10 guineas a week.

This program is even more ambitious than that of the first proposals of the National Union, and as the latter were unacceptably rejected by the newspaper proprietors, it would appear as if the Institute will have to make substantial revisions. The Newspaper Society has already intimated to the Institute that it was unable to accept either the grading or classification put forward, and further, that it was unable to depart from the existing minima put forward.

The situation, therefore, is one of general uncertainty, though there is a distinct tendency on the part of the proprietors to maintain their backbone and serve their unanimity of action.

ARNOLD PREDICTS BIG BRITISH ADVERTISING

Report Advertising Authority, Back from Europe, Tells of Plans to Sell English Manufactures in America

Frank A. Arnold, of Frank Seeman, and Dr. Charles Eaton to Leslie's, are the only speakers at the fourteenth annual dinner of the Representative Club, held at the Hotel Pennsylvania on Monday evening. The remainder of the evening was taken up with an excellent variety entertainment contributed by Helen Hildreth, "the World's Champion Woman Boxer," and members of the club, including J. E. Atkinson, of the Erie; Roy F. Williams, of the Scientific-American; George W. Walter, of the New York Evening Journal, and a group of fun makers whose names did not appear on the program.

Mr. Arnold, who recently returned from a trip to England, France, Holland and Belgium, gave some of his impressions of conditions in those countries. He said that notwithstanding the pessimistic reports made by some returned travelers he came back home a conservative optimist. Advertising, he declared, is the most prosperous business in the British Empire. Great progress has been made in the past few years in advertising methods and practice. England is preparing to regain its prestige in the foreign trade under a most carefully worked-out plan which calls for the use of extensive advertising.

Mr. Arnold said that the large manufacturers of Great Britain would seek an outlet for their goods in the United States. In order to create a market for so much advertising would be done. This, of course, means a new source of revenue for the newspapers and magazines on this side of the Atlantic, as hitherto English advertising has amounted to little in volume.

RADIO NEWS FOR MINNESOTANS

Northern Editors Will Experiment—H. P. Phillips, of Mahnomens, President
(Special to Editor & Publisher)

MINNEAPOLIS.—Dissemination of news by wireless telephone to the newspapers of Minnesota, declared by Dr. Charles E. Grosser of the Dunwoody Institute of this city, to be entirely feasible, will be undertaken just as soon as arrangements can be made by the publishers of Northern Minnesota, it was decided at the annual convention of the Northern Minnesota Editorial Association at Crookston.

It was suggested that the wireless apparatus first be installed in the office of the Crookston Times in order that a practical test might be made in receiving wireless news sent out by the Dunwoody Institute. W. E. McKenzie, publisher of the Times, was named chairman of a special committee to arrange for the experiments. Serving with him are Asa Wallace of the Sauk Center Herald, E. H. Denu of Bemidji, W. E. Verity, Wadena and S. P. Phillips of Mahnomens.

Election of officers resulted as follows: President, H. P. Phillips, of Mahnomens Pioneer; vice-president, A. LaFreniere, Grand Rapids; secretary, A. G. Rutledge, Minneapolis.

Unite to Enforce Printing Law

SPRINGFIELD, Ill.—Officials of the Illinois Press Association are taking precautions against the overlooking by officials of Illinois villages, cities and school

districts of the law passed by the last general assembly requiring the publication of financial reports. The letters sent out by the Press Association to all officials explain the law in detail. The law requires the publication of financial reports in a paper of the town in which the reports are made and if there is no paper in that town publication in the county seat newspaper is required. A fine of from \$25 to \$500 is provided for officials neglecting to carry out the provisions of the law. School treasurers come under the provisions of the law.

BILL TO PRIVILEGE NEWS TIPS

Colorado Legislature May Legalize Editors' and Reporters' Confidences
(Special to Editor & Publisher)

DENVER, Colo.—A bill providing that newspaper owners, editors and reporters cannot be examined on the witness stand as to the source or nature of any confidential news tip, has been introduced in the Colorado legislature by Representative Charles Sackman of Denver. The bill, the first of its kind to be introduced in any legislature, was drafted by Judge Ben B. Lindsey of the Denver juvenile court. It puts communications to newspaper men in the same class with communications between lawyer and client or doctor and patient, which in Colorado are already declared privileged.

The section applying to the press reads:

"No newspaper owner, manager, editor or reporter upon any newspaper shall be examined as to communications made to him in confidence, when any such newspaper, owner, manager, editor or reporter shall state upon oath, when called as a witness to any matter that the same was disclosed to him in confidence with his promise not to reveal the name of the person disclosing any such information or making any such communication and that, in the opinion of such newspaper owner, manager, editor or reporter the public interest in their judgment would suffer by the disclosure of such confidential communication."

TOWNSFOLK DINE GRAHAM

Editor of 100-Year-Old Brockville Recorder Given Loving Cup
(Special to Editor & Publisher)

TORONTO, Ont.—A complimentary banquet was tendered to the Hon. George P. Graham, president, and the staff of the Brockville (Ont.) Recorder, Jan. 18, by the local board of trade in honor of the newspaper's centenary. The chief speakers were Col. George H. Ham of the C. P. R. press department, Montreal, and Dr. P. D. Ross of the Ottawa Journal-Press, president of the Canadian Daily Newspapers' Association.

On behalf of the citizens of the town, Mr. Graham was presented with a silver loving cup. He was also presented by the staff of the Recorder with a golden composing rule, while W. J. Reynolds, newsroom foreman, an employee for 47 years, and W. J. Moore, manager, after 45 years, received watches.

Boosters Busy in Williston

ST. PAUL.—A unique community advertising scheme has been developed by the Commercial Club of Williston, N. D., under the direction of Secretary Henry P. Dooley, a former Minnesota newspaper man. A group of forty or fifty business men of Williston pooled their advertising allotments for neighboring town newspapers and turned the budget over to the Commercial Club, which bought a half page in the newspapers in territory tributary to Williston. A part of the space was devoted to general community boosting. A list of merchants contributing to the Shopping club was practically the only individual advertising.

PAPER CUTS OLD PARTY TIES

Don C. Seitz and E. C. Bowler, Sr., with New Portland Herald

PORTLAND, ME.—It is announced that the new Portland Herald, which has succeeded the Argus, will be independent in politics, as its name implies, abandoning the political affiliation of the Argus which has been the official organ in Maine of the Democratic party since its birth a century ago.

The Independent Publishing Company, Inc., which organized recently, with an authorized capitalization of \$300,000 is composed of those financially interested in the Argus corporation, including Don Seitz, business manager of the New York World, and Ernest C. Bowler, Sr., who the past two years has been general manager and part owner, together with a dozen local business men, mostly leading merchants doing a large amount of advertising.

Robert Braun, of Porteous, Mitchell & Braun Co., which conducts one of Portland's largest department stores, is president of the board of directors. Mr. Bowler continues as general manager; Eli R. Russell, formerly of Peekskill, N. Y., as editor, and William H. McDonald as night editor. A number of new men have been added to the staff, including C. H. Miller, who is city editor, a position which he has filled with the Worcester Post the past three years, and Harold J. Anderson of Boston, sporting editor, and H. Augustus Merrill, editor of the Rockland Messenger and formerly of the Argus editorial staff, as special writer. Mrs. Philip McIntire, widow of a former editor of the Argus, has charge of the woman's page.

Ernest C. Bowler, Sr., who as general manager has complete charge of both the business and editorial sides of the new paper, for several years was publisher of the Gardiner Independent, previous to which he published a weekly paper at Bethel. His son is associated with him in the business department.

The Argus was established as a weekly in 1803, and some years later became a daily. For a long period it issued tri-weekly and weekly editions, as was customary in many sections of the country, but the tri-weekly was dropped several years ago. Many of its subscriptions date back to the first issue of the paper, some in the original names, being maintained generation after generation as a matter of family pride.

Texas Typothetae Elect

DALLAS, TEX.—The Texas Typothetae Federation has selected San Antonio for the next meeting and the dates were fixed as the third Monday and Tuesday in May. Officers elected are: F. B. McCurdy, Houston, president; M. Hill, San Antonio, vice-president; Marvin Evans of Fort Worth, George L. Stevens of Galveston, W. S. McMath of El Paso, John Tobin of Austin, Tom Lamb of Beaumont, William I. Casey of Dallas, Donald Rein of Houston, and Ben Swerkerman of San Antonio, vice-presidents; J. Gillespie of Houston, secretary-treasurer.

South Getting Back to Normal

ATLANTA.—Problems in connection with the financial readjustment of business, especially as they concern the smaller daily newspapers, were discussed at a special mid-winter meeting of the Associated Dailies of South Georgia, held in the office of the Albany Herald. It was agreed that the return to normal

has set in and that within two or three months business in general will be back to its old basis. J. A. Davis, of the Albany Herald, is president of the association; Lovelace Eve, of the Americus Times-Herald, is secretary. All of the daily newspapers in South Georgia are members.

OREGON PRESS WATCHES LAWS

Urges Publication of Delinquent Tax Lists—Wants Higher "Legal" Rate

(Special to Editor & Publisher)

SALEM, Ore.—Smaller newspapers of Oregon are interested in several bills which are now before the Oregon Legislature. One of them would restore the publication of delinquent tax rolls. Such publication was discontinued several years ago. It is contended that fear of publication is effective in promoting the prompt payment of taxes and that the experiment of giving delinquency notice only by mail has not been a success.

Another proposed law would increase the rates for the publication of legal notices from the present rate of 3½ cents per eight-point line to 10 cents for the first insertion and 5 cents for each additional insertion.

It is also proposed to allow newspapers to include street sales in their circulation when bidding for the publication of county legal notices. At present only mail circulation is counted. The country weeklies are asking some modification of this bill, as they fear it will be an effective weapon in the hands of the smaller dailies.

CODIFY STATE PRINTING LAWS

Minnesota and Colorado Standardizing Charges and Measurements
(Special to Editor & Publisher)

ST. PAUL.—In Minnesota and Colorado committees are codifying the laws relative to legal publications. The Minnesota Bulletin, edited by H. C. Hotelling, executive secretary of the National Editorial Association, says that the association should take up this work and present a plan for standardizing the charges for legal publications in various states. The legal rates for publications in various states are very much at variance; in fact, so much so that a publisher moving from one state to another is at a loss to know how to measure up a legal notice.

"We presume," says the Bulletin, "a square means an inch. All legal notices should be based on, say a six-point basis. State Printer S. V. Gordon of Minnesota would make twelve lines of six point, or 260 ems, as the basis, and if set in other type to contain that number of ems. This would induce the publisher to set all of his notices in six point and would eradicate the setting of notices leaded in eight or ten point type without the publisher wanted to give away his space."

New Daily in Sitka

PORTLAND, Ore.—The Sitka Sun is the latest newspaper to begin publication in Alaska. W. R. Hanlon, an old time Alaskan is editor and publisher. It is a four-page sheet, carrying Associated Press news, and is the first publication that Sitka has had for more than 25 years.

Mrs. Marble Ill

FORT SCOTT, Kan.—Mrs. George W. Marble, wife of the publisher of the Tribune-Monitor and secretary of the Publishers' Buying Corporation, has suffered a stroke of paralysis, and is in a very serious condition.

FELL AND VAN LOAN BUY HUDSON REPUBLICAN

Worcester Telegram-Gazette's General Manager Becomes President and Publisher of Paper He Managed Twenty Years Ago

(Special to EDITOR & PUBLISHER.)

HUDSON, N. Y.—The entire capital of the Bryan Printing Company has been acquired by the Hudson Republican Corporation, a new company in which Albert W. Fell, of Worcester, Mass.,



A. W. FELL

former Hudsonian, and Emory V. Van Loan, of this city, are the controlling stockholders. Mr. Fell, the president of the new corporation, will become publisher of the Daily Republican and the Columbia Republican, assuming supervision of the editorial and news departments, while

Mr. Van Loan will continue as general manager, which he has been since the death of Henry R. Bryan in September, 1917. Mr. Fell, from 1897 to 1907, was associated with the late William Bryan, and his son, the late Henry R. Bryan, as business manager of the Bryan Printing Company.

For a number of years Mr. Fell was business manager of the Williamsport (Pa.) Sun, and later general manager of the Pilgrim Press, of Boston and Chicago. He is at present general manager of the Worcester (Mass.) Telegram-Gazette.

When a resident here he served as alderman for two terms. He is a 32° Mason, and was one of the charter members of Hudson Lodge, No. 787, B. P. O. E.

Mr. Van Loan has been connected with the paper since June, 1904, when he entered the business office as bookkeeper, under Mr. Fells management. Later he succeeded him as business manager, and upon Mr. Bryan's death, became general manager. He is a Mason, and is active in local social and business affairs.

Frank L. Kent, secretary of the new corporation, has been connected with the Republican for over thirteen years. He began his newspaper career as a carrier boy, later joining the reporting staff, where he served under his father, the late James Kent, whom he succeeded as city editor. Mr. Kent becomes managing editor.

Henry M. James will continue as editor of the Republican until such time as Mr. Fell decides to remove to Hudson and take active charge.

Buy Evansville Journal Stock

EVANSVILLE, IND.—Considerable stock interest in the Journal Publishing Company has been sold to Earl Mushlitz of Indianapolis and his brother, Curtis Mushlitz, for more than ten years advertising manager of the Journal. Earl Mushlitz becomes editor and general manager of the Journal, and Curtis becomes business manager. Earl Mushlitz for several years prior to 1913 was

editor of the Evansville Journal-News, the predecessor of the present newspaper, and from 1913 to August, 1920, was associate editor and then city editor of the Indianapolis Star. After leaving the Star he was associated for six months with the Russel M. Seeds Company, Indianapolis, advertising agency of Indianapolis.

FRESNO WINS "BILLY" MORTON

Veteran Special Still Talking of His Recent Visit There

W. J. Morton, special newspaper representative of New York, recently returned from an extended trip through the far West and the Pacific Coast States. He found the newspaper business "spotty," that is in some cities it was very good and in some, because of local conditions, bad. He was most impressed by what he saw at Fresno, Cal.

"Of all the places I visited—and I visited nearly every city of importance on the Pacific Coast—Fresno impressed me most. It has a population of 45,000, is well located, and is as thoroughly up-to-date as any city of its size or even 75,000.

Everything about the place indicated prosperity, progress and good business. I never saw so many automobiles parked along the curb. They were lined up on both sides of the street as far as I could see. The stores were doing a rushing trade. From the size of the crowds you might think you were in Butte on Saturday night. Fresno looks brand new—as though it were built yesterday. It contains no old structures. It has one building that is fourteen or sixteen stories high. Its department stores are equal to the best to be found in cities four or five times larger.

"Fresno is the center of the raisin growing district of California. Its present prosperity is due to the passage of the Volstead amendment. The demand for raisins for home brewing has stripped the wholesale market bare and you can't buy a pound except at the retail stores. The growers here having disposed of their entire crop have plenty of money to spend, and they are spending it, too. The stores are crowded with buyers. The grape growers within a radius of 75 to 100 miles drive to Fresno with their women folks of the afternoon, where they do their shopping and are back home again in time for supper.

D. Morris-Jones Makes Change

D. Morris-Jones, who for seven years has been with Hanff-Metzger, Inc., New York, as manager of the plan department, will go on February 14 with Sackheim & Scherman, as director of copy and plans. Mr. Jones is managing editor of the Advertising Club News. Sackheim & Scherman are moving from 42 East 23d street to 354 Fourth avenue, New York.

Society Papers Consolidated

DALLAS, TEX.—The Dallas Saturday Night, Beau Monde of Dallas, and the Fort Worth (Tex.) Observer, all society papers, have consolidated, and will hereafter be published as one in Dallas by D. K. Willingford, editor of the Observer. Mr. Willingford will continue as editor and L. R. Lytle, former managing director of the Observer, will be business manager of the new publication.

New Post for Arno Dosch-Fleuret

Arno Dosch-Fleuret, staff correspondent for the New York World, this week assumed the post of the World's chief staff correspondent for Germany and Central Europe, with headquarters in Berlin.

ELLIS IS REMODELING WORCESTER PLANT

Sells Surplus Gazette Equipment to M. F. Hanson of Duluth Herald—New Goss Press Ordered—All Offices in Telegram Building

(Special to EDITOR & PUBLISHER.)

WORCESTER, Mass.—Theodore T. Ellis, publisher of the Worcester Telegram, who recently acquired the Evening Gazette, has consummated a sale of the entire surplus mechanical equipment of the Gazette to M. F. Hanson, who lately acquired the Duluth Herald. The equipment sold consists of two Hoe sextuple presses with stereotype equipment complete, including one press installed and running but a few weeks, several Linotype machines and a large assortment of steel composing room equipment. The balance of the equipment of the Gazette will be removed to the Telegram office, where alterations are being made to handle the publishing of the morning, evening and Sunday editions of the new combination.

The composing room of the Telegram is undergoing extensive alterations including a steel mezzanine floor extending entirely across one end and one side of the room, which will support on one side, a new lavatory equipment for the employees, consisting of a battery of 24 steel-enameled wash bowls. The other side of the mezzanine will house the monotype equipment and storage for handling the non-distribution system.

New Goss Press

When completed there will be a battery of thirty Linotypes of the latest pattern, four Miller saws, and every facility in the line of steel cabinets and make-up tables. Mr. Ellis has just ordered a Goss octuple press to be especially built and installed during the summer. This press will print three colors and black on the outside and one color and black on the inside, enabling the Telegram to produce its own Sunday comics.

This press will be in addition to the Scott multi-unit octuple press now used by the Telegram. An electric elevator is being installed in the business office to connect the four floors and basement.

The foreign and local advertising department in charge of Walter L. Thomas, assistant publisher, will be removed to the fourth floor. This floor will also contain the private office of the publisher, occupying the entire front of the floor, the information desk, and a lobby for customers. The rear of the fourth floor is being fitted up for the Sunday Telegram editorial department which will be moved up from the second floor. The present office occupied by Mr. Ellis, when the improvements are completed, will be occupied by the editorial director, Capt. Roland F. Andrews, while the entire second floor will be refitted to accommodate the editorial staff of the Telegram and the Gazette.

Staff Reorganization

The third floor has been arranged to accommodate the accounting department and the office of the auditor in the front while the center rooms will contain files and janitor's workshop. The entire rear of the third floor is occupied by the Telegram's engraving department and artists' studios.

After completing 20 years of service, Edward D. Houston, of the editorial staff of the Worcester Telegram, has left that paper. Mr. Houston is soon to enter business, the nature of which has not yet been disclosed. He came to the Telegram from the Manchester

(N. H.) Union, and for a time was graph editor, and later an editor and writer. Harold A. Small, who came from Hartford several months ago to join the Sunday staff of the Telegram, succeeds Mr. Houston.

The newspaper photoplay based on pictures taken at the Telegram office last summer has found such popular favor that it is to be exhibited in the plot is based on the identity of a wealthy Connecticut politician killed in a railroad wreck and depicts reproduction of the story.

George F. Booth, editor and publisher of the Evening Gazette, who retired when that paper was bought by T. T. Ellis, of the Telegram, was a guest of honor at a meeting of the England Newspaper Alliance in Boston this week and was honored with presentation of a life membership in the association. Mr. Booth was one of the organizers of the alliance.

James H. Guilfoyle, night editor of the Telegram, has resigned as civil service labor registrar for the city of Fitchburg, Mass. When Mr. Guilfoyle joined the Telegram staff he continued his duties as labor registrar pending appointment of a successor.

The Post, which lost its building the fire which swept the business district a few days ago, has been leased from the Telegram's office since.

Blanchard Ad Class Dines

The Blanchard Class in Advertising at the 23d St. Y. M. C. A., New York, held its annual dinner at the Advertising Club on Wednesday evening. Richard H. Waldo delivered a spirited address upon the influence of advertising upon the life of the people. He said that the opportunities for young men to achieve success in this field were never so great as they will be during the next ten years. The present depression, Mr. Waldo asserted, will not continue beyond March or April, and August business will be driving ahead at a full rate of speed. Edward Schulze, of the Making-It-Pay Corporation, contributed a talk upon business letter writing in which he outlined some of the possibilities of conducting business by mail. H. E. Doremus gave the class an opportunity to listen to several musical selections received by wire from Brooklyn.

N. Y. Times Opens Brooklyn Office

The New York Times this week opened a branch office in Brooklyn at Washington street. Hugh A. O'Donnell presided at the luncheon served at the Hotel Clarendon. Borough President Edward Riegelman welcomed the Times to Brooklyn. Charles F. Harben, Benjamin T. Butterworth and Edwin S. Friendly spoke for the New York Times.

George F. Lord with Greenleaf

George Frank Lord has become vice president of the Greenleaf Advertising Corporation with headquarters in New York. He was formerly advertising manager of E. I. du Pont de Nemours & Co., Wilmington, Del., and later director of advertising, as well as promotion and sales manager of the Agricultural Dynamite Division.

Engravers' Demand Larger Raise

BUFFALO.—One hundred photo-engravers, employed in eight commercial plants, went on strike last week. They were granted demands for a \$10 a week wage increase, to a minimum of \$40 a week, but demanded still greater increases. The plants affected are in partial operation.

WHAT OUR READERS SAY

Abreast of the Times

New York, January 29, 1921.
EDITOR & PUBLISHER: I have always
"from cover to cover" reader of
PUBLISHER, but I believe that during
months your publication has been
with more desirable information, inter-
esting news items and the helpful suggestions
any other period during the time I have
been a reader of EDITOR & PUBLISHER.

1920-1921 International Year Book has
a permanent place in the top drawer of
my desk. That is the position occupied only
by the literature of the most important kind in
my day work. The book certainly is in
keeping with the progressive spirit of 1921
and should be of great value to all men who
wish to keep at their finger tips information
of important data which is an important part
of the education of an advertising man.

C. L. PANCOAST,
Director of Merchandising,
The Chicago Tribune.

Alaska Will Be Included

CHICAGO, JANUARY 29, 1921.
EDITOR & PUBLISHER: What a wonderful
Editor & PUBLISHER'S International Year
Book Number is! As a book for reference, it
is on the desk of every agency and
buyer in the country; it would certainly
do his work a lot easier and more accurate
if it ever has been. I want to extend my
congratulations to you, knowing what a big
part your office has been up against in compil-
ing it—listen, why did you overlook the
Alaska papers? This territory has a number
of papers, perhaps next year your
number of them and also quite a few weeklies—
with the exception of a few papers, I have
seen all. The agencies are asking questions
about this territory, and, inasmuch as you have
information about territory outside of
the United States, perhaps next year your
book will have the Alaska papers in it. Alaska's
paper never looked so bright as now. Develop-
ment actually under way promises to make
southwestern Alaska one of the country's great
pulp and wood-pulp producing regions at an
early date. The already leads in fisheries and
oil production.

S. C. THEIS COMPANY,
W. S. Grathwohl, Manager.

EDITORIAL NOTE: Mr. Grathwohl's "perhaps
next year" is well taken. Alaska's advertising
and business interest is represented in the
1922 International Year Book and you have
made a niche in the issue of January 22, 1921,
along with those of several other nations and
territories, if the up-to-the-minute information
concerning them that was needed had made
their long journeys and reached EDITOR &
PUBLISHER'S office before the "deadline" for
the issue.

A Distinct Service

NEW YORK, Feb. 1, 1921.
EDITOR & PUBLISHER: We are altogether
pleased and satisfied with our two-page adver-
tisement in your February edition of January
22. It was a great number and you rendered
a distinct service to everybody interested in
the publishing business when you issued it.
We have already begun using the book for
reference and probably will have occasion to
turn to it every day and you get no other
like it. I do not believe that any other trade
paper in your line has ever performed so use-
ful a service.

V. V. McNITT, Manager,
Central Press Association.

Wants a Cloth Cover

DETROIT, Jan. 31, 1921.
EDITOR & PUBLISHER: I want to tell you
how much we appreciate your International
Year Book of EDITOR & PUBLISHER. I wish it
was possible to obtain a copy of this with a
cloth cover. We would be willing to pay for
it if you do have a book and you have
because undoubtedly through the year we will
use it frequently.

HUDSON MOTOR CAR COMPANY,
GEORGE W. CUSHING,
Advertising Manager.

The Whittaker of Journalism

MONTREAL, CAN., JANUARY 27, 1921.
EDITOR & PUBLISHER: I got a letter
today from an English friend of mine asking
me to let him have a list of the managing
editors of one hundred leading dailies in
Canada. For the minute I did not know where
to get him the information. Just then your
International Year Book of the EDITOR & PUBLISHER
came in; I tore the wrapper, looked at
the index and there was the information I
wanted. Just like that!
I have looked through the publica-
tion carefully, and wish to offer you my most need
not have apologized for your short-

sincere congratulations upon the extent and
efficiency of your edition. It is the Whittaker
of journalism. It will fill a useful place in
our library.

Yours sincerely,
C. F. CRANDALL,
Editor Montreal Daily Star.

Wants It Every Three Months

BOSTON, MASS., JANUARY 29, 1921.
EDITOR & PUBLISHER: Your International
Year Book was the best publication of its kind
that has ever come to my desk. There is no
other publication, which I recall, that has the
personnel of the newspapers throughout the
country. This issue of EDITOR & PUBLISHER is
a valuable directory of world information to
every newspaper and advertising agency in the
country. I think you ought to issue it at least
every three months. With kindest regards,
I am,
Very truly yours,

CHARLES J. O'MALLEY,
President O'Malley Advertising & Selling Co.

Found What He Wanted at Once

MIDDLETOWN, N. Y., JANUARY 29, 1921.
EDITOR & PUBLISHER: Within fifteen
minutes after receiving your International
Year Book, I had occasion to look up a matter
of considerable importance and failing to find
it in any other volume of our library, opened
the Year Book and found what I wanted, at
once. I consider it the most valuable refer-
ence work that has come to my desk.

THE TIMES-PRESS,
H. A. McGowan, Manager.

Right Up-to-the-Minute

JAMESTOWN, N. Y., JANUARY 28, 1921.
EDITOR & PUBLISHER: In renewing our
subscription to EDITOR & PUBLISHER, by check
herewith, permit us to compliment you on the
increased and increasing value of your publi-
cation to the trade. We find it regularly
most interesting and consider the edition of
January 22 as a most marvelous piece of work,
including as it does, every item of particular
interest to newspapers, agents or advertisers,
or newspaper circulations, rates, etc., and
everything right up to the minute.

JOURNAL PRINTING COMPANY,
H. M. Hall, Business Manager.

Amazing Volume of Information

WILMINGTON, DEL., JANUARY 28, 1921.
EDITOR & PUBLISHER: I wish to congrat-
ulate EDITOR & PUBLISHER on the special issue
of last week. You have assembled an amazing
volume of information, not only to advertisers
and agencies, but to the newspapers and adver-
tising world in general, and it reflects great
credit on your publication and the organization
responsible for it.

WILLIAM F. METTEN,
General Manager Wilmington Every Evening.

Detailed and Distinctly Valuable

INDIANAPOLIS, JANUARY 29, 1921.
EDITOR & PUBLISHER: The newspaper
and advertising fraternity is so accustomed to
expect EDITOR & PUBLISHER to do things in a
big way that the International Year Book
created no special comment around the office
until we were able to get under the covers.
The wealth of detailed and distinctly valuable
information contained in the number is really
wonderful and your organization is to be con-
gratulated for the enterprise which has made
this number possible.

FRANK T. CARROLL,
Advertising Manager The Indianapolis News.

A Magnificent Number

NEW YORK, JANUARY 31, 1921.
EDITOR & PUBLISHER: Your work in
getting out your International Year Book
Number must have been enormous. I shall
preserve my copy of that number as an object
to refer to it many times. No publication
except EDITOR & PUBLISHER would dare to
attempt any such stupendous undertaking.

C. IRONMONGER,
President C. Ironmonger Advertising Agency.

Complete and Interesting Data

NEW YORK, JANUARY 29, 1921.
EDITOR & PUBLISHER: Your International
Year Book Number is the best thing that I
have seen in a long time and I wish to con-
gratulate you upon your enterprise in prepar-
ing such complete and interesting data. It
was a big undertaking but you have succeeded
admirably.

BENJAMIN WOOD,
President Wood Flog Corporation.

"No Apologies Needed"

NEW YORK, JANUARY 28, 1921.
EDITOR & PUBLISHER: Congratulations!
The first number of the International Year
Book of EDITOR & PUBLISHER was all you said
it would be and then some. I think you
should not have apologized for your short-

comings. I did not find any. But, I want
you to know I accept your apology anyway.
Again congratulations.

JAMES J. SMITH,
Publisher Dry Goods & Apparel.

A Mine of Information

NEW YORK, JANUARY 24, 1921.
EDITOR & PUBLISHER: I take great
pleasure in congratulating you upon the excel-
lence of your year book. It is the best publi-
cation of its kind that has come before me.
I feel certain that every publisher and every
newspaper man will find it a mine of useful
information.

VERY sincerely yours,
U. S. FEATURE SERVICE, INC.,
R. S. Barta, General Manager.

No Greater Compliment

NEW YORK, FEBRUARY 1, 1921.
EDITOR & PUBLISHER: Let me add a word
of congratulation for your great International
Year Book number. It takes a place on my
bookshelf alongside of the Bible and Dr. Em-
met Holt on "How to Raise Children." I can-
not pay you a greater compliment than this.
C. McD. PUCKETTE, Managing Editor,
New York Evening Post.

Has Every Book Beat

CINCINNATI, JANUARY 31, 1921.
EDITOR & PUBLISHER: Allow me to con-
gratulate you on the most excellent result of
your initial effort at publishing an Interna-
tional Year Book. As a newspaper man's book
of instantaneous reference and guide, it beats
everything hitherto put out and will occupy a
place on my desk for the next twelve months,
unless, forsooth, some covetous devil should
maliciously remove it.

H. E. FIRST, Circulation Manager,
Western Christian Advocate.

Very Meaty!

BROOKLYN, N. Y., JAN. 31, 1921.
EDITOR & PUBLISHER: Some book, that
Year Book. Very meaty. You people are to
be congratulated. In looking up the Journal
of Commerce of Liverpool, I failed to find it
listed and wondered if it was an oversight.
The Journal of Commerce is similar to the
one published here.

BERT E. BARNES, Advertising Manager,
Morse Dry Dock & Repair Company.

The Reference Book

NEW YORK, JANUARY 29, 1921.
EDITOR & PUBLISHER: Your Year Book
is a great constructive step forward for your
publication and will be the reference book for
journalists and advertising men outside of its
usual newspaper directories. Keep it up.
Make it even more comprehensive!

EMIL M. SCHOLZ,
President World-Wide Advertising Corporation.

Vital to Advertisers and Publishers

NEW YORK, JANUARY 31, 1921.
EDITOR & PUBLISHER: Congratulations
on the wonderful International Year Book
Number which you have just issued. You
have certainly packed it full of vital infor-
mation of great interest to the advertising and
publishing business. More power to you!

C. C. GREEN,
President James Advertising Agency, Inc.

Far Surpassed Announcements

KANSAS CITY, MO., JAN. 29, 1921.
EDITOR & PUBLISHER: As an advertiser
and subscriber, we request you to send us
another copy of the International Year Book
issue of January 22. This number by far sur-
passed your announcements in recent issues.

RECIPROCAL NEWS SERVICE.

Home Sewing and Classified Ads

JANESVILLE, WIS., JAN. 29, 1921.
EDITOR & PUBLISHER: I am enclosing a
letter which was received by one of the young
ladies of my department from the A. E. Hill
Company, Auburn, N. Y., manufacturers of
aprons. Several days ago I received an ad
from this company calling for young women to
sew aprons at home. At that time I did not
believe that the ad was strictly legitimate and
held it up for investigation. The inclosed
letter is self-explanatory and I do not believe
it should be run in newspapers unless the Hill
Company agrees to incorporate in their adver-
tisement that \$1 is required of all applicants
for an apron before they can be put to work.
I think this information should be passed on
to papers throughout the United States, as
undoubtedly the majority of them, at least the
smaller ones, will receive ads similar to the
one received by me.

JANESVILLE GAZETTE,
J. F. McCue, Classified Adv. Mgr.

EDITORIAL NOTE: The enclosure referred to
by Mr. McCue follows:

AUBURN, N. Y.
DEAR FRIEND: Your letter received and our
plan is to have you sew Amoskeag Princess-
Bib aprons at home during your spare time.
We pay you in all for handling each dozen
Princess-Bib aprons \$1 a dozen, per our in-
structions with the shipment of aprons already

cut out for you to sew, prepaid any distance.
There is absolutely no canvassing. You return
the aprons to us as soon as through sewing
and you receive your pay from us by return
mail. We furnish the thread.

Some firms pay only in all \$1 a dozen for
Bungalows, whereas our Princess-Bib aprons
have only one-fourth that cost on them—
no button holes to make and no binding to
do like on the bungalow aprons and besides
doing your own housework, you should earn
from \$2 to \$12 a week, according to your
spare time, and enjoy it. The dry goods houses
to whom we sell these aprons desire next
sewing. Some of our aprons have only one
button-hole and some none.

Before shipping the ready-cut aprons, we
desire to learn if you will like the work and
the only way to find out is for you to see the
apron. Every woman knows that the blue
check Amoskeag is the best gingham—never
fades, and presume, this style apron in this
best quality sells for about \$1.25 or more in the
stores, but, being we want you to sew for us,
kindly send one dollar bill or Post Office
money order for the Princess-Bib apron to
copy from—this dollar is merely to avoid loss
where we do not know each sewer personally or
whether you will like to sew for us, but we
are sure you will after seeing how easy the
work is on the apron.

We are a strictly honest, reliable firm, own
real estate and is clear, so you need not hesi-
tate to send the dollar for the apron to copy
from and to learn what the work is. No more
cash than the dollar for apron requested of
you. Received many good sewers from last
ad—hope you will join us this time, as we
need more neat sewers. Please tell your
friends to send and sew too.

We are more interested in your sewing than
the dollar, as that hardly pays for our trouble
and the cost of advertising to get sewers.
You will earn many many times the amount
for the apron. Some have sewed for our
manager seven years and do not compare us
with fake concerns who never send any work
but only want your money. We want you to
sew and the more you sew the more money
you make. You are not paying for fake
instructions, but get sewing do as per our
plan inclosed, with the finished apron to copy
from, sent as soon as we hear from you to
get you started sewing.

HILL GARMENT FACTORY,
Per A. E. Hill.

Reforestation in Wisconsin

MILWAUKEE, WIS.
EDITOR & PUBLISHER: We are enclosing
an editorial from our issue of January 5, 1921,
which we believe will be of more than ordinary
interest to your readers, as well as to your-
selves.

Publishers and advertisers, as well as paper
manufacturers, should give careful thought to
the serious effect of a timber famine. The
high cost of print paper is affected greatly by
the scarcity and high cost of pulp wood and
the expense of hauling it over long distances.
From every point of view, a state forestry
program would be not only desirable, but in
the interest of an absolute necessity for our
time, it will add hundreds of millions to the
wealth of the country, to say nothing of the
value of re-vegetation. As an economic
question, it is one of the most important in
the country today.

This movement needs leadership in forming
public opinion, in creating understanding and
in bringing about action by State Legislatures.
With proper support of the trade press, the
newspapers in various communities, advertising
organizations and paper mill interests will
take up this matter and obtain action.
We earnestly hope that you will enlist your
interest and support. May we have some
comment from you in reply to the foregoing
at your convenience?

Yours very truly,
THE MILWAUKEE JOURNAL,
L. A. Webster, Assistant Publisher.

EDITORIAL NOTE: The Journal is to be
commended for the campaign it has started
as was formally stated in an editorial in the
issue of EDITOR & PUBLISHER for January 15.

Has School of Journalism

FAYETTEVILLE, ARK., JAN. 29, 1921.
EDITOR & PUBLISHER: In your list of
"Schools and Courses in Journalism" on page
154 of the Year Book Number, which has just
come to my desk, I find that you have omitted
the University of Arkansas, and I am hoping
that you rectify this somehow in an early
regular issue of the paper.
University of Arkansas (co-educational),
Fayetteville, Arkansas, Associate professor,
Murray Sheehan. Course established in 1916.
Two classes at present, in news-writing and in
editing. Present enrollment, 35. Publications,
University Weekly, The Razorback (Junior
Annual), Arkansas Engineer. Fraternities, Pi
Delta Epsilon, for men, and Pi Kappa, for
women. Yours very truly,

MURRAY SHEEHAN.

Wants Florida Survey

SPRINGFIELD, O., JANUARY 24, 1921.
EDITOR & PUBLISHER: Have you within
the last year or so issued an edition covering the
state of Florida, giving the data concerning
the different newspaper situations, the char-
acter of the territory, etc.? If you have, will
you please forward same to me at my home,
737 So. Limestone Street, and I will be very
glad to remit. I am in immediate need of this
data and will appreciate a prompt reply.

Yours very sincerely,
GEO. V. SHEERIDAN,
Publisher, The Sun, Springfield.

THE AMERICAN JOURNALISTS' FORUM

A FEATURE CONDUCTED UNDER THE AUSPICES OF THE AMERICAN JOURNALISTS' ASSOCIATION

Editorial Board—Richard L. Stokes, 507 Commercial Building, St. Louis, Mo., representing the American Journalists' Association; Paul Y. Anderson, editorial department, the Post-Dispatch, St. Louis, Mo., representing the St. Louis Association of Journalists; Arthur R. Friedman, editorial department, the Sun, Pittsburgh, Pa., representing the Pittsburgh Newswriters' Association; and Walter Williams, dean of the School of Journalism, University of Missouri, Columbia, Mo., representing the schools of journalism.

AIDING COMMUNITY IDEA IN ST. LOUIS

ST. LOUIS.—The idea of making community centers of the high schools of St. Louis is now being developed in St. Louis, following meetings in twenty public schools on election night, when 30,000 persons heard the returns furnished by the Post-Dispatch. So successful was the Post-Dispatch in bringing the people of the various neighborhoods together in a real community spirit that the suggestion was made in many quarters that such gatherings should be encouraged and the school buildings might be used on a much greater scale for neighborhood get-together meetings for the whole family.

The Board of Education welcomed the suggestion of the Post-Dispatch that that paper furnish the returns to the people in the public schools. The only obstacle—that other newspapers might object to it as an advertisement for the Post-Dispatch—was quickly removed when the three other newspapers expressed themselves as willing that the Post-Dispatch perform this service.

The Post-Dispatch also showed moving pictures in connection with the bulletin service in front of their office on Twelfth street. Here, as in some of the schools, the Magnavox, an electrically controlled sound amplifying device was used in transmitting bulletins to the crowds. The Magnavox also was used in a new role of experiment when it was tried at the Central School for the Deaf, deaf pupils being able to hear.

The wireless telephone also was used, 100 owners of wireless telegraph stations in St. Louis receiving the bulletins. Bulletins also were sent to a number of outside stations and relayed into Canada and to ships in the Gulf of Mexico.

The greatest achievement of the Post-Dispatch, of course, is the awakening of the people to the benefits to be derived from a wider use of the public schools by the people.

PRESS FAIR IN POLITICS

BOSTON.—Edward J. McKernon, New England manager of the Associated Press, gave the members of the Bay State Automobile Association an instructive talk a few days ago on his own organization and paid a neat tribute at that time to New England journalism.

He said in part: "The wholesomeness of the press of New England was signally emphasized in the recent political campaign. The thing that impressed me most was the impartiality with which the newspapers of both parties presented both sides of the case.

"There was a time when in order to know both sides of the question you had to buy two papers—and no one did. Nowadays, you need to buy only one—and everybody buys at least two.

"In the Cleveland-Harrison campaign of 1892 I was beginning newspaper work on the Springfield Union, then regarded as a Republican 'organ.' I recalled the burst of indignation in the Republican camp when the publisher of the Union, now Secretary of State Albert P. Langtry, accepted a paid advertisement from the local Democrats. To have allowed a word of Democratic argument to creep

into even the advertising columns was viewed as little short of treason to the G. O. P.

"It is well known that the publication of betting odds exerts an influence upon that fraction of the voters that wishes to be on the winning side. They always vote for the favorite. I have seen a paper that on its editorial page fought to the last ditch for the League of Nations, announce on its first page that the odds were seven to one on Harding and Coolidge.

"I have seen a paper whose Democracy was a tradition in New England, conduct a straw ballot in the closing days of the campaign and display on its front page figures supposed to show that the drift was three to one toward the Republican candidates.

"The intelligent observer cannot fail

WALKED HUNDRED MILES ON SNOWSHOES BUT MISSED BEAT AT MATTICE

OTTAWA, Ont.—The story of how United States and Canadian newspapermen scooped Secretary of the Navy Daniels on the story of the arrival of the U. S. naval balloonists at Mattice is told by the Journal—presumably by M. Grattan O'Leary, who covered the story for that paper.

The article gives a vivid word-picture of the waiting at Cochrane in the early days of the story, when opinion was divided as to whether Kloor, Hinton and Farrell would come out at Mattice or Clute. To safeguard themselves, the correspondents engaged Indian runners—"at figures that to them must have seemed fabulous"—to watch both routes, intercept the balloonists, and beat them back to the telegraph station by eight hours. This, the newspaper men figured, would give them time to reach the party before the trio could receive Secretary Daniels' message asking for an official report before saying anything to the papers.

Two of the reporters decided to strike out on their own—A. Clermont, of the New York American, and R. Crossland, of the New York Tribune. The former, with two Indians, ten dogs and two toboggans, started out on the Mattice trail, while Crossland, with similar equipment went from Clute. Their hope was to meet the balloonists fifty or sixty miles out, get their story, and make a dash back. But luck was against them.

Clermont pushed on for nearly ninety miles, met the returning party, got his story, and began the journey back to the wire. His feet, unused to snowshoes, blistered and bled, and he suffered from the cold—with the result that his pace slowed down to about fourteen miles a day. Meanwhile, the Indian runners sent out by the other correspondents met the balloonists the morning after Clermont got his story, and headed back at a gait such as only an Indian or backwoodsman can maintain—and as they ran they dropped bits of tallow and cheese along the trail to

recognize in this a purpose on the part of publishers and editors to present all available facts that will help their readers to formulate opinions of their own."

BLAMES NEWS SERVICES

TORONTO.—C. A. C. Jennings, editor of the Toronto Mail & Empire, delivered an interesting address on "Changing Standards in Newspaper Work" at a meeting last week of Alpha Pi chapter of Pi Delta Epsilon, journalistic fraternity, at the University of Toronto.

In the course of his remarks, Mr. Jennings took a fling at the pessimistic reader who affects to see evidences of decadence in the modern newspaper. He declared that, after all, the daily journal is only a reflection of the age in which it is published, and that, like any other human institution, the newspaper must adapt itself to changing times. Much of the matter with which read-

ers find fault, he said, arises from the inability of the press and other similar agencies which plied it to sense accurately news. They either do not or cannot take the cautions essential to preserve a high uniform level of output.

Consequently special articles and stories are published, for which newspaper is often, unfairly he contended. As an example, he cited the extended newspaper given to the recent mishap to the American balloonists in northern Canada, which, he contended, was magnificently elaborated far beyond its real importance.

Character, he emphasized, is indispensable to lasting success in newspaper work. The reporter, as well as the editor, must realize that he has a reputation of his paper in his hands and that he must serve it with exacting tact, sympathy and understanding.

William G. Colgate, of Norris-son, Ltd., president of the chapter, as toastmaster.

JAPAN PLANS PRESS LAW

SEATTLE.—An attempt is made the revised press law of Japan is to be submitted to the next regular session of the Diet, to list specifically items forbidden publication, rather than leave the law to loosely forbidding publication of articles "which may disturb the peace and order of the public according to information received."

The eight classes of articles which are reported as follows:

1. Profaning the dignity and sacredness of the Imperial Throne.
2. Impairing the character or prestige of the Empire.
3. Instigating or covering the criminal offences of others, extolling, or otherwise encouraging the accused or criminal offenders; or deliberately placing them in unfavorable circumstances.
4. Impairing public morality.
5. Impairing the honor or credit of others.
6. Mentioning the contents of preliminary court examinations specified by the Judge in a charge, or the fact of a criminal offence forbidden by the public procurators, prior to the formal trial.
7. Mentioning military or diplomatic secrets.
8. Impairing the public morality by printing indecent statements, or issuing indecent pictures.

REPORTERS GET TRIAL TRIPS

PHILADELPHIA.—A number of local newspaper men have recently been enjoying a series of sea journey guests of the New York Ship Building Company of Camden, N. J. This concern has already sent on their trial five of the sixteen passenger liners which the company is building for the U. S. Shipping Board. On each of the trial trips the Ship Building Company has taken one and sometimes two representatives of the Philadelphia newspapers. The big ships run about 100 miles off the Delaware capes and out from two to three days.

Lexington Trade Territory

Number 1 of a series of advertisements by the Lexington, Ky., Leader—a service to manufacturers and agencies of specific facts on the territory, population, buying habits, trade conditions and the Leader's relation to them. Reprints supplied upon request.

File for Reference

The following is a simple outline of the exact trading territory served by Lexington, Kentucky---“the heart of the Blue Grass region”---well known to be one of the most fertile sections of America.

The City

Population, 1920 Census, 41,534. Third largest city in Kentucky.

Suburbs

The Suburban territory as designated by the A. B. C. in co-operation with both Lexington newspapers is based upon an average trading radius of 30 miles. It exactly includes Fayette, Scott, Bourbon, Clark, Madison, Jessamine and Woodford Counties.

This is the cream of the Blue Grass. The territory was determined largely by transportation facilities and the character of population.

Country

While the territory on the north and west is splendid, most retail buying, outside of neighborhood stores, normally gravitates to Cincinnati 90 miles north, and Louisville 85 miles west. On the south and east the country is less productive and sparsely settled. Part of the country is mountainous. Most of the retail buying, outside of neighborhood, including commissary stores, normally gravitates to Knoxville, Tenn., and one or two small Kentucky cities on the south, to Huntington, W. Va., and Ashland, Ky., on the east, and some goes to Cincinnati because of better railway facilities than Lexington at present can offer.

The exact counties which normally come within the Lexington country territory (not including the aforementioned suburban counties) are: Boyle, Mercer, Anderson, Franklin, Harrison, Nicholas, Bath, Montgomery, Garrard, Lincoln.

The average radius covering the normal country territory served by Lexington is about forty miles.

Transportation

Four railroads:—The Southern; Louisville & Nashville; Lexington & Eastern; Chesapeake & Ohio.

Steam railway service, with frequent trains, connects Lexington daily with Winchester in Clark County, Richmond in Madison County, Mount Sterling in Montgomery County, and Frankfort, 26 miles distant, in Franklin County.

Trolley service, radiating through Fayette County, connects Lexington with Georgetown in Scott County, Paris in Bourbon County, Nicholasville in Jessamine County, Versailles in Woodford County, Frankfort in Franklin County.

Automobile bus service, passenger only, is conducted twice daily with Winchester in Clark County.

There is no freight truck service to or from Lexington, with the exception of trucks operated by local wholesalers and retailers for their convenience. Considerable freight is delivered to and from Lexington by trolley.

The highways throughout all of the suburban area are excellent and place Lexington in easy access with practically every mile of the seven principal Blue Grass counties.

Lexington Leader

The Lexington Leader, published Evenings and Sunday morning, has 85% of its circulation concentrated in the A. B. C. local territory, the section which supplies by far the greater part of Lexington's business.

A. B. C. member. Paid circulation over 15,500. Line rate 5c. flat, January 1, 1921.

LEXINGTON LEADER

Circulation Largest where Business is Greatest

REPRESENTATIVES

E. KATZ SPECIAL ADVERTISING AGENCY

Established 1888

New York

Chicago

Kansas City

Atlanta

San Francisco

MARTIN READY CLOSSES 25 YEARS' SERVICE

Newspaper and Advertising Friends
Celebrate Popular New Yorker's
Jubilee with Banquet at Del-
monico's—Given Oil Painting

One hundred intimates and advertising friends of Martin C. Ready of the New York American made merry Saturday night, January 22, at Delmonico's by celebrating Mr. Ready's twenty-fifth anniversary as an advertising man by tendering him a banquet and presenting him a watch, as they put it—"In testimony of twenty-five years' service, combining the agate rule and the Golden Rule." Among those who paid homage to Mr. Ready in speeches were William C. Freeman, W. Ray Gardiner, J. M. Gidding, A. Morton Oppenheim, Ralph Peck, James P. Silo, Jerome Buck, Howard Davis and a host of others.

"Pop" Freeman testified to Mr. Ready's ability as a solicitor; Mr. Gardiner his worth as an adviser, and James P. Silo asserted his ability as an art connoisseur, presenting him a magnificent oil painting by one of the old masters worth \$1,000 "to round out" as he put it "as fine a collection of old masters as perhaps any man today possesses."

F. Irving Fletcher in the name of the hosts presented Mr. Ready a handsome watch. The committee in charge was H. M. Roberts, chairman; F. Irving Fletcher, James F. McGrath, Howard Davis, J. M. Gidding, W. Ray Gardiner and Jerome Buck.

ROTH HEAD BUCKS EDITORS

Old Pennsylvania Association Adopts
New Constitution at Allentown

(Special to EDITOR & PUBLISHER)

ALLENTOWN, PA.—The twenty-fourth annual banquet and reunion of the Press League of Bucks and Montgomery Counties, one of the oldest press associations in the State, was held at the Hotel Traylor January 29.

While the men held their business session, the ladies were taken to a theatre matinee. Questions of much interest were discussed by the editors and among other things, a new constitution was adopted. Five new members were admitted.

The principal speaker at the banquet was Congressman-elect Fred B. Gardner of Allentown. Others who spoke were Col. Smith, one of the new owners of the Allentown Call, David Miller, retired owner of the Call, and Mrs. Elmer E. Althouse of Sellersville. Officers elected by the association are: President, Earl R. Roth, Bristol Courier; vice-president, Joseph J. McGinley, Norristown Times; secretary, Marco G. Bean, Sellersville Herald; treasurer, B. Witman Dambly, Skippack Transcript.

A. N. A. in New Quarters

The Association of National Advertisers has moved its headquarters from 15 East 26th street to 15-17 West 46th street, New York. It will occupy the entire seventh floor.

Sutherlands Buy Wing Stock

LUDINGTON, Mich.—The interest in the Daily News (Inc.), owned by the late Chas. G. Wing, has been sold by the Grand Rapids Trust Company, executor, to Mr. and Mrs. G. H. D. Sutherland, who now own 299 of the 300

shares issued. Mr. Sutherland has been president since the company was organized and has been manager of the business for six years. He succeeds Mr. Wing as editor. Mrs. Sutherland is in charge of local and national advertising. She becomes secretary-treasurer. The Daily News is published every week day evening save Saturday and has a Sunday morning edition.

BERGER CONVICTION REVERSED

Milwaukee Editor Gets New Trial on
Charge of Breaking Espionage Act

(Special to EDITOR & PUBLISHER.)

WASHINGTON.—Because Judge Kew-saw Mountain Landis did not retire from the case after Victor Berger, editor of the Milwaukee Leader, Socialist daily, had attacked him in an affidavit as prejudiced, the United States Supreme Court reversed the conviction of Berger of violating the Espionage law. Six justices, including Chief Justice White and Associate Justices Holmes, Clarke, Van Devanter and Brandies, concurred in the opinion written by Associate Justice McKenna. Associate Justices McReynolds, Day and Pitney dissented from the majority.

Berger was convicted Feb. 2, 1918, with William F. Kruse, Adolph Germer, J. Louis Engdahl and Irwin St. John Tucker, each being sentenced to twenty years' imprisonment. The action of the court means that the men will have a new trial.

At the trial the defendants submitted an affidavit charging Judge Landis with prejudice against the first three and demanding that another judge be assigned. Judge Landis denied this motion.

MICHIGAN DAILIES RE-ELECT

Hear Boughner on Classified—Will
Push New Libel Law

(Special to EDITOR & PUBLISHER.)

GRAND RAPIDS, MICH.—All officers of the Michigan League of Home Dailies were reelected at the second annual meeting of that association here January 28 and 29. They are: President, Frank R. Moses, Marshall Chronicle; vice-president, Thomas J. Ferguson, Alpena News; secretary-treasurer, Harry H. Whiteley, Dowagiac Daily News.

L. J. Boughner, classified advertising manager of the Chicago Daily News, conducted a round-table discussion at the meeting on classified advertising. Legislation was also considered and it was decided to push the enactment of a more adequate libel law to protect Michigan publishers.

A. H. Belo Officers Re-elected

GALVESTON, Tex.—The annual meeting of stockholders of A. H. Belo & Co., publishers of the Galveston Daily News, Dallas Morning News, Dallas Journal and Dallas and Galveston Semi-Weekly Farm News, re-elected the old board of directors as follows: Mesdames J. B. Peabody and A. H. Belo, Messrs. George B. Dealey, C. E. Lombardi, John Sealy, Tom Finty, Jr., and John F. Lubben. The directors re-elected the following officers: George B. Dealey, president and general manager; Mrs. J. B. Peabody, vice-president; John F. Lubben, secretary-treasurer; Walter A. Dealey, assistant general manager.

R. D. Bokum Appointed

CHICAGO.—Richard D. Bokum has been made advertising manager of the Chicago Journal of Commerce.

CHESAPEAKE EDITORS MEET

Del-mar-via and Maryland Press Asso-
ciations Hear State Executives

(By Telegraph to EDITOR & PUBLISHER)

EASTON, Md.—The Del-mar-via Press Association composed of the editors of Delaware and the eastern shores of Maryland and Virginia and the Maryland Press Association met jointly at the Hotel Dupont in Wilmington January 29. There was an attendance of nearly 100. The meeting was attended by Governor Ritchie of Maryland and Governor Denny of Delaware and also by the Maryland State Purchasing Agent, who explained the working of the new State Department and how the editors and printers may profit by it. There was a round-table discussion on nearly every phase of the printing and publishing industry.

The Del-mar-via Press Association re-elected S. E. Shannahan of the Easton Star-Democrat for his fourth term as president and William F. Metten of the Wilmington Every Evening secretary-treasurer.

The Maryland Press Association elected John E. Raine of Baltimore president and S. E. Shannahan of Easton as secretary-treasurer. Resolutions of regret were passed upon the death of C. E. Williams of Elkton, Md., Senator Marion Brewington of Salisbury, Md., and George E. Melvin of Annapolis, Md.

The Maryland Press Association pointed a committee of four to meet again with the State Purchasing Agent, who, with the governor, promised co-operation possible to the members of the two associations.

A second meeting will be held probably late in April at Salisbury, Md., a third meeting in the fall at Easton.

Capital Increased

DETROIT, Mich.—The Booth Publishing Company, publisher of a chain of newspapers throughout Michigan, increased its capitalization from \$2,000,000 to \$3,000,000, according to an announcement from the secretary of the office. The capitalization of the Booth Publishing Company, Grand Rapids, Mich., has been increased from \$1,500,000 to \$3,000,000.

Better Business Bureaus Organized

William Green, organization secretary of the A. A. C. W., has returned from Akron, Ohio, and Fort Wayne, Ind., where he organized better business bureaus. He also visited Pittsburgh route home and laid plans for a bureau there.

Critic Turns Playwright

ST. PAUL.—"Husbands for Three" three-act farce-comedy by James G. Paul Pioneer Press, had its initial production in a Minneapolis theatre.

In Brooklyn, they
call the Standard
Union the "Live
Wire."
Connect!

R. P. Shulman

NOTES OF THE AD AGENTS

Charles Lee Scovil, formerly associated with Spencer Trask & Co. as advertising and sales manager, has become first vice-president of Medley Scovil & Co., Inc., 25 Broad street, New York. Lamson Scovil, grandson of the founder of the Scovil Manufacturing Company, has become treasurer, and Charles McNomee, formerly news editor of the Daily News Record and Women's Year, has been made vice-president.

Miss Sarah E. Allen, formerly on the editorial staff of the Albany (N. Y.) Argus, has become associated with the George S. DeRouville Advertising Agency.

Pauline Desha, for a number of years connected with the Cleveland News and the Los Angeles Herald, has joined the copy staff of Stanley E. Gunnison, Inc., New York.

The Gardner Advertising Company, St. Louis, has opened Eastern headquarters in New York. John Gully Cole, formerly associated with the Gardner Company, resumes active association with the organization with headquarters in New York.

R. W. Know, formerly advertising manager of the Columbia Graphophone Company, New York, and for the past year in charge of advertising and promotion of sales for the Hudson Motor Car Company of New York, Inc., has joined the George Batten Company, Inc.

J. F. Cross, Jr., who has been in the advertising department of the Winchester Repeating Arms Company since his retirement from the army, became associated February 1 with Clarkson A. Collins, Jr., Inc., of New York.

Miss Ida E. Thomas, formerly of the Richard A. Foley Advertising Agency, Philadelphia, is now Eastern representative of the General Ad-Plate Company of Terre Haute, Ind., with offices in New York.

**URGES PRESS RADIO TO "S. A."
Pan-American Committee Wants U. S. to Carry Messages**

WASHINGTON, D. C.—The Permanent Committee on Communications, formed on recommendation of the second Pan-American financial conference, held its first meeting February 3, and adopted a resolution providing that Congress be urged to pass the pending bill authorizing the navy to accept press messages, at a fair rate, to and from South America. The resolution was introduced by Senator Fletcher of Florida, Chairman of the Sub-Committee on Radio and Cable Communications. The committee also adopted a resolution recommending the enactment of legislation which would enable the erection of a high-powered radio station on the west coast of Africa. Rear Admiral Bullard, Director of Naval Communications, urged that the United States acquire as soon as possible radio stations, cable service and privately-owned trade papers in Latin-American countries so that the United States point of view on general trade questions might better be presented to those countries.

"P.-I." Purchase "Not Known" in San Francisco

SAN FRANCISCO, Cal., Feb. 3.—Reports reaching this city of William R. Hearst's purchase of the Seattle Post-Intelligencer and of the appointment of J. A. Callahan, who has been business manager of the Examiner, as publisher of the "P.-I." were declared "not au-

thentic" in a statement made to Editor & PUBLISHER today, by C. S. Stanton, the Examiner's publisher. "No changes are being made at the present time," added Mr. Stanton.

Wright Goes to Los Angeles
WASHINGTON, D. C.—Harry H. Wright, for the past year in the advertising department of the Washington Times, has been transferred by the directorate of the Hearst publications to the Los Angeles Examiner. He was formerly connected with the Baltimore Sun and other eastern papers.

New London Telegraph Stops
NEW LONDON, Conn.—The Morning Telegraph, an independent newspaper, and the only morning daily published in this city, failed to appear February 3

owing to financial difficulties. The Telegraph had been established for a quarter of a century. The paper was purchased by the late Commodore Morton F. Plant about ten years ago. It has been managed by Julian I. Moran, a part owner, for the last three years.

Betts Bill Hearing February 23
ALBANY, N. Y.—The Betts bill, which would discontinue publication of laws passed by the Legislature, will have a hearing on February 23 before the Assembly Committee on Printing. It is possible, it is said, that the law may be amended to include cessation of publication of concurrent resolutions passed by the lawmakers. This, Mr. Betts claims, would save the State about \$1,950,000 a year.

LEDGER SYNDICATE
News and Feature Services

Maintain Prestige—Create Circulation—Attract Advertising.

- Complete Leased Wire Service From 52 Correspondents.
- Foreign News Service from 28 Correspondents.
- Domestic News Service from Staff of Trained Writers.
- Financial News Service from 16 Authoritative Correspondents.
- Commentaries by former President Taft, Col. E. M. House, and other Authorities of World Renown.
- Feature Service Includes Magazine Pages, Comics, Cartoons, Paris and American Fashions, Home Page Features, Daily and Weekly Serials, Sports Features, Inspirational Features.

All Needs of a Distinctive Newspaper

LEDGER SYNDICATE
INDEPENDENCE SQUARE PHILADELPHIA, PA.

**We'll Do For You
What We've Done For Others**

If you want efficient—"100%" distribution in this live, prosperous city of Rochester, our Service Department can help with real co-operation.

McLain-Hadden-Simpers Co., (Advertising Agency) writes:

"Thanks very much for your investigation on catsup and beans. This will indeed be of very great help to us in considering the market of New York State."

We enjoy the most friendly relations with the leading wholesalers and retailers in nearly every line of business in the city and its 40 mile trading-radius.

They know the Times-Union moves the goods.

Rochester Times-Union

FIRST IN ITS FIELD

A. B. C. Audit Circulation 64,018

J. P. MCKINNEY & SON, Representative

334 Fifth Ave., New York

122 S. Mich. Ave., Chicago

BELL ELECTED HEAD OF PARIS BODY

Wythe Williams Chosen Vice-President of Anglo-American Press Association—New American Members Bring Roll to 73

(Special to EDITOR & PUBLISHER.)

PARIS.—John Bell, correspondent of the London Daily Telegraph, has been elected president of the Anglo-American Press Association of Paris, in accordance with its custom of alternating the presidency between American and Britons. Wythe Williams, correspondent of the Philadelphia Public Ledger Foreign Service, is vice-president. Active members of the association number 73, against 65 last year, and among the Americans who have been admitted to membership recently are:

Alexander Kahn, Boston Post; Sisley Huddleston, Christian Science Monitor; E. Percy Noel, New York Globe; William Bird, Consolidated Press Association; Basil D. Woon, Hearst publications; William Cook, International News Service; Charles A. Selden, New York Evening Post; Laurence Hills, J. R. Morrison, H. E. Walker, R. Briggs Davenport, New York Herald; Ralph Courtney, New York Tribune; Grenville Vernon, New York World; Samuel Dashiell, Philadelphia Public Ledger.

ORGANIZING KANSAS GRIDIRON

Ten Publisher-Legislators Plan Winter Recreation

(Special to EDITOR & PUBLISHER.)

TOPEKA, KAN.—The newspaper owners of the Kansas legislature are arranging to organize a "Gridiron Club," to enable them to liven up the dull periods of the remainder of the winter. There are three newspapermen in the Senate and seven in the House. Kansas has an unusual number of newspapermen in public office, both Governor Henry J. Allen and Senator Arthur Capper being newspaper publishers.

The publishers in the assembly are: J. M. Satterthwaite, of Douglass; R. C. Howard, of Arkansas City; Frank A. Melvor, of Hoxie; Clark Conklin, of Lyons; A. A. Gillispie, of Roxford; W. F. Hill, of Westmoreland; John C. Mack, of Newton; Mrs. Ida M. Walker, of Norton; Charles E. Mann, of Osborne, and H. W. Shidler, of Girard.

REFORESTATION IN NEW ENGLAND

Former Great Lumber States Awake to Need of Saving Woods

(Special to EDITOR & PUBLISHER.)

BOSTON.—Evidence is almost daily at hand that staid old New England is at last awakening to the vital question of reforestation in its wide domain. Philip W. Ayres of Boston, secretary of the Society for the Protection of New Hampshire Forests, was not far off when he stated that New England forests are being stripped daily of their wealth in a "dance of death" by lumber men without a thought of the future, before the House Committee on agriculture on the hearing of the Snell bill, which is a conservation measure proposing appropriation by Congress of \$1,000,000 annually for co-operation with the states in fighting forest fires, and \$10,000,000 a year for the purchase of additional forest lands.

The University of Maine at Orono is educating the people to the needs of scientific forestry. A chair of forestry has been established and this study has been made a major project. The chair is filled by Prof. John M. Briscoe.

The press of New England seems to be getting behind the reforestation movement both editorially and in news columns. The latest adjunct is the publication of a book entitled "Forest Protection and Conservation in Maine" by Forest H. Colby, Land Agent and Forest Commissioner.

BUYING LEAGUE IN OREGON

Fifteen Papers Unite to Purchase Newsprint Supplies

(Special to EDITOR & PUBLISHER.)

SALEM, Ore.—Oregon newspapers, outside Portland, have completed a business consolidation for the purpose of buying paper and other supplies in large quantities. The organization is known as the Oregon Publishers' Syndicate, and has filed incorporation papers here with a capital stock of \$10,000.

The incorporators are George Putnam, publisher of the Salem Capital Journal; Carl G. Abrams, Salem Statesman; G. Lansing Hurd, Corvallis Gazette; I. M. Ragan, Albany Herald, and J. E. Shelton, Eugene Guard.

The syndicate proposes to buy in wholesale quantities to meet not only their own needs but those of other newspapers throughout the state. There are fifteen newspapers already represented in the syndicate and it is expected that others will be added. The subject of co-operative buying has been under consideration by newspapers in the state for some time. Definite plans were finally formulated during the Oregon newspaper conference, held recently at Eugene under the auspices of the University of Oregon.

Tim Little Made Editor

BELLEVILLE, ONT.—"Tim" Little has been appointed editor of the Daily Ontario. Previous to the war he was city editor of the Toronto News, which later ended its existence as the Toronto Times. Since his return from the front where he served with the artillery, Mr. Little has been working as a contractor near Port Hope, Ont.

Fake Ad Law in Connecticut

HARTFORD, Conn.—Representative Howard D'Inham of Wethersfield is to introduce before the General Assembly this week a bill providing criminal penalties for the insertion of "fake" advertisements in newspapers. The Hartford Advertising Club, co-operating with the Associated Advertising Clubs of the World, is said to be interested in the passage of the bill.

Hartford Courant Staff Together

HARTFORD, Conn.—Through the removal of other tenants in its building, the Courant has been able to concentrate all editorial departments on the fourth floor. Formerly the offices of the Sunday editor and the editor-in-chief were on the fifth floor, while the editorial writers and the society department were quartered on the third floor.

Governor Allen a Reporter Again

WICHITA, Kan.—Governor Henry J. Allen, editor and owner of the Wichita Beacon, is again a "reporter." This time, however, he was appointed a reporter for the Wichita area of the M. E. Church to handle publicity for about 1,000 churches in Kansas, Oklahoma, Texas and Louisiana.

Bridgeport Post Drops "Final"

BRIDGEPORT, Conn.—The Post has discontinued its late afternoon final edition and now goes to press at 1.30 p. m. with a make-over edition an hour later. A program of additional earlier work is in force.

AWARD AD CUPS IN ST. LOUIS

Holderness, Linn, Koenigsberg and Siegel Cited for Achievements

(Special to EDITOR & PUBLISHER.)

ST. LOUIS.—The Wilkinson Cup, donated by Melville L. Wilkinson, president of the Scruggs, Vandervoort & Barney Dry Goods Company, to the member of the Advertising Club of St. Louis who did the most constructive work for advertising during the year was awarded to Marvin E. Holderness, vice-president of the First National Bank of St. Louis, for his efforts in vigilance work while president of the club in 1920.

The Morton J. May cup, donated by the president of Famous & Barr Company for the best advertising work during 1920 was awarded to M. P. Linn, representative of the S. C. Beckwith special Agency; Max Koenigsberg, advertising manager of Famous & Barr Company, and Arthur Siegel of the St. Louis Poster Advertising Company for their successful efforts in behalf of the Municipal Opera movement in St. Louis.

Editors Head Kansas Firemen

HUTCHINSON, Kan.—Kansas newspaper men are active in fire prevention affairs in Kansas, as evidenced by the election of three newspaper men to office in the Kansas State Firemen's As-

sociation, at the annual meeting held recently. T. E. Skinner, of the Okla. Farmer, was elected president; J. C. Hammit of the St. John News, elected vice-president, and D. K. Dagle of the Wamego Reporter, secretary-treasurer. Mr. Dagle also is secretary-treasurer of the Kansas State Fire Club Association, and has been re-elected to this office.

END "SPECIAL EDITION" GRAY

Portland Law Permits Mailing of Special Issues Only by Publishers

(Special to EDITOR & PUBLISHER.)

PORTLAND, Ore.—A petty graft which has been worked here at the expense both the public and the newspapers, has been ended by an ordinance enacted by the City Council, which prohibits the sale of newspapers, other than the regular issue, from stamping and posting a paper for a purchaser.

When special editions are issued, Portland it has been the custom of newspaper transients and boys not usually engaged in the sale of papers to set up stands to handle the specials. As a rule they list names from purchasers, collecting the price of the paper and postage, and agreeing to forward the copies. It has been found that in most instances they pocketed the money and never sent the papers.

A Great Paper's Compliment to The Detroit News

EVERY MORNING IN THE YEAR **Los Angeles Times** DAILY FOUNDED 1881

The Times Building, 729 and Broadway.

\$1.05 per Month (DELIVERED BY CARRIER) Single copies, 5 Cents

By Mail, in Postal Zones 1 to 4, including California, Arizona, Nevada, Utah, Yearly, \$12.00; Monthly, \$1.05. In Zones 5, including Colorado, Idaho, Montana, New Mexico, Oregon, Washington, Yearly, \$15.00; Monthly, \$1.25. In Zones 6, 7 and 8, including Alaska, Canada and Mexico, Yearly, \$18.00; Monthly, \$1.50. POSTAGE PAID BY ADDRESSEE.

Entered as second class matter, December 6, 1881, at the Postoffice at Los Angeles, Cal., under the Act of March 3, 1879.

SUNDAY MORNING, JANUARY 24, 1921. Vol. XL, No. 51.

NATIONAL ADVERTISING SCORE FOR 1920.

Detroit "News" Nabs American Championship.

Husky Midwestern Daily Tops the List With Chicago "Tribune" and Los Angeles "Times" Nose to Nose for Second Place.

A final tabulation of the 1920 advertising lineage of all the daily papers in the United States shows that the Detroit News has exceeded the prodigious totals of the Chicago Tribune and Los Angeles Times, thereby winning first honors over more than 2000 contemporaries—grand champion of all America!

The Times is glad to give prominence to this wonderful achievement and it invites eastern tourists, especially visitors from Michigan, to cut out this acknowledgement and send it back to friends and business men in Detroit, thus proving that Southern California is not selfish in its "boasting," but is happy to applaud merit wherever it appears.

SUPERNEWSPAPERS.

Among the 2198 American dailies there is a small group whose combined circulations reach virtually everyone in the country. These are the nation's supernewspapers, and they are sufficient by themselves to create a national market for any commodity. The Los Angeles Times is the only Southern California newspaper on this list of giants. So thoroughly does it cover the great rich market of Southern California that thousands of local advertisers use it exclusively—hence, with its colossal score of 25,481,718 agate lines, it has gained third place among all the supernewspapers.

It is a distinct pleasure to The Detroit News to acknowledge the above handsome tribute from the Los Angeles Times, a newspaper which for so many years has been the California leader. To be one of the small group of very great newspapers in the United States is indeed a distinguished honor, which The News is proud to share with the Los Angeles Times.

NEWS DISPATCHES FORGED AGAIN

Public Ledger Prosecuting One Case When Another Comes Up

(Special to EDITOR & PUBLISHER)

PHILADELPHIA. — Forged newspaper dispatches represented as having been sent by the Public Ledger News Bureau have again been received by newspapers taking news service from the Ledger Bureau. The latest deception was attempted on January 17 when a story was sent over the Postal Telegraph Company's wires to the Minneapolis Tribune to the effect that Johnny Tillman of Minneapolis and Louis Bogash of Bridgeport, Conn., boxed a draw at the National A. C.

The true story of the fight as sent out by the Ledger News Bureau was to the effect that Bogash won easily as Tillman failed to even put up a good defense, and that Bogash led throughout the eight rounds. The Public Ledger Company is taking steps to put an end to the forgery of the name of the Public Ledger News Bureau. One such case is now pending in the Philadelphia criminal courts.

HUNDRED NEW MEMBERS

Kansas Editors Elect Roy Bailey of Salina President

(By Telegraph to EDITOR & PUBLISHER.)

ALMA, Kan., Jan. 31.—The Kansas Editorial Association meeting at Topeka, January 28 and 29, was marked by an unusually large attendance, with 100 new members secured through a membership campaign conducted by retiring President O. W. Little of Alma and the executive committee. The meeting voted to raise the membership fee to \$5 and to publish the Jayhawkers Press, as a monthly journal of the association. Henry Probbins of the St. Louis Times

and R. T. Port of Salt Lake City were the out-of-state speakers. Round table discussions were held on the apprentice question and rates for legal advertising. The question of a state field secretary is being investigated.

Roy F. Bailey, general manager of the Salina Journal, was elected president and other officers were named as follows: Vice-president, Drew McLaughlin, Paola; secretary, O. W. Little, Alma.

Resolutions adopted declare for 100 per cent. Americanism, deplore the alignment of class against class, unqualifiedly endorse the zone postal plan and condemn the restoration of capital punishment.

A visit to the State legislature and a midnight frolic put on by the Topeka Press Club were features, as were also a reception and dance given by the Native Sons and Daughters of Kansas.

A message of fellowship, drawn up by the members of the Kansas State Editorial Association at its annual meeting here, was forwarded this week to President-elect Warren G. Harding, "Fellow Editor of the Marion Star."

Plans Daily for Cape Fear, N. C.

CAPE FEAR, N. C.—Announcement is being made of plans for starting a daily paper called the Messenger, to appear every evening except Sunday. The names of those behind the venture have not yet become known, all inquiries being referred to Room 11, Garrell Building, Wilmington, N. C.

Advertise for Sunday Scholars

KINGMAN, Kan.—The Sunday School of the First Baptist Church here has begun a 10 weeks' advertising campaign to secure new members. A two-column, 5-inch ad was inserted in the Kingman Journal for the first time.

Super Calendered Newsprint

33½ 66½ 70" Rolls

Standard Newsprint

33½ 49½ 66½ 67" Rolls

On Spot New York

Prices on Application

THE AGROS CORPORATION

Importers Finnish Paper

27 WILLIAM STREET

NEW YORK

INTERTYPE
"THE BETTER MACHINE"

The supreme test

Every newspaper publisher and printer knows that an hour strikes in the composing room when all hands must produce at top speed—to their utmost.

Here is where the faultless Standardized construction, the simplicity and the many time saving improvements embodied in the Intertype carry it through the Supreme Test. The Intertype is dependable—that is what counts. Thus getting the thing done efficiently and economically.

Write at your convenience and arrange for demonstration by a practical man.

BUILDERS OF "THE BETTER MACHINE"

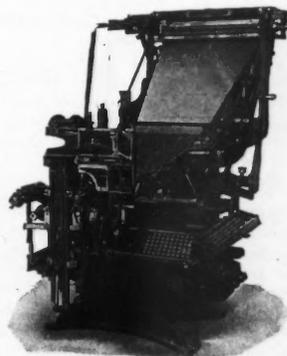
INTERTYPE CORPORATION

General Offices: 50 COURT STREET, BROOKLYN, N. Y., U. S. A.

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

Southern Branch
160 Madison Ave., Memphis, Tenn.

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



EDITORIAL

NEWSPRINT PRICES

DOMESTIC newsprint was offered in New York this week at 5 1/4 cents. Some sales were reported as low as 5 cents. There is now plenty of newsprint around that figure. Thousands of tons of the best grades of Scandinavian newsprint are offered to American buyers under a guarantee delivery clause. There was a curtailment in consumption during January as a result of a falling off in volume of advertising.

From every quarter there comes convincing proof that the present contract prices are not justified and never were, and there is no record of any newsprint manufacturer having made any effort to justify them. A good example of the reasoning that prevailed in arriving at the prices to be charged was furnished by the method used by the Minnesota & Ontario Paper Company. Cost of labor, raw materials, or interest on investment were never considered. The other companies had decided to get a certain price and the M. & O. announced that they would take for theirs an average of what three others had decided they wanted.

The M. & O. ten-year contracts were made at a time when spot paper prices were being driven skyward and the trend of labor costs and raw materials was upward. Every sane business man knew these conditions could not continue indefinitely. Every other established business was attempting to get back to normal on a sound basis. That was the time selected by the newsprint manufacturers to set future prices. Publishers in the meantime had readjusted their business to a 5-cent newsprint price and found themselves up against a stone-wall of public opinion when they attempted to take care of the new burden forced upon them by the newsprint makers. Advertisers went so far as to demand a lowering of rates in face of an acknowledged need of an increase to meet the contract cost of the principal raw product that goes into newspaper making.

The earnings of the paper manufacturers were huge when newsprint was selling slightly under 5 cents and the costs of labor and raw products were at their peak. The earnings of the M. & O. at that time are understood to have been nearly \$2,000,000. In comparison labor and raw products are now on the way down and every excuse ever advanced—and they were always excuses and not reasons—have been discredited by the natural readjustment in the business world.

There is now a surplus of labor for the lumber camps—the current issue of The Paper Mill, recognized spokesman of the paper makers, announces wage reductions running as high as 16-3 per cent. Conditions on the Montreal market during the past week indicate that the Canadian paper makers are preparing for a drop in prices and this is reflected in the action of paper mill stocks.

EDITOR & PUBLISHER wishes to again remind its readers that newsprint can be manufactured in this country and Canada and show its makers a handsome profit at \$100 a ton; at the same time it is not amiss to remind the newsprint makers that the newspaper publishers of America have based their advertising and subscription rates for 1921 on \$100 paper.

We doubt if any American publisher will break a newsprint contract that he has entered into, but when he comes to a full realization of the extent he is being gouged—which is clearly indicated by the prevailing prices on spot paper—he is going to demand that the contracts be rewritten at a fair price, and failing to secure justice he is going to ask Congress to investigate the basis for determination of present contract paper prices.

TO many persons the classified advertising columns are the most interesting part of the daily newspapers. These columns always reflect the business temper of each particular community. In this connection it is interesting to note that December figures for 1920 over the same month for 1919; in eleven cities show a 23 per cent. decrease in lineage, but only an 8 per cent. decrease in the number of advertisements. In Milwaukee an actual increase is shown in the number of advertisements against an actual decrease in lineage, demonstrating that while economy is being practiced, faith in the power of newspaper advertising is increasing.



Put yourself in harmony with the things among which your lot is cast; love those with whom you have your portion with a true love. Here one thing is of true worth, to live our life in truth and justice
—M. Aurelius.

LITTLE CHILDREN ARE STARVING



Near East Relief Photo.

THE eyes of millions of little children look toward us to-day pleadingly for food and the opportunity to live. What we give will kindle a love that will last for America. Never before has a people been given such an opportunity to serve humanity. Remember, it is innocent children who don't know how to laugh whose eyes are turned to us from the ravaged and famine gripped countries of the Far East, the Near East and Central Europe. America is already giving from the plentiful stock with which she has been blessed—in a single day the farmers of the Mid-West gave millions of bushels of corn, workers volunteered to handle it and the railroads offered to carry it free—but even that is not enough. What is your newspaper—the greatest single force in your city—doing daily to carry the cries of these starving children of the world to your city's happy firesides?

NATIONAL EDITORIAL ACTIVITIES

GOING steadily forward and widening the scope of its activities, the National Editorial Association is rapidly making itself as necessary to the publishers of small city newspapers as the American Newspaper Publishers is to the metropolitan dailies.

There still remains a wonderful amount of constructive work to be done for the small community newspapers of America and no better organization could be conceived to take it up and carry it to a conclusion than the National Editorial Association. It has made wonderful strides forward since the adoption of the executive and field secretary form of organization and now there is a new movement afoot among the members that promises to make it of even greater benefit to publishers.

The Northeast Nebraska Editorial Association, which is affiliated with the national organization, at its recent convention adopted a resolution presented by J. P. O'Furey, of the Cedar County News, calling upon the parent body to hold annually, in addition to the present convention and excursion, a delegate meeting devoted entirely and exclusively to the business side of the publishing business. Following this action the Colorado Editorial Association unanimously adopted a similar resolution and in other sections of the country the suggestion is being favorably received.

No plans have been decided upon for the election of delegates to the annual business gathering which will take up all problems of circulation, advertising and business efficiency, but it is probable they will be selected by state units from the organizations now in existence.

Such a gathering annually would do much to standardize rates and practices in a branch of the business where improvement is most needed, and at the same time, it might lead to group-buying with its many advantages.

The present annual meetings are highly educational and will be continued. Under the new plan, however, the summer meetings could be greatly broadened and given over entirely to editorial matters and problems of national good.

It is the wish of EDITOR & PUBLISHER that the summer meetings of the National Editorial Association might take the same place of importance in American journalism that the Empire Press Union holds in British journalism.

This can be done best by entirely divorcing business from the summer meetings and Editor O'Furey seems to have hit upon the proper means of doing it. At the same time the suggested order would mean greater good to the business of making a small community newspaper. The National Editorial Association here has a wonderful opportunity for increased service.

A CONSTRUCTIVE JOURNALIST

THERE is no other profession except journalism in which the work of the individual could have such far-reaching effects on the events of the world and he remain practically unknown to the general public as was the case of Wilmer Stuart, market editor and director of election service for the Associated Press, who died in Brooklyn last week.

He revolutionized the methods for handling market and election news; it was the tables and codes that he devised that made possible the rapid transmission of news at times when the entire world demands quick results; within the profession that he honored by choosing it as his own he was recognized as an international expert, without a peer, but to the general public which benefited most from his efforts he was practically unknown.

Mr. Stuart joined the market department of the Associated Press when a boy, and since 1893 he had been its head. He was the originator of the co-operative election service of the Associated Press that makes possible the flashing of election results to all great centers of population within a few hours after the polls close. This alone is sufficient monument to any man.

PERSONAL

WILLIAM R. HEARST entertained at dinner, at his home on Riverside Drive, New York, on Thursday of last week, the principal executives of all his newspapers, magazines, news and feature services, and motion picture interests. Between ninety and a hundred guests partook of his hospitality in his great dining room and afterward at the Mid-night Follies. There were no formal talks. Mr. Hearst concluding that after four days' conference they had heard about all the speeches they wanted to listen to. On Saturday a majority of the out-of-town members of Mr. Hearst's organization left for their homes.

Merris Taylor, after 25 years as editor of the Wilmington (Del.) Every Evening and a total of 37 years in that paper's service, has retired and his name will hereafter be carried at the head of the editorial column as editor emeritus. Charles B. Parmer, editorial writer on the Nashville Tennessean, has succeeded Mr. Taylor as editor of Every Evening. Mr. Taylor will continue to contribute to the paper on matters of local interest and will also write a column of "Reminiscences."

Frank E. Gannett, publisher of the Rochester (N. Y.) Times-Union, and Mrs. Gannett are in Bermuda.

William J. Kline, publisher of the Amsterdam (N. Y.) Recorder and Advertiser, is at Miami, Fla., and will later go to Daytona.

Jay E. Klock, publisher of the Kingston (N. Y.) Freeman, and Mrs. Klock are leaving for a vacation in the South within the next few days.

Charles M. Redfield, publisher of the Malone (N. Y.) Telegram, and Mrs. Redfield have gone to St. Petersburg, Fla., after spending a few days visiting in New York City and Westchester County.

Franklin A. Merriam, business manager of the Mount Vernon (N. Y.) Daily Argus, and Mrs. Merriam leave tomorrow for a vacation at Daytona, Fla. Mr. Merriam will attend the National Editorial Association convention in St. Augustine next month before returning home.

Fred P. Hall and Mrs. Hall of the Jamestown (N. Y.) Journal will spend the next few weeks at Miami, Fla.

Wallace Odell of the Tarrytown (N. Y.) Daily News and Mrs. Odell will leave for a trip to Georgia in a few weeks to visit Mrs. Odell's family. Later they will join the National Editorial Association's Convention party in Florida.

F. H. Roberts, editor of the Oskaloosa (Kan.) Independent, has been made executive clerk of the U. S. Senate. Mr. Roberts has been 40 years in the newspaper business.

Emory C. Van Loan, general manager of the Hudson (N. Y.) Republican, was in New York recently to attend the annual dinner of the Columbia County Association.

Crombie Allen, editor of the Ontario (Cal.) Daily Report, and president of the Southern California Associated Dailies, after two terms in the California legislature declined to run again last year, devoting his time to the California Republican Editorial Association, of which he is vice-president.

Herbert F. Gunnison, publisher of the Brooklyn (N. Y.) Daily Eagle, has announced the engagement of his daughter,

Miss Florence Gunnison, to Charles H. Brown, Jr., of East Orange, N. J.

William D. Chandler, publisher of the Concord (N. H.) Monitor, is slated for postmaster of that city. It was reported that the Monitor was going to change hands, but in a recent edition Mr. Chandler denied the report.

Harvey Ingham, editor of the Des Moines Register and Tribune, will deliver the Convocation address at the University of Iowa, February 8, to forty-one students who will receive degrees.

J. P. O'Furey, editor and publisher of the Hartington (Neb.) Cedar County News, attended the recent meeting of the Colorado Editorial Association at Denver as a representative of the National Editorial Association.

John J. Mead, Sr., general manager of the Erie (Pa.) Times, was given a dinner by the employees, of the times recently and presented with a silver loving cup.

THE EDITORIAL ROOMS

Charles H. Dennis, managing editor of the Chicago Daily News, is recuperating after a protracted illness. Through his recollections of Eugene Field and his work, appearing on the editorial page of the Daily News, Mr. Dennis is telling newspaper folk as well as newspaper readers generally some delightful stories of the poet and columnist.

Fred Smith, one of the correspondents of the Chicago Tribune in the Orient, is returning to America to see what home atmosphere will do for his health. Mr. Smith contracted fever some time ago while on a missionary rescue expedition and has never regained his strength.

Sy Sanborn, of the Tribune's sporting staff and president of the Baseball Writers' Association, has gone on his vacation to get it in before the spring training camp time rolls round.

John D. Wells became managing editor of the Buffalo Evening and Sunday Times on February 1. Mr. Wells was for many years managing editor of the Buffalo Evening News. He resigned from the News staff about a year ago to become advertising manager for the W. A. Morgan department stores. He has been contributing a humorous column to the Times during the latter period. John S. V. Bowen, for many years managing editor of the Times, is now its news editor.

Isaac Don Levine, of the Chicago Daily News Foreign Service staff, who recently returned from Russia, probably will leave for Europe again shortly with a new assignment.

Magda F. West, society editor of the Chicago Evening Journal, is ill with a severe attack of grip.

H. V. Kaltenborn, assistant managing editor of the Brooklyn Eagle, lectured before an audience of 2,000 people at the Brooklyn Academy of Music January 29 on the Brooklyn Eagle tours. The lecture was illustrated by special moving pictures and lantern slides taken of the Eagle party while the members were inaugurating the new Park-to-Park Highway in 1919 and dedicating the Grand Canyon National Park in 1920.

Wallace T. Bassett, managing editor of the Bridgeport (Conn.) Telegram, has two children in the hospital with scarlet fever.

Thomas J. Heflin has returned to the advertising staff of the Birmingham (Ala.) News after an absence of two years. Prior to his resignation two years ago, Mr. Heflin had been on the staff of the News for eight years.

Frank B. Brown, of the Reading (Pa.) Eagle editorial staff, was sworn in as a member of the Pennsylvania Legislature.

FOLKS WORTH KNOWING

FRANKLIN ASBURY MERRIAM, publisher, vice-president and treasurer of the Mt. Vernon (N. Y.) Daily Argus, was born at Aurora, Ill. His paternal ancestors were known in England as early as 1295 in the reign of Edward I. One settled at Concord, Mass., in 1638 and another was a founder of Lexington, Mass., in 1712. Two of his ancestors were members of the Lexington Minute Men and were present at the Battles of Lexington and Concord. Three others also fought in the Revolution.



F. A. MERRIAM

Mr. Merriam's early life was passed in Lockport, N. Y., and Newark, N. J. Shortly after attaining his majority he entered the printing and publishing business and up to 1888 was connected with the Ithaca (N. Y.) Daily Journal. In 1891 Mr. Merriam became connected with the Mount Vernon Argus, at that time owned by Alvah P. French and Henry O. Sniffen. In the fall of 1897 he purchased the interest of Mr. Sniffen in the Daily Argus and assumed the business management. On February 6, 1891, he married Miss Eva Sickels, of Newark, N. J.; they have one daughter, Ethel Carolyn B. Mr. Merriam is dean of journalists in Mount Vernon and is a Son of the American Revolution, member of the American Newspaper Publishers' Association, New York State Press Association, president New York State Associated Dailies, president Westchester County (N. Y.) Daily Newspaper Association, member of the Westchester County Chamber of Commerce, director of Mount Vernon Chamber of Commerce, member of Mount Vernon Business Men's Association, director of the Mount Vernon Realty Corporation, and member of the Rotary Club.

Mr. Brown is sending to the Eagle newsy letters of legislative happenings.

S. Miles Bouton, for eight years in the Associated Press foreign service, has written a new book, "And the Kaiser Abdicates." Mr. Bouton, whose service has been largely in Germany, Scandinavia and Russia, is now free-lancing in Berlin.

J. E. D. Coffey who for three years past has been in the copy department of the Tracy-Parry Advertising Agency, has just joined the editorial staff of the business section of the Philadelphia Public Ledger as assistant to Stanley Bogert who is in charge of the Section.

Frank Clarke Harper, chief editorial writer of the Pittsburgh Press, and Mrs. Adele Singer Rasmussen, of Chicago, have become engaged. The wedding will take place in April.

Joseph F. Wright has been appointed director of university news service at the University of Illinois, Urbana.

John T. Seehan, Jr., telegraph editor of the Des Moines (Iowa) Capital, and Miss Cordelia Kearns, of Des Moines, have become engaged.

Frank Phillips, late telegraph editor on the Vancouver Daily Sun, has left for Quebec to become managing editor of the Quebec Telegraph.

John Cairns, former news editor of the Vancouver Daily Province and later managing editor of the Vancouver Daily Sun, has returned to the Province as managing editor.

George Murray has been appointed managing editor of the Vancouver Daily Sun.

George Shaffer, of the Chicago Tribune sporting staff, is recovering after being laid up for two weeks with a poisoned foot.

Paul Moyer has left the editorial staff of the Manchester (N. H.) Union-Leader and entered the advertising department.

Alger S. Beane, former night editor of the Manchester (N. H.) Union, has become city editor of the Manchester Mirror.

State Editor Harry Sheehan and Advertising Solicitor Ralph Robinson of the Manchester (N. H.) Union-Leader have resigned.

Frank H. Challis, staff reporter on the Manchester (N. H.) Mirror, is a member of the military affairs committee of the state legislature.

(Continued on page 24)

The free information bureau conducted in Washington by

Frederic J. Haskin

is the largest institution of this kind in the World

PERSONALS

(Continued from page 23)

Forrest Davis, former editor-in-chief of the Evansville (Ind.) Journal, and Allen S. Raymond, of the local staff, have joined the Detroit Times, Davis as dramatic critic and Raymond as rewrite man.

Captain Walter Rogers, a former newspaper man of Newark, O., has been appointed executive clerk to Governor Harry L. Davis of Ohio.

John T. Burke, veteran political writer for the Cleveland News-Leader, is president of the Legislative Correspondents' Association, whose members are now in Columbus to report the legislature proceedings.

William D. Wolfe, formerly of the Topeka (Kan.) Capital and the State Journal, and Miss Faye Williams are now married.

Joe Myers, until recently city editor of the Norman (Okla.) Transcript, has been made city editor of the Ponca City Daily News.

David D. Leahy, dean of Kansas newspaper men and an editorial writer on the Wichita Beacon, who was operated on for appendicitis recently, was able to leave the hospital last week and return to his home. He is past 76 years of age.

Fred Schultze, formerly of the Jackson (Mich.) Citizen-Patriot, has joined the Detroit Times editorial staff.

Sam W. Crabtree, formerly secretary of the Tazewell County Farmers' Institute, has become agricultural editor of the Peoria (Ill.) Journal-Transcript.

THE BUSINESS OFFICE

T. W. LeQuatte, advertising manager of Successful Farming, Des Moines, Ia., was in New York last week. To a representative of EDITOR & PUBLISHER he said that business in the Middle West showed greater activity than here in the East. Chicago, he asserted, is about a month ahead of New York in its readjustment program.

Fred L. Hall who has been associated with the W. R. Baranger Company of San Francisco the past year, previous to that advertising manager and director of the Oakland Tribune for over 13 years, has severed his connection with the Baranger organization. He has opened offices in San Francisco and Los Angeles and is to represent a list of newspapers on the Pacific Coast.

F. L. E. Gauss, advertising manager of Leslie Weekly, has severed his connection with that publication. He has made no announcement of his future plans. Mr. Gauss has had an extensive experience in the advertising field and has a wide acquaintance among advertisers.

Harold Wengler recently with the New York World, has joined the staff of the S. C. Beckwith Special Agency.

Herbert A. Cone, formerly on the New York Times staff, has been awarded

the Conspicuous Service Cross by the New York State legislature. He had previously been awarded the Distinguished Service Cross by the War Department for heroism in action.

H. E. Scheerer has opened a Detroit office at 828 Farwell Building, in charge of S. J. Andrews, who was formerly with the Campbell-Ewald Company. Mr. Andrews will represent his list in Michigan and northern Ohio.

George B. Donnelly, who has been handling food accounts for the advertising department of the Philadelphia Record has resigned to become sales and residence manager of the Automobile Exchange, an insurance concern.

Harry S. Waters, formerly in the advertising department of the Philadelphia Press and later of the advertising staff of the Ledger, is now with the Record.

WITH THE AD FOLKS

W. F. Marr, sales manager of the McCaskey Register Company of Alliance, Ohio, has resigned. He has managed the company's sales and advertising since December, 1917.

W. A. Johnson, formerly with the Baltimore Sun, is now handling advertising for Smith, Lockhart & Co., Baltimore, brokers in investment securities.

Miss Jane J. Martin, a vice-president of the Associated Advertising Clubs of the World, and advertising manager of the Sperry & Hutchinson Company, New York, was entertained in Baltimore last week by the Women's Advertising Club.

J. A. Young, for the last four years connected with the advertising department of the Banner Furniture Company, Indianapolis and Muncie, Ind., and Toledo, Ohio, has become advertising manager of the Ginsberg Furniture Company, Des Moines, Ia.

George F. McClelland, who for several years has been John Sullivan's principal assistant in the office of the Association of National Advertisers has resigned to become associated with Anthony Van Gytenbeek, an expert in advertising specialties, New York.

Otto N. Frankfort, formerly of the western sales staff of the Chicago Elevated Advertising Company, has become general manager of the Red Seal Department of Morris, Mann & Reilly.

Commercial Wins Advertising Suit

BUFFALO.—That the Legal Daily is not a newspaper and therefore cannot receive a contract for the printing of city notices is the substance of a decision handed down by Justice Pooley here following injunction proceedings instituted by Charles A. Finnegan, owner of the Buffalo Commercial, and acting as a taxpayer. The court's decision will be appealed. Meanwhile the city council has been directed to continue to place its notices in the Commercial by virtue of a holdover contract from last year. The status of legal and other advertising which has already appeared in the Legal Daily may also have to be determined by the courts.

STAR-TELEGRAM IN NEW HOME

Million-Dollar Building and Plant Erected by Fort Worth Paper

(Special to EDITOR & PUBLISHER.)

FORT WORTH, Tex.—The Fort Worth Star-Telegram has moved into its new million-dollar building, erected by the Carter-Worthing Publishing Company. The Star-Telegram now boasts one of the finest newspaper buildings and plants in the entire Southwest. The building alone cost \$600,000 and with the new equipment installed the cost was brought to a mark in excess of \$1,000,000.

The plant is of four stories with double basement and a mezzanine floor. The basements have been fitted with new presses, and with the change to the new building, the style of the paper was changed from seven to eight columns. The business office is located on the street floor. The editorial office, library and rest rooms occupy the second floor. The advertising rooms, engraving department, etc., are on the third floor, while the fourth floor is given over to the mechanical departments.

Larger Home for Shreveport Journal

SHREVEPORT, La.—Directors of the Shreveport Journal Publishing Company held their annual meeting in Shreveport last week. Officers of the company were elected as follows: S. B. Hicks,

president; B. W. Marston, vice-president; Douglas Attaway, secretary, and J. H. Jordan, treasurer. Mr. Attaway was also re-elected business manager. Dolph Frantz was continued as managing editor, and A. L. Williams was elected as associate editor. The business manager was authorized to proceed with the addition to the two-story building recently purchased for the paper, and to purchase a new press being a larger and faster output. The directors also declared a 10 per cent dividend.

New Machinery in San Luis Obispo

SAN LUIS OBISPO, CAL.—The San Luis Obispo Telegram has changed from seven columns, 13 ems, to eight columns, 12 ems. A new Goss Comet press and a battery of three linotypes has been installed, changing the page-width, the Telegram also changed its press rollers and that the rollers sent by the supply house had been cut back so that they would ink the widened page. To meet the difficulty, the outside columns on two pages were reduced from 12 ems to 8 ems two days, awaiting new equipment.

Ask Censor for Stage and Motion Pictures

PHILADELPHIA.—Local newspapers are giving considerable space to the question of a municipal censorship over theaters and motion picture shows. Clergymen have urged Mayor Moore to establish some form of censorship.



Let's Develop More National Business

HARRY H. MAHOOL

WHY can't each of us newspapers throughout the country set ourselves the very moderate quota of developing at least three new national or semi-national newspaper advertisers during 1921.

Let's do this work very selfishly, at the same time very practically for our own papers. The most logical way to work is, knowing how merchandise sells in our own market, to go into the nearby cities first and get there manufacturers whose goods have a more or less general distribution and sale in our own market to develop their possibilities to the utmost through linking their selling and advertising.

For example, among the products sold in Baltimore through the efforts of Harry H. Mahool, one of our best and most successful manufacturers' agents or brokers, is Sauer's Fruity Punch, made by C. F. Sauer Co., Richmond, Va. Richmond is only three or four hours from Baltimore. It should be possible for us to convince the Sauer Co. that first class selling representation in Baltimore can only accomplish its maximum if based on advertising equally good. And advertising through the 180,000 copies of the NEWS and AMERICAN, daily, with 130,000 sold in Baltimore and vicinity, should meet this description.

The Baltimore NEWS and AMERICAN will leave no stone unturned to get a good many times three manufacturers in nearby towns to start nationalizing through newspapers in 1921. Cannot all of us get going along the same practical lines for our general as well as our own direct advantage.

The Baltimore News
EVENING, DAILY AND SUNDAY

The Baltimore American
MORNING, DAILY AND SUNDAY

DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

I have a web
Advertising Manager

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

Marysville Democrat

NATIONALLY ADVERTISED PRODUCTS BY THE HUNDRED ARE NOW SOLD IN MARYSVILLE.

IS YOURS?

IF NOT — WHY NOT?

We'll be glad to help you.

E.S.T.—1884 **CALIFORNIA** FLAT RATE 25¢ PER INCH

UNDER THE JACKET

This department of EDITOR & PUBLISHER will be devoted to calling attention from time to time to new books and other forms of literature and information of special interest to the journalism and advertising fraternities. Suggestions as to material of this kind will be heartily welcomed.

LORD NORTHCLIFFE WRITING OF HIS FLEET STREET EXPERIENCES

ONE of the features of a luncheon in London in honor of Viscount and Viscountess Burnham, on their return from the Imperial Press Conference, was the return of Lord Northcliffe to public life after a long absence through illness. The event was given by the Empire Press Union, and Viscount Northcliffe, who presided, told the company some of the interesting experiences of his early career as a reporter and of his association with the London Daily Telegraph, Lord Burnham's newspaper.

Lord Northcliffe expressed his pleasure at being asked to propose Lord Burnham's health and said he regarded it as a fitting occasion for many reasons, one that he himself was one of the oldest contributors to the Daily Telegraph present.

He continued: "In the very happy days when I was a reporter, the Daily Telegram was one of the unfortunate journals that received my work and thought so ill of it that it did not keep me very long. None the less, I learned a great deal from the Daily Telegraph. During the time I was reporting for Sir John Le Sage, there was a great controversy in the United States and Great Britain about an elephant called Jumbo. I learned a great deal from the late Lord Burnham in the handling of the Jumbo incident. There was not much left of Jumbo when the Daily Telegraph finished with it.

"I learned a great deal from the very brilliant staff the Daily Telegraph had then—and has now—from George Augustus Sala, who, wearing a white waistcoat, fixed me with his beady eye and said: 'Young man, get out of Fleet Street; it is no place for anybody.' As a matter of fact the old man had done extremely well in Fleet Street.

"My connection with the Burnhams was renewed again, when the great honor was conferred upon me of making a presentation on the great old man's 80th birthday. On that particular day his brain was as active as that of a man of 30 and he gave me a good deal of sound advice, some of which might be borne in mind nowadays. I said to him, as I believe scores of others had said to him: 'The time has now come, Lord Burnham, when you should write your memoirs in a diary.' 'No,' he said, 'diaries and memoirs are very dangerous things.' It showed that my pushfulness was not equal to his presence. He evidently knew what was coming to us.

"In the last 100 years there have been very few really great organizers of newspapers. I count five or six and I think I have studied my trade as closely as most men. There was Barnes of the Times, Perry of the Morning Chronicle, a most able man; John Walter, the second Delane, Lord Burnham's father and Mr. Mudford. I think I have named all the outstanding organizers and it is no flattery to say that Lord Burnham saw as far ahead as any of them. On that day when I went down to Hall Barn, he knew all that was going on in the world; he knew a very good piece of news, which he did not tell me—but which he told the Daily Telegraph, where I saw it next morning, and felt most aggrieved.

"He has left in his son one who has different qualities. When I was work-

ing at the Daily Telegraph he used to be called Mr. Harry and some of the older men used to shake their heads and say 'What will he do with the Daily Telegraph?' We know what he has done with the Daily Telegraph. I can hardly conceive a more difficult proposition than an old-established newspaper like that assailed by some of the young vipers I have let loose at him.

"Our friend Garvin has truly said that Peterborough Court met these scorpions in the only way they could be met. They have not had any effect on the Daily Telegraph. That is absolutely true. The Daily Telegraph today is exactly what it was, in the difficult circumstances we are all experiencing.

"I can say this for Lord Burnham, as for the late Mr. Walter of the Times, that when I was a reporter in Fleet Street, there were only two newspapers that paid a living wage. When I hear of linotype operators with incomes of £600 to £1,000 a year and when I know of the very proper rate of remuneration paid to reporters and editors, I remember that I had to write a very long column for a well-known morning newspaper for which I received one guinea. I can hear from the laughter that you think it was probably more than it was worth.

"The Daily Telegraph has never been run on those principles and that is why it attracted men like Sala, Beatty, Kingston, Greenwood, Courtney and a whole host of giants, to our profession.

"I am writing my diary. I am calling mine 'Monsters of the Fleet Street Deep.' I can assure you there will be nothing but pleasant reminiscences of my brief career on the Daily Telegraph."

Lord Northcliffe added that anything he had been able to do for the working journalists was due to the fact that he began as a reporter—not on the present magnificent wage, but on £1 a week. He had always sympathized with the reporter and with those who handled "flimsy" because he had handled "miles" of it. He sympathized with foreign correspondents because he had acted on several occasions as foreign correspondent for his own newspapers.—HERBERT C. RIDOUT.

Mueller Managing Brenham Paper
BRENHAM, Tex.—Henry Mueller has become business manager of the Brenham Morning Messenger. This paper was established by his father.

FOR SALE

All or part—20 tons of standard newsprint, size 28 x 40. Basis 24 x 36, No. 32.

INQUIRIES SOLICITED

INVINCIBLE PAPER AND PULP CORP.

135 Broadway - New York City

Phone, Rector 9957-8-9

CONSIDER ILLINOIS

In looking for a prospective market one must first consider how many prospective customers there are in the territory, and second, how these prospective customers are fixed financially.

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

Illinois produces 58,000,000 tons of coal annually.

This coal is valued at approximately \$65,000,000.

Illinois produces 307,000,000 bushels of corn; 175,000,000 bushels of oats; 45,000,000 bushels of wheat annually.

These products are valued at \$410,000,000.

Illinois produces \$2,000,000,000 worth of manufacturing goods annually.

What more could you ask in way of a market.

This list of daily newspapers will cover the Illinois territory.

	Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
Bloomington Pantagraph (M)	17,820	.05	.05
Chicago Evening American (E)	364,769	.60	.60
Chicago Herald-Examiner (M)	344,538	.55	.55
Chicago Herald-Examiner (S)	626,637	.75	.75
Chicago Daily Journal (E)	116,243	.26	.24
†The Chicago Daily News (E)	412,020	.65	.65
Chicago Evening Post (E)	52,981	.25	.12
*Chicago Tribune (M)	437,158	.70	.70
*Chicago Tribune (S)	711,254	1.00	1.00
*Lincoln Courier-Herald (E)	1,827	.02	.02
Moline Dispatch (E)	10,189	.04	.04
*Peoria Journal-Transcript (M&E)	31,011	.11	.09
Peoria Star (E)	22,913	.075	.06
Rock Island Argus (E)	9,072	.04	.04
Sterling Gazette (E)	4,863	.03	.03

Government Statements, October 1, 1920.

†Publishers' Statement.

*A. B. C. Publishers' Statement, October 1, 1920.

TIPS FOR AD MANAGERS

Goldine Ad Agency, 36 State street, Albany, N. Y. Placing 500-inch orders for Goldine.

Erickson Company, 381 Fourth avenue, New York. Making 10,000-line contracts for Westinghouse Lamp Company.

J. H. Cross, 214 South 12th street, Philadelphia. Handling advertising for Halogen Laboratories.

Blackman Company, 116 West 42nd street, New York. Making 3,000-line contracts for Emerson Phonograph Company.

Thomas F. Logan, 680 Fifth avenue, New York. Making 10,000-line contracts for New York Central Lines.

Dillard-Jacobs Agency, Candler Bldg., Atlanta. Making 5,000-line contracts for Blosser Company, Atlanta.

Van Patten, Inc., 30 North Michigan avenue, East, Detroit. Making 2,800-line contracts for Cornell Wood Products, Chicago.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Making 2,000-line contracts with Texas newspapers for E. Lawrence & Co.

H. H. Good Company, 45 Murray street, New York. Placing 200-inch orders for 200 inches for "Carter's Liver Pills."

Chambers Agency, Inc., Maison Blanche Bldg., New Orleans. Sending out new schedules to daily papers for Wicomb's Tooth Paste, now owned and being manufactured by the Parker-Blake Co.

Gundlach Advertising Company, Peoples Gas Bldg., Chicago. Making 1,000-line contracts for Haas Brothers "Watt Cigar."

Theodore F. MacManus, 44 Hancock avenue, East, Detroit. Making 2,800-line contracts for Dodge Brothers.

Guenther-Bradford & Company, 7 South Dearborn street, Chicago. Making contracts for Lloyd Kenyon Jones.

Critchfield & Co., Brooks Bldg., Chicago. Making yearly contracts with newspapers for Southern Fertilizer Association.

Johnson-Dallis Company, Greenfield Bldg., Atlanta. Making yearly contracts with farm papers for American Radiator Company.

Scott & Scott, 220 West 42nd street, New York. Making yearly contracts with newspapers for Altieri Pharmaceutical Company.

George Batten Company, Fourth Avenue Bldg., New York. Making 11,000-line contracts with newspapers for Waitt & Bond.

L. A. Sandliss, 217 West Saratoga street, Baltimore. Making yearly contracts with newspapers for Resinol Chemical Company.

Lord & Thomas, Times Bldg., New York. Making 1,000-line contracts with newspapers for Tyrrell's Hygienic Institute. Making 10,000-line yearly contracts with newspapers for Palmolive Soap Company.

Wylie B. Jones Ad Agency, Binghamton, N. Y. Renewing contracts for E. W. Clements Products. Renewing contracts for Arrow Chemical Company.

Scott & Bowne, Bloomfield, N. J. Renewing contracts direct.

Albert Frank & Co., 14 Stone street, New York. Placing advertising for Lee Higginson & Co.

Frank Seaman, 470 Fourth avenue, New York. Making contracts for Studebaker Motor Corporation.

Collins Armstrong, Inc., 1457 Broadway, New York. Making 1,100-line contracts for Formosa Government.

Frank Freshrey Company, 456 Fourth avenue, New York. Making 5,000-line contracts with newspapers for Lyknu Polish Manufacturing Company, Pittsburgh. Making contracts with rotogravure newspapers for Bonnie B. Company, Inc., New York.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing orders with newspapers in New York City and vicinity for Massasoit Manufacturing Company, "Masco" mops, 56 Leonard street, New York.

George Batten Company, Fourth Avenue Bldg., New York. Again placing orders with newspapers in select sections for Lamson Company, "Lamson Conveyors," Boston, and 9 East 37th street, New York.

Blaine-Thompson Company, 4th National Bank Bldg., Cincinnati. Reported to have secured account of Philo Burt Manufacturing Company, shoulder braces, etc., Jamestown, N. Y.

Butterick Publishing Company, 223 Spring street, New York. Will place orders with newspapers in large cities through various agencies.

Nelson Chesman & Co., 1st National Bank Bldg., Chattanooga, Tenn. Reported handling account of Newbro Manufacturing Company, "Queen Hair Dressing," Atlanta.

George S. De Rouville, Albany, N. Y. Handling advertising of and will place preliminary campaign in Eastern newspapers for Jacques Capsule Company, Plattsburg, N. Y.

Elliott Advertising Service, 262 East avenue, Rochester, N. Y. Handling account of Scout Gum Company "Clover Mint Gum," Rochester, N. Y.

Fallon & Eggerman, 309 5th avenue, New York. Placing orders with newspapers that have rotogravure sections for Burlington Publishing Company, beauty hints, 15 Park Row, New York.

Fidelity Advertising Agency, 322 Euclid avenue, Cleveland. Reported handling account of Fall's River Rubber Company, tires and tubes, Cuyahoga Falls, Ohio.

Albert Frank & Co., 14 Stone street, New York. Again placing orders for Mutual Life Insurance Company of New York, 34 Nassau street, New York.

Friend Advertising Agency, 347 5th avenue, New York. Placing advertising for Cosmos Trading Company, "Kleanett Hair Net," 67 Irving place, New York.

Frank Kierman & Co., 135 Broadway, New York. Placing orders with newspapers for Plunkett, Robertson & Co., stock brokers, 22 Beaver street, New York.

H. K. McCann Company, 61 Broadway, New York. Will place advertising for Lever Brothers Company, "Pears' Soap," Cambridge, Mass.

H. K. McCann Company, Cleveland, Ohio. Will place advertising of Youngstown Pressed Steel Company, Warren, Ohio.

Manternach Company, 74 Union place, Hartford, Conn. Placing advertising of Allen Pharmaceutical Company, "Royal Tootin Powder," Plainfield, N. J.

Daniel E. Paris, 80 Boylston street, Boston. Reported to have secured Waltham Watch account.

W. Montague Pearsall, 41 Park Row, New York. Placing small advertisements with newspapers for W. D. Gann & Co., financial, 18 Broadway, New York.

Fred M. Randall Company, Book Building, Detroit. Will place advertising in Nebraska newspapers for the City of Lincoln, Neb.

Rowland Advertising Agency, 480 Lexington avenue, New York. Placing orders with newspapers in various sections for No-Leak-O-Piston Ring Company, Baltimore.

Shuman Advertising Company, 117 North Dearborn street, Chicago. Reported will make up lists of newspapers within next 30 days for Northern Jobbing Company, foods, 3600 South Loomis place, Chicago.

Street & Finney, 171 Madison avenue, New York. Again placing orders with newspapers in various sections for Liberty Mutual Insurance Company, 30 East 42d street, New York.

A. M. Sweid Company, 347 5th avenue, New York. Placing orders with New York City newspapers for Carlsbad Products Company, "Carlsbad Sprudel Salt," 90 West street, New York.

Cosmopolitan Distributing Corporation, 119 West 40th street, New York. Placing advertising direct.

Philip Kolbe Company, Inc., 208 Fifth avenue, New York. Handling advertising for Louis Dusenbury & Co., manufacturers and importers of automobile upholstery material. Will use newspapers and magazines for Budd, haberdashers.

Newell-Emmett Company, Inc., 120 West 32d street, New York. Making up schedules for Liggett & Myers Tobacco Company, "Chesterfield," "Fatima" and "Chesterfield" cigarettes.

Charles H. Fuller Company, 623 South Wabash avenue, Chicago. Sending out schedules to a large list of newspapers for Boot's Hyomei Company.

Richard A. Foley Ad Agency, Terminal Bldg., Philadelphia, Pa. Sending out 10,000-line schedules for Liggett & Myers, "Spur" cigarettes.

Williams & Cunningham, 6 North Michigan avenue, Chicago. Making up schedules for "Lucky Strike" cigarettes.

George L. Dyer Company, 42 Broadway, New York. Making up 10,000-line contracts for Simmons Bed Company, Kenosha, Wis.

J. Walter Thompson Company, Inc., 242 Madison Avenue, New York. Making 10,000-line contracts with a few newspapers for Ar-buckle Bros.

N. W. Ayer & Son, 300 Chestnut street, Philadelphia. Placing large copy with newspapers in various sections for Ivory Garter Co., "Ivory Garter."

Campbell, Blood & Trump, Detroit, Mich. Reported will place a campaign in newspapers in Michigan, Ohio and Indiana and later will extend it for Peck Asphalt Shingle Company, "Pascoc" shingle, Detroit.

Darlow Advertising Company, World Building, Omaha. Placing advertising for Skinner Macaroni Company, Omaha.

Dorland Advertising Agency, 9 East 40th street, New York. Handling advertising for I. Lewis Manufacturing Company, "John Ruskin" and "Melba" cigars, Newark, N. J., and 112 East 19th street, New York.

Evans & Barnhill, 10 East 43rd street, New York. Placing orders with newspapers in various sections for Habirshaw Electric Cable Company, 10 East 43d street, New York.

Erickson Company, 381 Fourth avenue, New York. Placing orders with newspapers in various sections for Westinghouse Lamp Company, "Mazda" lamps, 165 Broadway, New York.

Gundlach Advertising Company, People's Gas Bldg., Chicago. Renewing contracts with newspapers for the D. D. Co., Medical, 3845 Ravenswood avenue, Chicago.

Stanley E. Gunnison, 30 Church street, New York. Placing orders with newspapers in various sections for Tatler Publishing Co., "Tatler Magazine," 1571 Broadway, New York.

Wylie B. Jones Advertising Agency, 23 East 16th street, New York. Handling advertising for C. S. Clark Enterprises, "Derwillow" and "Bon Optic," 205 Pearl street, Rochester, N. Y.

H. K. McCann Company, 461 Market street, San Francisco. The accounts formerly handled by the Walker Advertising Agency were transferred by the above agency.

M. M. Nye Agency, 2010 Broadway, New York. Handling advertising for Lightolier Co., lighting fixtures, 569 Broadway, New York.

Redfield Advertising Agency, 34 West 33d street, New York. Making up a list of newspapers for Mercedes Automobile Agency for America, 25 West 43d street, New York. Reported will place some orders in newspapers for Brookmire Economic Service, Inc.

A. M. Sweid Company, 347 Fifth avenue, New York. Placing advertising for Nips, Inc., "Nips Perfume," 229 Jackson street, Hoboken, N. J.

Lyddon & Hanford, 42 East avenue, Rochester, N. Y. Good Luck Food Company, of Rochester, N. Y., is now using newspapers for advertising of Good Luck Pie Filling and Puddings; account being handled by C. R. Lyddon, president, personally.

James Agency, 450 Fourth avenue, New York. American Grocers' Society is now placing advertising in newspapers of the cities composed of nearly 25,000 retail grocers throughout the United States.

Denver Papers Shift News Services

DENVER.—Several changes in news and feature services have been put into effect on Denver papers recently. The Denver Times has secured the International News Service, which heretofore has appeared in the Denver Post. The Post has secured the Chicago Tribune-New York Times leased wire service, which heretofore has appeared in the Rocky Mountain News. The Times has dropped the cartoon strip by Sidney Smith, entitled "The Gumps."

Graham Leader a Daily

GRAHAM, Tex.—The Graham Leader was changed from a weekly to an afternoon daily last week. The Leader was established more than 45 years ago and is one of the oldest newspapers in northwest Texas. The publishers will continue to issue a weekly edition in addition to the daily.

To Increase Advertising Grant

ST. PAUL.—The Minnesota Ten Thousand Lakes Association will ask the legislature to increase the annual grant of \$15,000, for the nation-wide advertisement of the State.

GOSS

The name that stands for
**SPEED, DEPENDABILITY,
SERVICE**

THE GOSS
High Speed "Straightline" Press

Used in the largest newspaper plants
in U. S. A. and Europe.

THE GOSS
High Speed "Unit Type" Press

Built with all Units on floor or with
Units superimposed.

THE GOSS
Rotary Magazine Printing and Folding Machine

Specially designed for Catalogue
and Magazine Work.

GOSS STEREOTYPE MACHINERY

A complete line for casting and finishing
flat or curved plates.

DESCRIPTIVE LITERATURE CHEERFULLY FURNISHED

THE GOSS PRINTING PRESS CO.

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

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

FOR THE CIRCULATION MANAGER

This department is a regular feature of EDITOR & PUBLISHER. Suggestions or contributions should be sent to Fenton Dowling, Editor & Publisher, 1116 World Building, New York.

ARGUE NEWS-STAND RIGHTS

ALBANY, N. Y.—The Court of Appeals, January 17, heard arguments in the appeal of the newspapers and the city council of Buffalo in the proceeding brought by Eugene D. Hofeller, a taxpayer, to compel the removal of twenty-five news-stands from Main street, Buffalo. Justice Hinckley at the Erie special term granted a writ of mandamus requiring the council to cause their removal as encroachments and obstructions to the street. The Appellate Division, Fourth Department, upheld the order. The stands placed at the curb were two feet wide, four feet long and five feet high and 32,500 newspapers were sold from them daily.

Frank C. Westphal, assistant corporation counsel, representing the council, and H. J. Adams, the intervening newspaper publishers, argued that the council has statutory authority to allow the stands on the street but has the authority irrespective of any statute. They contended they are for the convenience of the public and as reasonable a use of the street as electric lights, telegraph and telephone wires and poles and railway equipment, all of which are maintained for profit as well as service to the public. Franklin R. Brown appeared for the taxpayers who instituted the proceeding. The case will be a test one to determine the status of newspaper vending stands operated by newspaper publishers in many cities.

CIRCULATION NOTES

ST. PAUL.—The Minnesota senate has under consideration a bill which is regarded inimical to the interests of newsboys, which was drafted by the State Federation of Women's Clubs as a part of its program for social legislation. The bill prohibits the employment on the streets and in public places of boys under 12 years old and requires permits for boys from 12 to 18 years of age. At a committee hearing E. C. White, circulation manager of the St. Paul Dispatch-Pioneer Press, spoke against the measure. He declared that his papers were not financially interested in the matter and that he was speaking for the many youngsters who would be thrown out of business should the bill become a law. He defended the general character of the regular newsboys and said that an unusually high percentage of them became useful citizens.

W. H. Keeler, manager of the Union News Company of Philadelphia, was given a dinner January 31 by his staff, at the Adelphi Hotel. The occasion was Mr. Keeler's birthday.

EL PASO, TEX.—Herald newsboys and their friends were entertained recently at the Herald Happy Hour Hall with moving pictures showing the cowboy rodeo, horse show, Armistice Day parade, one reel comedy and the El Paso newsboys going to their Christmas dinner. The Herald Happy Hour Hall was recently opened for a meeting place for Herald newsboys and carriers. A Mexican newsboy band will be organized shortly.

ENID, OKLA.—Sixty newsboys were the guests of the Rotary Club's annual Christmas banquet. A musical program and short talks followed the dinner.

WICHITA, KAN.—Eighty carriers and circulation department members were

recently guests of the Eagle's city circulation manager at a banquet given at the Y. M. C. A. Alfred Anderson presided as toastmaster.

ST. PAUL.—The Sunday Pioneer has started another penmanship contest for boys and girls, offering cash prizes.

Fred E. Locke, formerly of the St. Paul Dispatch, Ray Hanelt and A. J. Truesdale have joined the circulation department of the St. Paul Daily News as solicitors. Fred J. McCormick, for several years connected with the circulation department of the St. Paul Daily News, has resigned to join the sales force of the Broderick Specialty Company.

The New York Evening Post last week increased its price out-of-town on its Saturday edition to 10 cents. The price to the dealer is 7 cents. In the announcement of the increase, the Evening Post stated that the white paper in each copy of the Saturday issue cost the Post 8.1 cents.

Miss Monna B. Ash, a member of the circulation department of the Wichita Kansas Beacon, and J. Roy Churchill were recently married.

DENVER, COLO.—The Denver Publishing Company, publishers of the Denver Times and the Rocky Mountain News, is defendant in a suit for \$2,500 damages filed in the Denver District Court by Joseph Sobule, a circulator on the Denver Post, owned by H. H. Tammer and Frederick G. Bonfils. Sobule charges that the Denver Publishing Company hired "professional fighters and thugs," to interfere with the circulation of the Denver Post on the streets. He alleges that on April 22, 1920 one of these alleged thugs attacked him.

House Gets Radio Bill

WASHINGTON, D. C.—Permission will be granted to the Navy Department to contract with newspapers and press associations for the transmission of news dispatches by radio until June 5, 1922, if the House passes a bill which was reported to it favorably by the Committee on Merchant Marine January 31. The measure would remove existing restrictions under which such dispatches may be transmitted by navy radio only when the department is officially advised by the Department of Commerce that commercial transmission facilities are inadequate.

Fire in Buffalo News Garage

BUFFALO.—Frank Donovan, night watchman at the Buffalo Evening News garage, was blown 40 feet when escaping gas caused an explosion in the garage. Fire which followed the explosion caused \$3,000 damage.

Jailed for Advertising Fraud

PORTLAND, ORE.—James E. Haggerty, inventor of an oil burner which he advertised extravagantly in the newspapers and elsewhere, has been sentenced to six months in jail. He was convicted in the local Federal court of sending false advertising matter through the mails.

Watterson's Ex-Secretary an Editor

LEAVENWORTH, KAN.—The Fairview Enterprise has been purchased by Henry Ross, former private secretary to Henry Watterson, of Louisville, Ky.

THE RICHEST AREA OF ITS SIZE IN NATURAL RESOURCES

WEST VIRGINIA

ALSO HAS

The largest natural gas pumping station in the world.

Largest white ware pottery in the U. S.

Largest axe manufactory.

Largest bottle manufactory.

Ask any man whose goods are advertised and sold in West Virginia how sales per capita compare with other states? Ask any National Advertiser who knows!

These West Virginia newspapers will help you.

	Circu- 5,000 lation lines	Rate for 5,000 lines		Circu- 5,000 lation lines	Rate for 5,000 lines
Bluefield			Martinsburg		
††Telegraph ... (M)	5,071	.025	**Journal (E)	3,065	.02
Charleston			Parkersburg		
**Gazette (M)	13,562	.05	††News (M)	5,053	.02
**Gazette (S)	14,585	.05	††News (S)	6,327	.02
**Daily Mail (E&S)	8,998	.04	**Sentinel (E)	8,059	.024
Clarksburg			Wheeling		
††Exponent ... (M)	7,481	.03	††Intelligencer (M)	10,338	.04
**Telegram ... (E)	8,118	.035	††News (E)	14,168	.06
**Telegram ... (S)	9,565	.035	††News (S)	14,188	.06
Fairmont					
**West Virginian (E)	4,903	.03			
††Times (M)	5,065	.03			
Huntington					
**Herald-Dispatch (M)	10,888	.035	††Government Statements, Oct. 1, 1920.		
**Herald-Dispatch (S)	10,848	.035	**A. B. C. Reports, Oct. 1, 1920.		

MAKING CLASSIFIED PAGES PAY

A weekly feature of Editor & Publisher conducted by C. L. Perkins, executive secretary of the Association of Newspaper Classified Advertising Managers. You are invited to bring your classified problems to this department for discussion.

EDUCATE THE WANT AD READERS

TOO much classified promotion copy devoted to classified advertising merely says in one form or another, "Gimme a Want-ad." The public would probably use more classified advertising if they were convinced to a greater extent of the power and utility of the Want-ad. This can be accomplished best by advertising and it is gratifying to see some papers running copy which educates its readers to look up, not down, upon Want-ads. The following portion of an advertisement, clipped from the Cleveland Press, is an example of this kind of copy:

WHAT IS A WANT AD WORTH?

If a want ad finds a buyer for your house or your automobile, making a sale running into the thousands—how much was that ad worth to you?

If a classified advertisement brings five new customers to your store—people who will spend several hundred dollars a year for your merchandise—how much is the want ad worth?

Press want ads build business for stores of the enterprising sort—they find buyers for big propositions.

The cost of Press want ads is small for the big and valuable service they render.

Press Want Ads perform as distinct a service as the telephone, the telegraph, or the mails. They carry many hundreds of messages into many thousands of homes each day.

WHAT ABOUT 1921?

Question—What are the 1921 prospects from a classified standpoint and what can newspapers do to overcome the loss of lineage caused by Help Wanted returning to normal after several years of unnatural inflation?

Answer — By Harry Gwaltney, classified advertising manager of the Milwaukee Journal:

"Conditions point to an improvement within the next thirty to sixty days. Factories are beginning to operate with larger forces. Employment and wages will have a greater bearing on classified than any other one feature. At present real estate advertising is small but a drop is inevitable in real estate prices and when it comes buying will again be brisk and it will be accompanied by liberal advertising. Spring will find the largest number of used cars ever seen in the market. There will be several months of good buying and dealers can be depended upon to use extensive advertising. Used car advertising should show an increase over 1920. Rents, of course, will show increases. With business injecting new economic policies it would seem that some new classification might be developed. An example: Why would it not be profitable for manufacturers, jobbers, wholesalers to advertise to their trade through the classified columns. Each of these classes of trade has daily announcements, which may be made openly to their trade. It can be done through the classified columns at a very small portion of the cost of old methods."

Answer—By P. K. Ewing, classified advertising manager of the New Orleans Item:

"I believe 1921 is going to be a bet-

ter year than 1920. I believe it is going to be a year when brains and experience will count. The drone will fall by the wayside, but the salesman with ideas will get there and cash in better than formerly. Conditions will be what we make them."

Answer—By George B. Morgan, classified advertising manager of the Nashville Tennessean:

"The outlook for classified advertising in Nashville is very optimistic. We look for a decrease in real estate and automobile advertising, but the remedy for this tendency is a more extensive campaign in these two classifications. Promotion advertising in the display columns will be one of the most beneficial methods of increasing classified lineage. Add to this more intensive sales effort and 1921 will be prosperous from a Want-ad standpoint."

ADVISES CASH BASIS

ANSWERING a query in these columns as to the best way to collect classified accounts on a paper with thirty-five hundred circulation, Morton J. McDonald, classified manager of the Oakland (Cal.) Tribune says: "If it is the dominant paper in the town, whether its circulation is 3,500 or 35,000 or 350,000, a paper can put its classified on a cash basis and make money. The Tribune figured its percentage of loss and its overhead on charge accounts, subtracted the total from the cash rate and then virtually abolished open accounts. Being able to keep its rates comparatively low when other prices were rising, it has tremendously increased its volume of business and any other paper, providing it is the leading classified medium, can to a greater or less degree, do the same thing."

There are a number of successful newspapers in both large and small cities that are on a cash basis, yet that does not prove the fact that it is the best procedure. The cost of collection and the amount of losses can be comparatively small, if efficient systems are properly executed and many papers have proven to their satisfaction that business is created by allowing advertisers to place Want-ads via the telephone.

BRIGHT OF HOUSTON

DOWN in the classified advertising department of the Houston Post, M. S. Bright reigns supreme. In 1911 he started his newspaper career in the display advertising department of the Houston Chronicle. Then in 1917 when Uncle Sam needed sailors for his Navy, Mr. Bright enlisted. On being discharged, in 1919, he returned to Houston and joined the staff of the



M. S. BRIGHT

space but was soon promoted to his present position of classified advertising manager.

WISCONSIN

According to the last government report of manufacturers Wisconsin had to its credit \$675,172,002 of manufactured products. And over 60 percent. was reported from the 18 cities having over 10,000 population.

Materials used amounted to \$417,415,074, and net added value created amounted to \$277,756,928.

The manufacturing record of the State is truly sensational; the values added to materials by manufacturing have increased during a period of fifteen years from \$141,000,000 to nearly \$3,000,000,000.

In Wisconsin the national advertiser gets concentration of buying units in a few chief centers. The best way to sell your goods is to use the daily newspapers.

	Circulation	Rate for 5,000 lines
‡Appleton Post-Crescent	(E) 7,915	.035
Beloit News	(E) 7,814	.045
Eau Claire Leader-Telegram	(ME&S) 7,957	.035
*Fond du Lac Reporter	(E) 5,325	.03
Green Bay Press-Gazette	(E) 9,716	.04
Kenosha Herald	(E) 2,875	.025
La Crosse Tribune and Leader Herald	(E&S) 12,085	.05
Madison (Wis.) State Journal	(E&S) 13,371	.05
Milwaukee Journal	(E) 107,564	.20
Milwaukee Journal	(S) 95,074	.20
Milwaukee Sentinel	(M&E) 82,927	.14
Milwaukee Sentinel	(S) 74,608	.14
Racine Journal-News	(E) 8,092	.045
Superior Telegram	(E) 18,091	.05
Superior (Wis.) Sunday Times	(S) 10,000	.055
‡Superior (Wis.) Sunday Times	(S) 10,000	.055

Government Statements, October 1st, 1920.
*A. B. C. Publishers' Statement, October 1st, 1920.
‡Publishers' Statement, September 1st, 1920.

NEWS OF ASSOCIATIONS AND CLUBS

PHILADELPHIA.—Frederick A. Wallace, United States Immigration Commissioner, was the speaker at the Co-Club luncheon February 3, at the Ritz-Carlton. His topic was "The Alien." These Co-Club luncheons are held under the auspices of the Poor Richard Club, on the first Thursday of each month. The members of all advertising, commercial and civic clubs in Philadelphia are invited.

PHILADELPHIA.—The annual Frolic of the Philadelphia Club of Advertising Women will be held February 22, at the Bellevue-Stratford.

WICHITA, Kan.—Ten ads carried in Wichita newspapers in November, selected by a committee for the purpose, and submitted to advertising clubs in nearby towns were discussed at the weekly meeting of the Wichita Ad Club last week.

BUFFALO.—Organization of the Printing Trades group of the Buffalo Chamber of Commerce has been completed. The group includes publishers and allied industries. Officers chosen are: David L. Johnston, chairman; R. G. Hausauer, C. G. Denny, J. H. Ford, Hubert K. Perry, Charles K. Bork, Anthony Paul, Mr. Johnston, J. J. Laney, A. W. Turner and Andrew Koehler, executive committee. Martin P. Fleming is secretary.

PORTLAND, Ore.—Mrs. Kathryn Coffield has been elected president of the Portland Women's Advertising Club. Other officers elected are: Vice-president, Dr. Edith Phillips; secretary, Opal Brown; treasurer, Louise Boyer; business chairman, Arlie Seaman; membership chairman, Hallie Garrigue.

St. Louis.—Governor Arthur M. Hyde of Missouri has been elected an honorary member of the Advertising Club of St. Louis. Prof. Joseph Jastrow of the Department of Psychology, University of Wisconsin, spoke on "Human Nature in Business," at the regular meeting of the club on February 1. John L. Buchanan, president and general manager of the Wesco (electrical) Supply Co., was the speaker on January 25, his subject being "Creative Salesmanship." Isaac Hedges, manager of the Washington University properties and the Samuel Cupples Estate, spoke before the Women's Advertising Club of St. Louis on January 31, on "St. Louis—the Growth of the City." Donald G. Wylie, copywriter of the Gardner Advertising Company, spoke recently before the Junior Advertising Club of St. Louis on "The Future of Copy."

Eighth District Ad. Meeting Feb. 16-17

MINNEAPOLIS.—Men of national reputation are to speak at the fourth annual convention of the Associated Advertising Clubs of Minnesota and the first annual conference of the eighth district of the A. A. C. W. in St. Paul, Feb. 16 and 17, which will precede by two

days the convention of the Minnesota Editorial Association. The North Dakota advertising clubs have abandoned plans for a state meeting in order to join in the district convention which takes in North and South Dakota, Minnesota and Montana. An attendance of 500 persons is anticipated. There will be a banquet the night of February 17. H. C. Klein, publisher of the Farmer and the Farmer's Wife, St. Paul, has just been named president of the Associated Advertising Clubs of Minnesota, succeeding Elliot C. Hensel, removed to Los Angeles.

Business Editors Talk Rates

The Technical Publicity Association of New York will hold a dinner February 10, at the Machinery Club. J. Malcolm Muir, vice-president of McGraw-Hill Company, Inc., will present the case for the technical and trade paper rates and Crosby Spinney of the Curtis Publishing Company will present the case for the national magazine field. Another speaker to be announced later will present the case for the space buyer.

Chicago Press Club Ball February 19

CHICAGO.—The Press Club will induct its new officers and directors into office and celebrate the achievements of the past year at its inaugural mask ball on February 19 in the Cameo Room of the Hotel Morrison. Festivities will start at 9 p. m. and end "next day," the announcement says. Robert F. Tarrant is general chairman of the entertainment committee.

Weekly Editors Meet in Boston

BOSTON.—The New Hampshire Weekly Publishers' Association held their mid-winter session in Boston last week, and numerous problem which beset the small town newspapers were thoroughly discussed.

New York Credit Men Meet

The Credit and Adjustment Manager's Association of New York City met at luncheon January 27 at the New York Tribune office. Anold Sanchez of the New York Times, chairman, presided. Representatives of all New York newspapers were present and were requested to submit a list of troublesome accounts. Credit standing of advertising agencies was also discussed. Theodore B. Seymour of the American Newspaper Pub-

lishers' Association staff, gave several suggestions for efficient credit work. The next meeting will be held February 24th at the Tribune offices.

Ozark Meeting, February 11

JOPLIN, Mo.—The Mid-winter meeting of the Ozark Press Association will be held in Springfield, February 11. Charles Fear, of Joplin, president of the association, announces "Advertising" and "Ozark Development" will be the chief topics discussed and the increasing of advertising patronage will be given consideration.

Reporters Give Theatre Party

The Marine Reporters' Association of New York City gave a theater party at the Belmont Theater, February 2 to see "Miss Lulu Bett" in compliment to Brock Pemberton, the producer, whose first position in New York was as a ship news reporter.

Sporting Writers Will Entertain

PHILADELPHIA.—The Philadelphia Sporting Writers' Association will give a banquet at the Hotel Walton on February 8.

Chesterton Franklin Club Guest

PHILADELPHIA.—Gilbert K. Chesterton, the celebrated English author, was a guest at the regular daily informal luncheon at The Franklin Inn Club last Friday. Mr. Chesterton was brought to the club by his friend, George Gibbs, the Philadelphia novelist and illustrator. Among the members of the club who met Mr. Chesterton were H. T. Craven, editorial writer on the Evening Ledger; Fullerton L. Waldo of the editorial staff of the Public Ledger; Herman Dieck,

SALISBURY, N. C.

The largest railroad center of North Carolina. A progressive, live city with diversified industries. Population—with Spencer two miles away—19,884. County—40,000.

The Evening Post is the only daily published in the county, and covers this territory thoroughly. Circulation—4,010. Rate—28 per inch.

Represented by **Frost, Landis & Kohn** CHICAGO NEW YORK ATLANTA

REFERENCES

The New York Times

requires satisfactory bank and business references from advertisers in its Business Opportunities columns as a safeguard. The Times, however, assumes no responsibility for the accuracy of statements in advertisements or the reliability of advertisers.

FIRST in buying power

American Association of Advertising Agencies credits average person in Indianapolis Radius with highest buying power in country. You can cover this market through

THE INDIANAPOLIS NEWS
Use Newspapers on a 3 Year Basis for 50 years a Newspaper.

Frank T. Carroll, Advertising Manager Dan A. Carroll, New York Representative J. E. Lutz, Chicago Representative

IN LOS ANGELES IT IS THE EVENING HERALD

Government Circulation Statement April 1, 1920

134,686

Largest Daily Circulation in the West
MEMBER A. B. C.

OF THE SHAFFER GROUP

The Indianapolis Star had the largest gain in local, foreign and classified advertising during the first ten months of 1920, of any Indianapolis newspaper.

THE INDIANAPOLIS STAR

Largest Morning and Sunday Circulation in Indiana

OF NEWSPAPERS

dramatic editor of the Record, H. S. Bigelow, associate editor of the Saturday Evening Post. The Franklin Inn Club is one of a group of clubs in Philadelphia's "biggest little street in the world"—Camac street—and it is an interesting fact that it was to this little, narrow thoroughfare which is probably more suggestive of many of the curious and interesting byways of London than was first taken on his first visit to Philadelphia.

Senator White Honored

Senator Smeaton White, president of the Montreal Gazette, was the guest of honor at a dinner by 125 employees of the Gazette a few days ago. He was presented with a mahogany clock.

NEW HAVEN REGISTER

largest circulation in Connecticut's largest city. Average daily paid circulation over

30,000 Copies

Double the circulation of any New Haven paper. It covers the field.

FIRST IN 1000 NEWSPAPERS

A National Advertiser with 30 years' experience recently stated that his records show that for the money expended the results produced by the Washington Star placed it **FIRST IN AMERICA** among a thousand newspapers.

Western Representative, J. E. Lutz, First Nat'l Bank Bldg., Chicago, Ill. Eastern Representative, Dan A. Carroll, Tribune Bldg., New York, N. Y.

Few Papers—(if any)—surpass the TRENTON NEW JERSEY TIMES

A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers. Wednesdays and Sundays four extra pages. Tuesday, Music Page. Circulation 26,649. Member A. B. C.

KELLY-SMITH CO.
Marbridge Bldg. Lytton Bldg.
New York Chicago

Million Dollar Hearst Features

The World's Greatest Circulation Builders

International Feature Service, Inc.
New York

Their Own Newspaper

Our readers continue because they get all the news daily and know just when to find it.

The Pittsburg Dispatch

Pittsburg's Best Advertising Medium.

Branch Offices:
Wallace G. Brooke, Brunswick Building, New York
The Ford Parsons Co., Marquette Building, Chicago, Ill.

GATHERED AT RANDOM

Spike Hunt spent a pleasant few days in New York this week on his way back to the Chicago Tribune main office after a trip around the world. He did not try to break any records, spending eighteen months en route. Mrs. Hunt and Bobby accompanied him. Bill McNutt met them at the boat and showed them the way to Broadway.

Karl Bickel spent the last week end with Henry Ford.

The New Dance Peril

When you dance the perspiration may start your eyebrow coloring wandering over your complexion. An unconscious black eye. CANNOT HAPPEN if you use Brandt's Liquid.—The Illustrated News, New York.

LIBERAL, Kan.—Insult was added to injury when, with the Liberal Democrat office tied up with extra work and the paper two hours late, the carriers walked out on a strike. It was settled shortly, however, except two, who remained out.

"News" Favorite Title in Kansas

TOPEKA, Kan.—Kansas has 624 newspapers, according to a list announced by the State Historical Society here. The favorite name for newspapers is "News" there being 55 newspapers of that name in the state. The Journal is next in popularity with 37, while the Herald is third with 31. While there are 24 papers in the state willing to be known as "Republican" there are but six "Democrat." Other names in their order of popularity are: Times, Tribune, Gazette, Record, Sun, Press, Advocate, Review and Star.

Regular Devil in His Day

GARDNER, Kan.—Ed. Eaton, publisher of the Gazette, who has turned over the paper to his son, while he goes west to recoup his health, tells the following story of Herbert Capper, father of Arthur Capper, head of the great Capper Publications. Mr. Eaton, was then publishing a paper in Garnett, Kansas, and Mr. Capper, looking rather glum, came into the office after Arthur had decided to go to Topeka to "seek his fortune." "Well Arthur's going to Topeka today," said the father. "It was a very foolish thing to do. He was getting \$7 a week here, and saving it. He will get \$9 a week there, but he will spend every cent."

Two Brooklyn Courses in Journalism

Two courses in journalism will be offered by the College of the City of New York at its Brooklyn branch during the term which begins February 9. The first course covers instruction in reporting and editorial writing and the second deals with current events and news analysis. The work of the course is under the following advisory commit-

tee: Dr. Herbert L. Bridgman, business manager of the Brooklyn Standard Union; H. V. Kaltenborn, assistant managing editor of the Brooklyn Eagle, lecturer and supervisor of the courses, and Dr. Frederick B. Robinson, dean of the school of business and civic administration and director of the evening session. C. C. N. Y. students in the journalism classes are issuing the Cub, the expense of the last issue of which was borne by the Brooklyn Eagle.

SPHINX PLANS DUAL PARTY

Silver Jubilee and Fete for Chicagoans March 8—Ladies' Night, April 12

Celebration of the 25th anniversary of the Sphinx Club and entertainment of the Chicago advertising fraternity will be combined at the dinner of the Sphinx on March 8 at the Waldorf-Astoria, New York, it was decided at a meeting this week of the officers, executive committee and members of the governing committees.

It will be the most important dinner of the season, if not in the club's history. President R. F. R. Huntsman declared after the meeting, at which he informed the officers that William H. Rankin, the Chicago advertising agent, had promised to provide an array of Chicago speakers for the dinner that included Governor Frank C. Lowden, Judge Kenesaw M. Landis, William Wrigley, Jr., A. D. Lasker, and possibly Will H. Hays. Wilbur D. Nesbit of the Rankin Agency will be toastmaster. President Huntsman added that he thought Governor Miller of New York might also be at the speakers' table. Due to the unusual expenses incurred by the club, the cost of the dinner will be \$10 a plate.

Ladies' Night, usually a Sphinx Club February function, has been postponed until after Lent, Mr. Huntsman announced, and will be held April 12. There will be no February dinner.

Schenectady Union-Star Force Revels

SCHENECTADY, N. Y.—The Union-Star staff held a dinner and entertainment last week, a feature of which was the Union-Star, Jr., illustrated with appropriate cuts rescued from the advertising and job printing departments and pungent with lampoons of staff members.

Famous Wits of History

A short magazine page feature twice a week.

NEWSPAPER FEATURE SERVICE

241 W. 58th ST., NEW YORK

OLMSTEAD JOINS STAFF OF LORENZEN & THOMPSON

VANDERBILT R. OLMSTEAD has been appointed to the New York staff of the Lorenzen & Thompson Special Agency, handling financial and steamship advertising for the agency's list of newspapers. Mr. Olmstead entered the advertising field in 1902 with the Hearst newspapers and seven years later went with the New York Evening Mail. In 1914 he took up national advertising work with Cove, Lorenzen & Woodman, and later handled financial and steamship advertising for a list of his own until poor health forced a temporary retirement. His new work with Lorenzen & Thompson brings him back to his many old friends in the financial district of New York.



V. R. OLMSTEAD

advertising work with Cove, Lorenzen & Woodman, and later handled financial and steamship advertising for a list of his own until poor health forced a temporary retirement. His new work with Lorenzen & Thompson brings him back to his many old friends in the financial district of New York.

Sheboygan Telegram Sold

SHEBOYGAN, Wis.—The Daily Telegram, which has been owned and published for a number of years by George Zufeldt, has been bought by the Farmers and Laborers Publishing Company, H. S. Humke, president, which will assume control on January 31. New mechanical equipment has been ordered and full leased wire service of the International News Service has been con-

Perth Amboy NEW JERSEY

One of the leading industrial centers of the East. Fully covered by the

Evening News

F. R. NORTHRUP Foreign Representative 303 FIFTH AVE., NEW YORK CITY



is all of N. Ohio The Plain Dealer Cleveland

THE NEW YORK EVENING JOURNAL

has the largest circulation of any daily newspaper in America.

tracted for. R. Hillie will be managing editor and A. C. Van de Repe will be city editor.

of the House as judge. Reinald Werrenrath of the Metropolitan Opera Company was soloist.

Birmingham Editor Assaulted

BIRMINGHAM, Ala.—Phil Painter, editor and publisher of the Birmingham Advance, was recently sent to the hospital by a beating which he received, he alleges, from agents of local coal operators. The Advance, it was recently announced, would be issued as a daily in March. Plans were later changed to make the first daily issue last week, but Mr. Painter's injuries caused a return to the first date.

Marysville News Starts

MARYSVILLE, Mich.—A new weekly, the News, has been started in this city by Norman T. Farr, until recently financial editor of the Detroit Journal. Howard S. Hempstead, formerly advertising manager of a local store, is business manager.

\$650,000 Printing Building

Devoted to the printing trade and involving an investment of about \$650,000, a new building is to be erected at 313-321 West 37th street, New York. It is expected that the structure will be ready for occupancy next May.

The North Jersey Shore draws its income from widely divergent activities. Thus, this section enjoys uniform prosperity, unaffacted by business depression that spells havoc in localities dependent on one industry.

ASBURY PARK PRESS

thoroughly covers this territory and through it the advertiser is always assured of a highly responsive audience. Standard Rate Card Member A. B. C. Frank R. Northrup, Special Representative 303 Fifth Avenue, New York City Association Bldg., Chicago, Ill. J. LYLE KINMONTH, Publisher Asbury Park, N. J.

The Family Income

Over \$3,000.00

In Buffalo the percentage of families with incomes over \$3,000.00 is Six Times Greater than the average for United States. Buffalo Evening News reaches 95 per cent of the families with \$3,000.00 income or over. It reaches 80 per cent of the English reading families in the Buffalo market.

KELLY SMITH CO. Foreign Representatives Marbridge Bldg., New York City Lytton Bldg., Chicago, Ill.

1920 Indication of Lineage Increase 1920 vs. 1918 in the

BOSTON AMERICAN

on Financial Advertising Total Lines, 1918... 21,769 " " 1920... 233,609 Buy Space in Boston's Greatest Evening Newspaper

NEWSPAPER SERIALS

By Rex Beach, Booth Tarkington, Sax Rohmer, Talbot Mundy, David Anderson, Louis Dodge, Marie Conway Oemler, Zane Grey. And other popular authors. Stories of Love, Adventure, Mystery, Out-of-Doors—Selected specially to appeal to Newspaper Readers. WRITE US FOR PARTICULARS THE McCLURE NEWSPAPER SYNDICATE 373 Fourth Ave., New York

The Pittsburgh Post



has the second largest and Sunday circulation in Pittsburgh.

OPPOSE 44-HOUR WEEK

(Continued from page 9)

together with that of the orange growers, is being cleared up.

"The year 1920 was far and away the best year for general advertising, amounting to more than \$200,000,000. Just now there is a lull, but it is passing and in a month or two the situation will materially improve. The problem of the manufacturer is now a selling problem. There is a distinct change in the policy of national advertisers from the use of magazines to newspapers. In the case of Lucky Strike cigarettes, all but the newspaper schedules were cancelled," Mr. Moore told the publishers.

In answer to a question from Jerome D. Barnum of the Syracuse Post-Standard: "Is there any plan of the Bureau to combat a drive for reduction in rates?" Mr. Moore stated that the question with the advertisers now is not one of lower rates, but of how high rates will go before it ceases to pay him."

Reforestation Urged

President Gannett called attention to the bill of Congressman Snell on reforestation and urged the support of this measure.

A brief discussion on the subject of the Session Laws and other state printing followed, but no action was taken. The Associated Dailies, however, on the day previous passed a resolution favoring the repeal of the law providing the publication of the Session Laws in its present form, and the enactment of a law by which their publication shall be made in shorter form and at business-like rates.

The present three cent retail selling price per copy for newspapers was thoroughly discussed and every publisher who spoke expressed his intention of maintaining that price.

Officers of the Publishers' Association are:

President, Frank E. Gannett, Rochester Times-Union; first vice-president, Edward H. Butler, Buffalo Evening News; second vice-president, Lynn J. Arnold, Jr., Albany Knickerbocker-Press; treasurer, Gardiner Kline, Amsterdam Recorder; secretary, Charles H. Congdon, Watertown Times.

Executive committee: Franklin A. Merriam, Mt. Vernon Argus; Edward H. O'Hara, Syracuse Herald; Prentiss S. Bailey, Utica Observer; Ralph E. Bennett, Binghamton Press; Frederick P. Hall, Jamestown Journal.

Membership Now 52

The total membership of the Association now is 52, representing a combined circulation of approximately a million copies a day. The roster, complete to date, follows:

Albany Journal—Robert B. Waters.
Albany Knickerbocker-Press—Lynn J. Arnold, Jr.
Amsterdam Recorder—W. J. Kline, Gardiner Kline.
Auburn Advertiser-Journal—Charles D. Osborne, Herbert J. Fowler.
Auburn Citizen—Charles D. Osborne, William O. Dapping.
Batavia News—G. S. Griswold.
Binghamton Morning Sun—Harry G. More, Binghamton Press—Ralph E. Bennett.
Buffalo Courier—William J. Connors, Jr.
Buffalo Evening News—Edward H. Butler.
Buffalo Express—William M. Ramsdell.
Corning Evening Leader—Edwin S. Underhill.
Cortland Standard—W. H. Clark.
Duokirk Observer—H. K. Williams, Tom D. Woods.
Elmira Star Gazette—W. J. Copeland.
Geneva Daily Times—W. A. Gracey, George B. Williams.
Glens Falls Daily Times—L. V. Furness.
Glens Falls Post-Star—Arthur P. Irving, J. Irving Fowler.
Gloversville Herald—E. H. Callings.
Gloversville Leader-Republican—Frank L. Rogers.
Hornell Tribune-Times—W. G. Masterman, Hudson Republican—Emory C. Van Loan, Ithaca Journal-News—J. W. Baker.
Jamestown Journal—F. P. Hall, Henri M. Hall.
Jamestown Morning Post—Robert K. Beach.
Kingston Freeman—Jay E. Klock.
Little Falls Times—John Crowley.
Lockport Union, Sun and Journal—E. D. Corson.
Malone Telegram—Charles M. Redfield.
Mt. Vernon Daily Argus—Franklin A. Merriam.
Newburg Daily News—Robinson Bentley.

Niagara Falls Gazette—A. C. Deuell.
Olean Evening Herald—William L. Ostrom.
Oneonta Daily Star—H. W. Lee.
Oswego Palladium—Clark Morrison.
Oswego Times—J. B. Alexander.
Plattsburgh Sentinel—W. M. Lynch.
Port Chester Daily Item—Thomas J. Blain.
Rochester Democrat & Chronicle—W. H. Matthews, J. H. Davis.
Rochester Herald.
Rochester Times-Union—Frank E. Gannett, E. R. Davenport.
Rome Sentinel—A. C. Kessinger, A. R. Kessinger.
Schenectady Union-Star—F. R. Champion.
Syracuse Herald—Edward H. O'Hara.
Syracuse Journal—Harvey D. Burrill.
Syracuse Post-Standard—Jerome D. Barnum.
Tarrytown News—Wallace Odell.
Utica Herald-Dispatch—John C. Fulmer.
Utica Observer—Prentiss Bailey.
Utica Press—William V. Jones.
Wellsville Reporter—E. W. Barres.
Watertown Times—Charles H. Congdon.

KANSAS CITY, Mo.—Employing printers of the mid-west at a meeting here, decided to oppose any demand of union printers for a 44-hour week, beginning May 1. Men from Omaha, Topeka, St. Joseph, St. Louis, Chicago, and Kansas City attended the conference.

INCORPORATIONS

NEW YORK.—Jespersen Newsprint Corporation (Delaware corporation): \$1,500,000; Samuel B. Howard, Robert K. Thistle and Arthur W. Britton, New York.

Goldash Printing Company: \$10,000; H. Shapiro, G. C. Woolf, I. J. Gussow, 5 Beekman street.

Printing Crafts Building; 2,500 shares common stock, no par value; active capital, \$12,500; C. C. Pearce, W. T. Stock, C. B. Santee, 120 Broadway.

Fulton Paper Company; printing and advertising; \$10,000; A. R. McDermott, S. F. Frank, F. Covino, 15 Frankfort street.

Klitsch Press; printing and publishing; \$25,000; G. V. Reilly, S. B. Howard, H. C. Hand, 65 Cedar street.

Publications Building Corporation; \$5,000; E. H. Davis, M. H. Ellison, S. B. Klee, 772 St. Nicholas avenue.

Auld Paper Company, \$5,000; M. Damrau, H. Rush, A. B. Auld, 2023 Caton avenue, Brooklyn.

F. L. Stevens Company, fashion illustrating and advertising; \$10,000; F. Stevens, E. Bakes, A. L. Moscon, 25 St. Nicholas avenue.

Spielberg Printing Company; \$6,000; B. Silverman, L. Stein, A. Spielberg, 17 West 117th street.

PAWTUCKET, R. I.—John W. Little Company, printers and publishers; \$200,000; John W. T. Stewart and John W. Little, Jr., Pawtucket.

NEW HAVEN, CONN.—Veterans Journal Publishing Company has been petitioned into bankruptcy by three creditors with claims that total about \$750.

PORTLAND, ME.—Independent Publishing Company, printers and publishers; \$200,000 common and \$100,000 preferred; M. A. Anderson, J. G. Ryan and Leonard A. Pierce.

BOSTON.—Near East Commerce Review, Inc., printers and publishers; \$50,000; Nicholas J. Casavetes, Alice B. Conlogue and M. M. McChesney.

PROVIDENCE, R. I.—Providence County Times Company; 200 shares common stock, no par value; Frank Chapman, Providence; Walter B. Norton and Frank T. Easton, East Providence.

La Sentinelia Publishing Company; \$25,000; William A. Hickey, Antonio Bove, Amelio Greco, Cesare Schettini, Cosimo Furleo.

CHILLICOTHE, O.—The Sciota Gazette Company; \$25,000 to \$40,000.

PORTLAND, ORE.—Trade Journal Corporation; \$25,000; Trafford W. Salisbury, Frank P. Tebbets and Robert R. Rankin.

BUFFALO—Buffalo Labor Journal Corporation; \$10,000; to publish an official organ of organized labor; Charles E. Grant, Elizabeth Swannie and William A. Irving.

OTTAWA, ILL.—Free Trader-Journal Printing Company; \$25,000 to \$75,000. The increased stock will be used for additional equipment in the form of linotypes and presses and acquisition of the Ottawa Fair Dealer, a weekly paper which the Free Trader-Journal has purchased from C. A. Crowden.

EASTLAND, TEX.—The Chronicle Printing Company; \$15,000; F. A. Jones, J. C. Allison and L. A. Pettit.

LOCKPORT, N. Y.—Frontier Wood Pulp Company; \$125,000, to begin business on \$5,000; Fred W. Roberts, Raymond M. Noble and Robert M. Kinzly, of Lockport; Harry L. Aiken, Cleveland; and Frank P. Wilder, Carthage, N. Y.

RIVERSIDE DRIVE, N. Y.—Frontier Paper Corporation; \$300,000; I. V. H. Gill, H. C. Gray, J. A. Dix.

WALTERS, OKLA.—Walters Publishing Company; \$30,000; Henry Castleberry, Mortimer Woodson and W. B. Anthony.

POTSDAM, N. Y.—Federation Paper Mills; 500 shares common stock, no par value, active capital, \$50,000; W. M. O'Brien, R. H. Dunbar, F. L. Cubley, Potsdam.

SUPPLIES & EQUIPMENT

For Newspaper Making

FOR SALE

6c A WORD for advertisements under this classification. Cash with order.

Printers' Outfitters

Printing Plants and Business bought and sold. American Typefounders' products, printers and bookbinders machinery of every description. Conner, Fendler & Co., 96 Beekman St., New York City.

For Sale

Battery of 2 pneumatic electric drying presses with 28" x 25" platens operated by 167 x 127 air cylinders and 32 1/2" deep electric heated tables for 115 volts D.C. complete with automatic chase ejector 27" x 59 1/2" cast iron table and all auxiliary apparatus. Manufactured by F. Wesel Mfg. Co., New York City, N. Y. The above equipment is in perfect condition and the only reason we have it for sale is on account of adopting dry mats. Price very reasonable if taken at once. Address Bert N. Garstin, Business Manager, The Courier-Journal and Times, Louisville, Ky.

For Sale

Rouse newspaper steel bases, style B, for sale. Guaranteed good as new. 375 labor saving pieces; for 11 point thick plates; 13 picma column paper. Net foundry cost today, \$367.86. Will sell for \$220, F.O.B. Times, Chester, Pa.

For Sale

Lee Feeders for Linotypes, guaranteed good as new, \$40.00 each. Also 4 section Lee Mold. The Telegram Company, Youngstown, Ohio.

For Sale

Duplex 4, 6 and 8 Page Angle Bar Press. Reasonable price. Early delivery. John Griffiths, 41 Marshall street, Poughkeepsie, N. Y.

For Sale—Cheap

Goss Moulding Machine and three-ton metal pot with one pump. Also eight-column flat casting box. Make an offer. The New Orleans Item, New Orleans, Louisiana.

For Sale

50 lbs. brass 6 point column rule; 1 ft. 36 point Condensed Caps; 1 ft. 30 point Latin Condensed Caps; 1 ft. 30 point Condensed Gothic Caps; 1 ft. 14 point Cheltenham Condensed; 1 ft. 10 point Cheltenham Condensed; 1 ft. Agate Bold; 3 fts. Agate (single mats); 6 fts. nonp. single mats. The Washington Herald, Washington, D. C.

CHICAGO, ILL.—Acer & Co., Inc., dealers in wood pulp, John H. A. Acer, Montreal, president; J. R. S. McLennan, Montreal, secretary; \$100,000, of which \$28,564 will be used in the Illinois business, headquarters of which are at 30 North La Salle street, Chicago.

EASTLAND, TEX.—Oil Belt Publishing Company; \$50,000; H. L. Mosley, R. K. Phillips and P. S. Wolfe.

AKRON—The Ohio Advertising Company; \$10,000; C. E. Wade and C. R. Werking.

OKMULGEE, OKLA.—The Allen Printing Company; \$30,000; O. L. Allen, J. H. Torbett and George C. Jackson, all of Allen.

CAMBRIDGE, MASS.—New Generation Publishing Company; \$20,000; George W. Mathews, W. D. Holmes Huttig and S. W. Hovey.

WEBSTER, MASS.—The Times Publishing Company; \$20,000; six weekly newspapers in Southern Worcester County; Raymond Sheldon Webster, president and treasurer; Edgar S. Hill and Henry J. Steinberg.

CINCINNATI—The United States Paper Goods Company; from \$250,000 to \$200,000.

CLEVELAND—The Union Paper & Tissue Company; from \$100,000 to \$500,000.

Cleveland Call Publishing Company; \$10,000; G. A. Morgan and J. E. F. Beverleigh.

Editors Quickly Freed from Jail

CLARKSBURG, W. Va.—Jail sentences were imposed by the mayor on W. L. Geppert, editor and publisher of the Clarksburg Telegram, and Wilber Swiger, city editor, for refusing to disclose the source of certain news that appeared in the Telegram. They were released after a few minutes, when the city solicitor informed the mayor that he had no ground for imprisoning the editors under the state or city laws.

Names U. S. Representatives

QUEBEC—Le Soleil has appointed Gilman, Nicoll & Ruthman as its United States Eastern representatives.

FOR SALE

Goss Straight Line Quadruple Four-Deck Two-Page Wide Press. Prints 4, 6, 8, 10, 12, 14 or 16 page papers at 24,000 per hour, 20, 24, 28 or 32 page papers at 12,000 per hour, folded to half page size. Length of page 22 1/2".

This Press May Suit You.

WALTER SCOTT & COMPANY
PLAINFIELD, NEW JERSEY

Take It To**POWERS**

Open 24 Hours out of 24
The Fastest Engravers on
the Earth

Powers Photo Engraving Co.

154 Nassau St., Tribune Bldg.
New York City

For 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

NEWSPRINT

Publishers by placing their orders with us can rest assured of satisfaction in quality, shipments as promised at prices that warrant our being favored with the business.

Before contracting ASK

J. & J. SCOTT, Ltd.

Pulp & Paper
33 W. 42nd ST.
Phone Vanderbilt 1057

Coutts Sells Kellogg Enterprise

KELOGG, Ia.—W. P. Coutts, publisher of the Kellogg Enterprise for forty-three years, has sold that newspaper to I. H. Hospers of Armstrong.

Columns In Which Opportunity Is Sought and Found

SITUATIONS WANTED

3c A WORD for advertisements under this classification. Cash with order. For those who employ one insertion (adv. not to exceed 50 words) FREE.

Advertising Man—Solicitor
For five years I was in charge of advertisers' service department and solicitor for prominent New York State newspaper. Wide experience in planning campaigns, laying out advertisements, preparing copy for stores—engaged in practically all lines of business. Well-grounded knowledge of advertising fundamentals and mechanical details and ability to increasing space by procuring new business. Understand methods of soliciting foreign advertising accounts as well. I am 29 years old, college trained and married. Salary requirements \$3,000.00. May I submit samples of work and references? Address Box C-776, care of Editor & Publisher.

Advertising Manager—Auditor
Experienced advertising manager, now on leading metropolitan daily, desires permanent position by July 1 as advertising manager of a daily of more than 20,000 circulation. Shows every detail of advertising department. Includes selling, copy writing, correspondence, credits, and direction of departments. Graduate accountant, can supervise accounting department, and compile balance sheets, profit and loss statements, etc. Good personality and natural pleasant disposition. Prefer good paper in which interest may be purchased. Box C-795, care Editor & Publisher.

Advertising Manager
That can produce, wants to hear from a publisher of a live daily newspaper that needs a man that can organize a department and get maximum results. For the past three years advertising manager of a fine afternoon paper with a circulation of over 40,000. In this position I have increased the advertising earnings over three hundred per cent. Will consider any place in United States or Canada. Prefer the north. Available March 1. Address Box C-774, care of Editor & Publisher.

Advertising Agency Man
Young college man, with legal training desires connection with advertising agency (in N. Y. City) offering an opportunity for advancement. Address Box C-782, care Editor & Publisher.

Auditor and Accountant
Thoroughly experienced in general accounting, public auditing and different branches of large and small newspaper and periodical accounting. This situation where real service can be rendered management or publisher. Was traveling auditor for A. B. C. four years and am familiar with their rulings, definitions and interpretations. Can analyze your business and render accurate informative statements. Will go anywhere. Auditor, care John L. Brin, Atty, Rochester, Minn.

Circulation Man
Reliable, intelligent and well educated young man of integrity, with business sales, circulation, promotion, contest, managing and general detail experience desires position in circulation department. Phil Greenberg, 158 Bergen St., Newark, N. J.

Circulation Manager or Assistant
Have had fifteen years' experience in circulation department of various newspapers. Thoroughly experienced in routine duties and promotion work. Am 30 years of age, single, and at present employed on newspaper of 50,000 circulation. Circulator, 534 W. Breckenridge, Louisville, Ky.

Mr. Publisher
Are your big stories and fights being "put over" right? If they aren't, you're looking for me. I dig up, write and illustrate my stories, edit them, head them and design page to play them. Let me show you what I have done, then draw your own conclusions. Write Box C-787, care Editor & Publisher.

Circulation Manager
Circulation manager desires change. Thoroughly experienced in city and country circulation. Executive and competent to assume charge of circulation department. First class references. Box C-794, care Editor & Publisher.

Columnist
Noted Papers are Quoted Papers. If you want columnist for humor department address Box C-783, care Editor & Publisher.

Classified Manager
With six years' experience, now employed, desires to make change. Reason—Have been in promotion work for several years and wish to connect permanently with a live progressive paper where hard work will be appreciated and position will be assured. Can give references as to ability from several leading Southern dailies. Address Box C-800, care Editor & Publisher.

Managing Editor or Assistant
Thoroughly experienced in all news departments; tried executive; has gone up in game rapidly; no failures; 27; opportunity to advance, not starting salary, real object. Address Box C-792, care Editor & Publisher.

Circulation Director

Experienced Circulation Manager desires connection on either morning or evening publication. Extensive experience in circulation promotion and circulation systems. At present employed but must change account of health. Highest references. Apply Box C-760, care Editor & Publisher.

Editor—Manager
Who has sold interest in small city daily and printing plant, is open for position in city of 15,000 to 40,000. Age 30. Republican. Go anywhere. References. Can invest. Write or wire, Editor, 2346 No. New Jersey street, Indianapolis, Ind.

Editorial Writer and Paragrapher
Competent editorial writer and paragrapher is seeking permanent location where merit will be paid on daily of from 20,000 to 40,000 circulation. Has successful record but does not claim to be "national" writer. Guarantees, however, to give paper prestige in local matters, for life promotion of business. Ad page and follow policy. Personal conference solicited. Write Box C-785, care Editor & Publisher.

Situation Wanted
Advertising Manager, layout man and copywriter; broad experience. Quick to utilize the essentials of advertising and selling for the promotion of business. Qualified to plan and execute as manager advertising or ad copy service department. Available for permanent position with congenial environment, where a clear headed, reliable worker can pull off his coat and buckle into it. Address "Buckeye," Box C-801, care Editor & Publisher.

Editorial Writer
Clean-cut young man, 25, college graduate, wants editorial position. Three years editor college weekly publication. Three years daily newspaper experience as special writer and desk man. Excellent success. Box C-790, care Editor & Publisher.

Editorial, Re-Write, or Research Work.
Have had broad experience in all of these lines including encyclopedia, statistical, medical, and industrial fields. Highly specialized education in English; A. M. degree in English from Columbia University. Address Box C-771, care Editor & Publisher.

General Manager
Who has done million dollar business and made second paper first in middle western field seeks position as business manager or general manager. Practical knowledge of newspaper administration gained through twenty years of experience. Has the ability and the perseverance to make a popular and a profitable property. Wants permanent connection where income can grow as profits grow. Address Box C-788, care Editor & Publisher.

Managing Editor
Managing Editor, experienced in all news branches; capable executive; result getter; every position held an advance; nothing under \$5,000. Address Box C-791, care Editor & Publisher.

Editorial Writer
Editorial writer, paragrapher, wants strong western connection. Address Box C-784, care Editor & Publisher.

Newspaperman
An internationally known newspaper man, with wide experience at home and abroad, now in an important post in Europe, desires to return to America. His talents and training would make him particularly valuable to a large newspaper desiring intelligent and space-saving supervision of its cable news, or in almost any other executive position demanding ripe experience and the ability to handle men and news problems economically. He could apply his thorough familiarity with affairs at home and abroad advantageously to intelligent interpretation of news dispatches in understandable editorials. Only big job, or a job with big possibilities not too remote, will tempt him. Address, in confidence, Box C-770, care Editor & Publisher.

Wanted—To Lease Republican Weekly
In East; give circulation, equipment, business done 1920, etc.; probably buy after expiration lease; or would accept managanship. Rue, 363 Grand Ave., Brooklyn, N. Y.

What I Have to Offer Big Publisher
1. National reputation as a writer. 2. Ability to save thousands of dollars on news-print by more efficient condensation of news. 3. Broad and intensive newspaper training, with thorough grasp of present-day publish problems. 4. Thorough knowledge, through wide and diversified experience at home and several years' journalistic training in Europe, of both home and European social, economic and political conditions, thus being able to interpret properly the news. 5. Ability to get the best results from employees. 6. Comparative youth, but ripe experience and judgment. 7. Enterprise, reliability, enthusiasm, character, and industriousness. Only a big job, such as publisher's first associate, and where there is excellent opportunity to expand and develop the property, would appeal. Would prove valuable to publisher with more than one paper. Salary \$8,500. Box C-803, care Editor & Publisher.

Advertising Manager

Business Manager, Assistant to Publisher; young man, 25, desires connection with newspaper in any of the above capacities; thoroughly experienced in newspaper work from copy boy to advertising manager and assistant business manager. Can write and sell finished copy to advertisers, knows method of securing foreign advertising; purchasing paper and other newspaper necessities; run business economically as well as efficiently. Competent to take burden off the shoulders of publisher who has other cares. Willing to go anywhere, at a salary of \$3,600 and percentage of gross revenue. Address Box C-754, care of Editor & Publisher.

NOTE.—Through a typographical error the salary figures in this advertisement were misquoted in our previous issues—EDITOR & PUBLISHER.

Sporting Editor
Thoroughly experienced sports writer and desk man who can make any sports page an asset by authoritative, snappy, unprejudiced stories on any and every sport seeks permanent location in middle west. Now employed. Good reasons for making change. Write Box C-786, care Editor & Publisher.

Syndicate Manager and General Manager
All-around newspaper man of experience wants to make a change. At present I am managing one of the largest newspaper syndicates in the United States, but am desirous of making a change. For fifteen years past I have been syndicate manager, with periods of being in charge of other departments to straighten out matters, on one of the largest daily newspapers in the United States. I have shown, am showing today and can show results. If you are looking for a man who thoroughly understands the newspaper business, write me, Box C-742, care of Editor & Publisher.

We Connect the Wires
Bringing into quick communication the employer and the position seeker in the Advertising, Printing and Publishing field, east, south and west. Our lists include men and women fitted for positions up to the highest responsibility, with newspapers, class journals, advertising agencies and the publicity departments of mercantile and manufacturing concerns. No charge is made to employers; registration is free. Established 1898. Fernside Exchange, Inc., Third National Bank Bldg., Springfield, Mass.

INFORMATION WANTED

6c A WORD for advertisements under this classification. Cash with order.

Publishers. Please Read
Advertisement of Long Printing Company, Philadelphia, about me is a gross misrepresentation. John Cheshire, Winchester, Kentucky.

BUSINESS OPPORTUNITIES

6c A WORD for advertisements under this classification. Cash with order.

Business Opportunity
Earn a Real Salary and own your own job—Will sell \$5,000 stock in \$30,000 company to man of exceptional ability to take charge of democratic semi-weekly. We do not need money; need advertising solicitor-editor. Town has grown 300 per cent in seven years. I was formerly with large dailies; require pep and experience from applicant. He must become a leader among city's leaders to qualify. Alfred F. Isham, Brighton, Colo.

Now is the Time to Buy
This is the paper to buy. Location, Eastern Pennsylvania. Paper high-class weekly. Gross business 1920, \$11,829.84; gross expenses, 1920, \$4,725.90; net profits, 1920, \$7,103.94. Price \$19,000, including newspaper and job plant. Stock on hand; Accounts receivable. J. B. Shale, 103 Park Ave., New York City.

Will Purchase
Controlling interest in newspaper in growing, midwestern city of 17,000 to 35,000 population, provided price is right and terms arrangeable. Box C-882, care Editor & Publisher.

Will Buy
I am in the market for an afternoon daily in medium sized town offering good field for development; must be genuine bargain and sold on terms. Address Box C-789, care Editor & Publisher.

CORRESPONDENTS AND FEATURE STORY WRITERS

6c A WORD for advertisements under this classification. Cash with order.

Special Articles
Prominent Engineer writes interesting, entertaining, instructive articles on subjects in field of Engineering, Economics, Industrial Relations. Assignments or will provide own subjects. Address Engineer, c/o Mr. Cox, Room 312, 30 Church street, New York City.

HELP WANTED

6c A WORD for advertisements under this classification. Cash with order.

Circulation Manager
Must be able to promote; morning paper, old established, A. B. C., needs increase. Want shirt-sleeve worker who can get results. Give all information regarding yourself first letter, including salary ideas. Address Box C-757, care Editor & Publisher.

Editor and Manager
Wanted—Competent editor and manager of weekly newspaper near New York. State age, experience and salary required. Address Box C-769, care Editor & Publisher.

Newspaper and Job Foreman
Somewhere there is a first-class newspaper and job foreman who is looking for a day job in a modernly equipped daylight office with very best sanitary arrangements, good working hours, good pay, where he would be treated like a man and assured of a permanent position as long as he filled the bill. To the man possessed of executive ability and who knows and can do good work we offer such a job in a good New Jersey town. A first-class job and ad man can find a permanent job in the same office. Give full particulars and wages wanted. Address C-797, care Editor & Publisher.

Publicity Man (not Adv.)
National Organization wants publicity (not advertising) man. State age, preparation, experience, references, salary expected, first letter. Address Box C-777, care Editor & Publisher.

Writer
Established New York trade magazine wants writer with news sense and editorial capabilities who is able to advance himself. State salary and full details in letter. Address Box C-779, care Editor & Publisher.

FOR SALE—NEWSPAPER EQUIPMENT

- 8-page Cox Duplex . . . \$2,000 f.o.b.
- 12-page Cox Duplex . . . 6,000
- 8-page Goss Comet . . . 4,000 f.o.b.
- (Following with Stereotype Equipment)
- 16-page Potter . . . 3,630 f.o.b.
- 16-page Goss . . . 6,500
- 32-page Goss . . . 12,000
- 40-page Hoe . . . 12,000 f.o.b.
- 1 Model 8 Linotype . . . 3,080 f.o.b.
- 1 Model 5 Linotype . . . 1,870 f.o.b.
- 1 Ludlow, Complete . . . 2,035 f.o.b.

Wire or Write
SOUTHERN PUBLISHERS EXCHANGE,
Incorporated
Newspaper Properties and Equipment
12 North 9th St. P. O. Box 1597
Richmond, Virginia

WEEKLY NEWSPAPERS

We have available for purchase several exceptional WEEKLY NEWSPAPERS located in Eastern States. These are important, staple properties, well equipped, serving good fields. Are reasonably priced on a basis of earnings, and fair terms will be considered.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Bldg. New York

\$3,000 Cash

available for first payment on a weekly newspaper property. New England locations preferred. Proposition V. N.

Charles M. Palmer
NEWSPAPER PROPERTIES
225 Fifth Ave., New York

WILMER STUART DEAD; AN "A. P." VETERAN

Built Up Organization's System of Collecting and Collating Election News—Handled Financial News of America and Europe

Wilmer Stuart, director of the election service of the Associated Press and its market editor, died January 30 of pneumonia in Brooklyn. As head of the market division of the A. P., Mr. Stuart had travelled to every section of the country. For over 20 years he had been in charge of the commercial and financial branch of Reuters' Limited and for three years was head of that service for the Kokusai News Agency of Japan. Mr. Stuart entered the market department of the Associated Press as an office boy in 1883 and became its chief 10 years later. He was born in Brooklyn in 1869. A widow and a son survive him.

In speaking about Mr. Stuart's work on the Associated Press, Frederick Roy Martin, acting general manager, said:

"Mr. Stuart was connected with the A. P. for thirty-seven years, having entered its employ at the age of 15. He filled various positions until a number of years ago when he was placed in charge of the market and financial reports, a post of great responsibility and calling for exceptional ability. He had a penchant for figures and could analyze reports in a wonderful manner.

"He not only handled the financial news for this country but also for foreign countries as well. For twenty years he had full charge of the financial and commercial branch of Reuters Limited and for three years was in charge of a similar service for the Kokusai News Agency of Japan. Until the war he also looked after the service of the Wolf News Bureau of Berlin.

"It was because of his ability with figures that Mr. Stuart was made director of our election returns service. He reorganized the department and built up a system for collecting and collating election news that is the nearest to perfection of any system in existence. He established staffs of expert accountants at various points to handle the figures as they were received from the several election districts. The machinery was so well adjusted that it ran without a hitch.

"The present system as devised and put into operation by him required his personal supervision for over eighteen months prior to the election in which he traveled all over the country conferring with and instructing hundreds of newspaper publishers and employees.

"Mr. Stuart prepared charts showing just what to do in organizing and carry-

ing the election work so that in case anything should happen to him others would know just what to do. In Mr. Stuart's death the Associated Press has suffered a great loss."

Obituary

BEN F. CRAWSHAW, for ten years editor of the Pacific Odd Fellow, and formerly engaged in other newspaper work, died recently at Portland, Ore. He was born in 1845.

CHARLES S. SCANLAN, a retired newspaper man, for ten years on the editorial staff of the New York World, and prior to that Eastern correspondent for the Cincinnati Enquirer, died in New York January 25.

CHARLES R. LAWRENCE, aged 60, for 40 years a member of the business office staff of the Buffalo Evening News, died after a two weeks' illness. Mr. Lawrence was in point of service the oldest employe of the News.

SAMUEL CLARK, for 40 years a Kansas editor and in point of service one of the oldest editors in Kansas, is dead in Concordia. Mr. Clark was editor of the Washington Palladium.

GEORGE F. O'NEIL, former Binghamton publisher, died in that city January 30. One of his sons, Frank S. O'Neil, is a well known sporting writer and was formerly state boxing commissioner of New York.

CHARLES EDWARD ALBES, managing editor of the English, Spanish and Portuguese bulletins of the Pan-American Union, published at Washington, D. C., died recently in that city. His body was taken to his former home in Decatur, Ala., for interment.

MISS CLARA LOUISE CHRISTIAN, for 11 years cashier in the business office of the Syracuse Post-Standard, died January 21 at her home in that city following an operation for appendicitis.

WALTER SEYMOUR ABBOTT, for 30 years editor and publisher of the McKeesport (Pa.) Times died at his home in Conneaut, Ohio, recently, following an illness of pneumonia.

MRS. JANE K. HOWE, aged 82, widow of William P. Howe, died in Tarentum, Pa., January 29. Since the death of her husband in 1905, Mrs. Howe was president of the News Printing Company, publisher of the Tarentum Daily News.

JAMES SWEENEY, aged 66, chief of the Pennsylvania State Bureau of Standards, and former newspaper man, died at Harrisburg on January 30.

CAPT. W. H. LONGWELL, aged 82, former postmaster of Oil City, Pa., and founder of the Oil City Derrick, died in Hollywood, Cal., January 29.

HUGH L. FITZPATRICK, for more than thirty years a sport writer on New York newspapers and at one time owner of Rider & Driver, died February 1 in this city. He began his career on the Sun and for thirty years wrote the news of the golf, poultry and dog worlds. He was regarded as an expert on golf, and was the author of numerous books on the game, among them "Golf Don'ts." Mr. Fitzpatrick was employed also on the staffs of the Evening Sun, New York City News Association and New York Evening Post.

ARNOLD POLACHEK, of Chicago, a brother of Victor Polachek, former publisher of the New York Sun, died January 25th at the home of relatives in New York, aged 42 years. He was president of the Polachek Sign Company of Chicago.

Arthur Walter Dead

LONDON.—Arthur Walter, editor and reporter of Official Debates in the House of Lords, since 1898, died January 27. Mr. Walter traveled through Europe as private secretary to the late A. Pulitzer, founder of the New York Journal. He was one of the representatives of British journalism at the International Congress of the World's Press in 1894 and at Berlin in 1908, and was president of the British International Association of Journalists from 1918 to 1919.

The Newark Evening News

now uses our new
"Handicraft in the Home"
feature

The International Syndicate
BALTIMORE

World Wide ADVERTISING CORPORATION

Advertising Counsel

One West 34th St., New York
Telephones Fitzroy } 2969
 } 5111
Cable Address:
SCHOLZEM, 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

The Day
דער טאג
ווארײט
ווארײט

The National Jewish Daily

IN NEW ORLEANS
IT'S—

THE NEW ORLEANS ITEM

Nearly every person in Richmond reads

THE NEWS-LEADER

The NEWS-LEADER's circulation in Richmond is greater than that of all the other Richmond papers combined.

The NEWS-LEADER's circulation in Virginia is greater than any other Virginia newspaper.

The sworn statements of the Richmond papers show the NEWS-LEADER has a daily circulation in Richmond which is more than three times greater than its nearest competitor.

Foreign representatives
The Kelly-Smith Co., Chicago, Ill.
Marbridge Building Kelly-Smith Co.
B'way at 34th St. Lytton Building,
New York City.
J. B. Keough, Candler Bldg., Atlanta, Ga.

In Canadian Export N. Y. Office

R. C. Sharpley has been appointed manager of the New York office of the Canadian Export Paper Company, assisted by C. W. Nickenig and Thomas E. Pope.

New York American

Circulation sells in New York for 50% more Daily and 100% more Sunday than any other New York Morning newspaper.

The Pittsburg Press Daily and Sunday Has the Largest

CIRCULATION
IN PITTSBURG

MEMBER A. B. C.

Foreign Advertising Representative
Metropolitan Tower, People's Gas Bldg.
I. A. KLEIN JOHN GLASS
New York Chicago

"The African World" & "Cape-to-Cairo Express"

Published every Saturday in London.

SOLE AGENTS FOR UNITED STATES

The World Wide Advertising Corporation

No. 1 West Thirty-fourth St.,
NEW YORK CITY

Leased Wire Service
Foreign News Reports
"Pony" Services
Teletype Service
Mat and Mail Services

Speed—Reliability—Quality

International News Service

10th floor, World Building,
New York

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clippings can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

The Mount Vernon, N. Y.

DAILY ARGUS

carries more display advertising than any other newspaper in Westchester County.

This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon.

GEO. B. DAVID & CO.

Foreign Representative

171 Madison Ave. NEW YORK

THE SOUTH'S BUYING POWER

The South with bank deposits of more than four billion dollars is the purchasing power for these various articles.

With cash to pay for it, they'll buy farm implements, machinery, tools, office and factory equipment, safety devices, food specialties, household articles, etc.

Last year the South increased its crop values over those of the preceding year by a round billion dollars, or 60% of the total increase in crop values for the whole United States.

The South wants goods from the outside. Tell them what you have to sell, in the daily newspapers. These great Southern dailies are read and believed by the people they reach. Use them now.

SOUTHERN LIST

		2,500	10,000
	Circulation	lines	lines
ALABAMA.			
**Birmingham Age-Herald (M)	22,359	.08	.08
**Birmingham Age-Herald (S)	24,482	.10	.10
**Birmingham News (S)	55,663	.15	.15
**Birmingham News (E)	55,383	.15	.15
**Mobile News-Item (E)	10,860	.07	.07
**Mobile Register (M)	22,451	.07	.07
**Mobile Register (S)	33,718	.085	.085
FLORIDA.			
**Jacksonville Metropolis (E)	17,860	.05	.05
Florida Times-Union, Jacksonville (M&S)	28,986	.07 (8cS)	.07 (8cS)
**Paiatka Morning Post (M)	1,450	.0122	.0122
**Pensacola Journal (M)	4,660	.025	.025
**Pensacola Journal (S)	6,246	.025	.025
Pensacola News (E)	4,190	.03	.03
GEORGIA.			
***Atlanta Constitution (M)	53,154	.13	.13
***Atlanta Constitution (S)	60,116	.13	.13
***Atlanta Georgian (E)	46,187	.12	.12
***Atlanta Sunday American (S)	105,527	.15	.15
Augusta Chronicle (M)	8,703	.045	.045
Augusta Chronicle (S)	8,703	.045	.045
Augusta Herald (E)	13,816	.05	.05
Augusta Herald (S)	11,883	.05	.05
***Columbus Ledger (E&S)	8,078	.04	.04
***Macon Telegraph (M)	20,686	.06	.06
***Macon Telegraph (S)	20,680	.06	.06
Savannah News (M&S)	21,154	.055	.05
***Savannah Press (E)	14,192	.05	.05
KENTUCKY.			
Lexington Leader (E)	14,296	.05	.05
Lexington Leader (S)	14,536	.05	.05
***Louisville Herald (M)	49,756	.09	.09
***Louisville Herald (S)	54,701	.09	.09
LOUISIANA.			
New Orleans Times-Picayune (M)	73,334	.15	.15
New Orleans Times-Picayune (S)	91,127	.18	.18
***New Orleans Daily States (E)	38,885	.10	.10
***New Orleans Daily States (S)	37,153	.10	.10
New Orleans Item (E)	63,024	.15	.15
New Orleans Item (S)	88,990	.18	.18
NORTH CAROLINA.			
Asheville Citizen (M)	11,912	.04	.04
Asheville Citizen (S)	10,423	.04	.04
**Charlotte News-Chronicle (E&S)	10,179	.04	.03
**Charlotte Observer (M)	20,159	.055	.04
**Charlotte Observer (S)	21,137	.07	.05
Durham Herald (M)	6,172	.03	.03
Greensboro Daily News (M)	17,081	.06	.05
Greensboro Daily News (S)	22,978	.07	.06
**Raleigh News and Observer (M)	24,230	.06	.06
**Raleigh News and Observer (S)	26,309	.06	.06
Wilmington Star (M)	6,850	.04	.04
**Winston-Salem Journal (M)	8,727	.04	.04
**Winston-Salem Journal (S)	9,361	.04	.04
**Winston-Salem Sentinel (E)	9,474	.04	.04
SOUTH CAROLINA.			
Anderson Mail (E)	4,325	.025	.025
***Columbia Record (E)	12,937	.05	.05
***Columbia Record (S)	13,749	.05	.05
***Columbia State (M)	21,862	.06	.06
***Columbia State (S)	22,307	.06	.06
Greenville News (M&S)	10,896	.045	.04
Greenwood Index Journal (E)	4,187	.02	.02
**Spartanburg Journal & Carolinid Spartan (E)	3,132	.04	.04
***Spartanburg Herald (M)	4,744	.04	.04
***Spartanburg Herald (S)	5,913	.04	.04
TENNESSEE.			
**Chattanooga News (E)	20,105	.05	.05
Chattanooga Times (M)	22,661	.07	.07
Chattanooga Times (S)	23,046	.07	.07
***Knoxville Sentinel (E)	19,822	.07	.06
***Memphis Commercial Appeal (M)	83,359	.16	.15
***Memphis Commercial Appeal (S)	113,841	.19	.18
**Nashville Banner (E)	41,077	.07	.07
**Nashville Banner (S)	43,116	.08	.08
***Nashville Tennessean (ME&S)	44,675	.09	.09
VIRGINIA.			
‡Bristol Herald Courier (M&S)	6,590	.04	.04
Danville Register and Bee (M&E)	9,950	.04	.04
Newport News Times-Herald (E)	8,464	.05	.05
Newport News Daily Press (S&M)	6,349	.05	.05
**Norfolk Virginian Pilot (M)	32,596	.06	.06
**Norfolk Virginian Pilot (S)	38,452	.10	.10
**Roanoke Times (M&S)	23,438	.07	.06
***Roanoke World-News (E)	10,193	.07	.06
***Richmond News-Leader	45,383	.11	.11

Government Statement, October 1st, 1920.
 ‡Includes Bristol, Tenn.
 **A. B. C. Audit, October 1st, 1920.
 ***A. B. C. Publishers' Statement, October 1st, 1920.

Don't Expect Advertising to Do the Impossible

IT WILL CREATE CONSUMER DEMAND FOR REASONABLY PRICED GOODS, PAY FOR ITSELF AND PRODUCE LOWER PRICES TO THE CONSUMER FOR THOSE WHO KNOW HOW.

EVERY dollar spent for advertising by the man or organization who really knows what he or they are after will create increased traffic and reduce overhead sufficiently to more than repay the cost, and perhaps spell lower prices to the consumer.

Selfishness, greed, ignorance or lack of courage is the chief stumbling block in the business careers of most of those who really have a meritorious article, fairly priced, and for which an enormous demand can be created, but who failed to arrive.

Henry Ford needs no artificial protection in the way of patents and such to give him a monopoly in the making of a sound automobile for very little money. His enormous success seems to point out a most valuable lesson to other manufacturers, and yet he has no serious competitor.

Instead of establishing methods which obviously give the consumer the benefit of quantity production in the shape of lower prices, too many are inclined to spend more money on the package, vast sums for hurrah-boy salesmanship, and other fortunes in non-selling general medium space.

Soda crackers in handsome packages sold for approximately 40 cents the pound as compared with 5 cents bulk goods of former days, inflicts too heavy a penalty to be paid for imaginary or real cleanliness.

The makers of such high-priced goods are rather unconsciously at the

mercy of any newcomer with the goods which he will sell at fair prices and who is willing to let the public know it through newspaper advertising.

Too many of us have grown soft under the conditions of the past two or three years, when demand exceeded supply and any fool could sell a dollar's worth of almost any commodity for two dollars and a half.

Many businesses are suffering through payment of unjustified salaries to pretentious parasites who have grown in on the traffic and built fallacious reputations for salesmanship, when in reality they have been mere distributors.

Certain advertising men who have carelessly spent millions of dollars for clients during the past year or two are now shaking in their boots because they know in their hearts that from now on they must get back on their marrow bones and hustle.

It is quite easy to load up a manufacturing concern with heavy additional costs on a rising market, but much more difficult to prune down and return to earth without serious results.

That is exactly what business is up against today and exactly in accordance with the degree of intelligence and efficiency employed in readjusting things will depend future success.

The man who will render greatest service—quality and price considered—to the consumer is the one who has unlimited opportunity in the present

situation. Those who do the big things will be the millionaire successes of the future—to-morrow, next year, and the many years to come.

The Bible tells us that it is more difficult for the rich man to enter the Kingdom of Heaven than for a camel to pass through the eye of a needle.

In business it is more difficult for one who has tasted the blood of extortionate profits—politely called profiteering—to see any fun in narrower margin of profits.

Labor will not willingly forego the highest wages it can get, any more than clerks, managers, and bosses.

The dollar must be made to buy more and the cost of manufacturing must be reduced in order to permit the earned dollar to do its proper duty in buying the necessities and comforts of life.

Newspaper advertising which sells enormous extra volume for the retail shops in every city in the country can create constantly increasing sales for sound goods reasonably priced.

Those who would continue the methods of the past two or three years and seek to maintain unjustifiably high prices are merely riding for a fall, and perhaps unconsciously providing additional opportunity for those smart enough to seek to be the Henry Fords in other lines.

JASON ROGERS.

New York, Feb. 2, 1921.

Member
A. B. C.

The New York Globe

170,000
a Day

LORENZEN & THOMPSON, Inc.,
NEW YORK CHICAGO

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