

(Special N. E. A., I. C. M. A., and C. P. A. Pre-Convention Number.)



EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America

Entered as second-class matter May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.
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NEW YORK, SATURDAY, MAY 29, 1920

Vol. 52. No. 52

What Income Tax Returns Tell

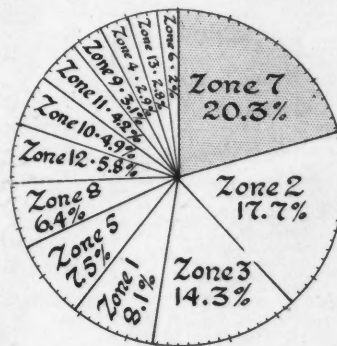


The above map shows the United States divided into thirteen logical jobbing and merchandising zones.

The graph below tells the national advertiser how these markets rank in number of prospective purchasers. It pictures the proportion which each zone had of the total number of people who filed income tax returns in 1917, the latest year for which figures are available.

It is interesting to note that Zone 7, The Chicago Territory, furnished 20.3% of those who earned enough to file income tax returns, although it has only 16.4% of the population of the United States.

One family in five in The Chicago Territory is reached by The Chicago Tribune.



The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation 400,000 Daily, 750,000 Sunday

Of course—if you have anything to sell—you use the daily papers to get the world around!



And the Mississippi Valley!

“There is not in the wide world a valley so green,” nor so wide, nor so rich, nor so beautiful as the Valley of the Mississippi! And “Mississippi River States” lead the whole country in agriculture—and in other respects too numerous for modest recitation. Their crop production exceeds annually—

Five BILLION Dollars

Value at the farms.

As the head of navigation for ocean vessels stands

Memphis,

the great Cotton center of the South; and at the mouth of this great river and roadway of the United States,

New Orleans—

famous in song and story—is N W the largest port of the United States—except one!

Naturally, the South on a per capita of population basis will not always be the cheapest territory for Daily newspaper advertising!

SOUTHERN LIST.

	Circulation	2,500 lines	10,000 lines
ALABAMA.			
Birmingham Age-Herald.....(M)	22,158	.09	.07
†Birmingham Age-Herald.....(S)	25,427	.105	.08
†Birmingham Ledger.....(E)	34,918	.07	.07
**Birmingham News.....(E)	45,343	.10	.10
**Birmingham News.....(S)	48,070	.12	.15
†Mobile News-Item.....(E)	10,136	.03	.03
Mobile Register.....(M)	23,135	.06	.06
Mobile Register.....(S)	33,810	.075	.075
FLORIDA.			
†Jacksonville Metropolis.....(E)	13,740	.05	.05
Florida Times-Union, Jacksonville.....(M&S)	28,986	.07 (8c S)	.07 (8c S)
†Falmata Morning Post.....(M)	1,450	.0122	.0122
†Pensacola Journal.....(M)	6,485	.025	.025
†Pensacola Journal.....(S)	7,900	.025	.025
Pensacola News.....(E)	5,652	.03	.03
GEORGIA.			
Atlanta Georgian.....(E)	39,433	.10	.10
Atlanta Sunday American.....(S)	94,811	.15	.15
Augusta Chronicle.....(M)	9,832	.035	.035
Augusta Chronicle.....(S)	9,832	.035	.035
Augusta Herald.....(E)	13,535	.04	.04
Augusta Herald.....(S)	9,775	.04	.04
*Columbus Ledger.....(E&S)	7,908	.03	.03
Macon Telegraph.....(M)	19,009	.06	.06
Macon Telegraph.....(S)	19,009	.06	.06
Savannah News.....(M&S)	20,979	.055	.05
†Savannah Press.....(E)	15,357	.04	.04
KENTUCKY.			
*Louisville Herald.....(M)	48,716	.09	.09
*Louisville Herald.....(S)	53,508	.09	.09
Paducah News Democrat.....(M)	6,854	.0358	.02145
LOUISIANA.			
New Orleans Times-Picayune.....(M)	76,171	.15	.15
New Orleans Times-Picayune.....(S)	92,969	.18	.18
New Orleans Daily States.....(E)	41,275	.10	.08
New Orleans Daily States.....(S)	41,275	.10	.08
New Orleans Item.....(E)	68,530	.12	.12
New Orleans Item.....(S)	84,717	.15	.15
NORTH CAROLINA.			
Asheville Citizen.....(M)	12,098	.04	.04
Asheville Citizen.....(S)	10,059	.04	.04
Asheville Times.....(E)	7,235	.025	.02
Charlotte News-Chronicle.....(E&S)	10,849	.04	.03
Charlotte Observer.....(M)	18,483	.055	.04
Charlotte Observer.....(S)	20,442	.06	.05
Durham Sun.....(E)	5,197	.03	.025
Greensboro Daily News.....(M)	16,289	.06	.05
Greensboro Daily News.....(S)	22,165	.07	.06
†Greensboro Record.....(E)	5,000	.025	.025
†Raleigh News and Observer.....(M)	22,273	.05	.04
†Raleigh News and Observer.....(S)	22,210	.05	.04
Wilmington Dispatch.....(E)	4,145	.03	.03
Wilmington Dispatch.....(S)	4,040	.03	.03
†Winston-Salem Journal.....(M&S)	5,358	.025	.02
*Winston-Salem Sentinel.....(E)	9,403	.04	.04
SOUTH CAROLINA.			
Anderson Mail.....(E)	4,225	.02	.02
Charleston American.....(M)	10,701	.03	.03
Charleston American.....(S)	12,435	.03	.03
Columbia Record.....(E)	13,035	.03	.03
Columbia Record.....(S)	13,127	.03	.03
Columbia State.....(M)	22,620	.06	.06
Columbia State.....(S)	24,700	.06	.06
Greenville News.....(M&S)	9,525	.045	.04
Greenwood Index-Journal.....(E)	4,235	.025	.025
†Spartanburg Journal & Carolina.....(E)	2,958	.04	.04
†Spartanburg Herald.....(M)	4,416	.04	.04
†Spartanburg Herald.....(S)	5,262	.04	.04
TENNESSEE.			
*Chattanooga News.....(E)	17,260	.05	.05
Chattanooga Times.....(M)	24,600	.07	.07
Chattanooga Times.....(S)	23,148	.07	.07
Knoxville Sentinel.....(E)	21,003	.06	.05
**Knoxville Journal-Tribune.....(M)	19,174	.06	.05
**Knoxville Journal-Tribune.....(S)	19,174	.06	.05
Memphis Commercial Appeal.....(M)	81,185	.16	.15
Memphis Commercial Appeal.....(S)	116,423	.19	.18
**Nashville Banner.....(E)	42,984	.07	.07
**Nashville Banner.....(S)	42,984	.08	.08
Nashville Tennessean.....(M)	29,607	.08	.08
Nashville Tennessean.....(E)	15,442	.08	.08
Nashville Tennessean.....(S)	29,485	.08	.08
VIRGINIA.			
†Bristol Herald Courier.....(M&S)	15,318	.04	.04
Danville Register and Bee.....(M&E)	9,787	.035	.035
Newport News Times-Herald.....(E)	2,722	.05	.05
Newport News Daily Press.....(S&M)	5,496	.05	.05
Norfolk Ledger Dispatch.....(E)	36,320	.08	.08
Roanoke Times.....(M&S)	22,354	.05	.05
Roanoke World-News.....(E)	10,349	.05	.05

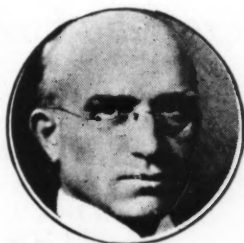
Government Statements, April 1st, 1920.
 *A. E. C. Report, April 1st 1920.
 †Government Statements, October 1st, 1919.
 **A. E. C. Report, October 1st, 1919.
 ‡Includes Bristol, Tenn.



CONVENTION SERVICE WILL SURPASS ALL PREVIOUS EFFORTS

A special Service of news and pictures will be sent out from Chicago and San Francisco during the weeks preceding the conventions.

IN ADDITION to the regular staff of N. E. A. trained observers and creative artists we have arranged to have H. N.



RICKEY, one of America's greatest editors and writers, interpret the pre-convention spirit of the country.



WILL ROGERS, the inimitable and irrepressible cowboy comedian, will give his views day by day.

GILSON GARDNER, dean of American political writers, will tell the "inside" story as no other writer can.



NEYSA M'MEIN, America's greatest woman artist, will sketch the leading women at the Chicago convention.

MABLE ABBOTT, author and magazine writer, will tell of the hopes and ambitions of our seventeen million women voters.



CONVENTION HEADQUARTERS:

Chicago
Parlor B-68 Congress Hotel

San Francisco
Palace Hotel

Newspaper Enterprise Association

(A SERVICE NOT A SYNDICATE)

Cleveland, O.

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

PHILADELPHIA

market, you should use the dominant newspaper

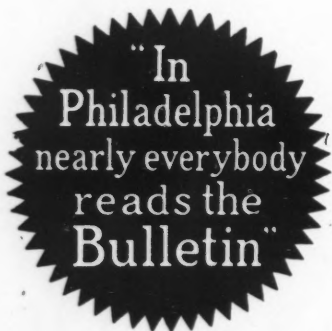
THE BULLETIN

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

Dominate Philadelphia

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

THE BULLETIN



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

466,732 *Copies a Day*

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



EDITOR & PUBLISHER



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

Vol. 52

NEW YORK, SATURDAY, MAY 29, 1920

No. 52

THEATRICAL PRESS AGENTS' LIES OF 1920

Space Grabbers of the Drama Even Rise to the Heights of Authority that Permits Switching Roles and Moving Second Raters Into Stardom Just to Cheat Newspaper Readers "In the Provinces".

By IRVING BRANT

THE theatrical agent, like his master the theatrical producer, divides the United States into two parts, New York and the "provinces." The principal function of the press agent, traveling ahead of a show in the provinces, is to make the people believe two propositions:

1. That the play enjoyed a magnificent success in New York.
2. That the producer is maintaining the standard of his New York production.

Few plays set New York on fire, and few producers maintain their New York standards on the road. Hence it is the business of a majority of press agents to gloss or gild the record and gull the public. An understanding of this function is necessary if the dramatic editors of newspapers throughout the country are ever to cope with the sinuous falsehoods perpetrated upon them, week after week, by the theatrical press agents.

A Legitimate Job

The press agent of the theater, unlike most publicity seekers, has a legitimate job. The newspapers want advance news about dramatic attractions, and the agent of the producer is the natural and unerring source of information. But the newspapers want the truth in this advance news, and they don't get it.

In New York, the press agent deals with newspapers which have highly organized dramatic departments, and stern necessity holds him to the truth whenever the truth can be traced. Few newspapers outside of New York have adequate data on plays. Therefore, the provinces are a wide and verdant field for the exercise of the press agent's powers of mendacity.

A Code of Lies

Years ago, the theatrical press agents made their calling a byword by wild yarns, of which the theft of the actress' jewelry was the classic example. Nothing of this sort is attempted any more. Even the flamboyancy of the advance notice has been toned down, for the theatrical publicists have learned that there is no use offering what no respectable newspaper will print. But along other lines, where the average newspaper is defenseless because of lack of information, the press agent of today has built up a scientific system of falsehood, virtually a code of lies.

Before considering in detail the press agent's system of prevarication, let us pay a little more attention to the motive for it. Most plays originate in New York, and New York either kills a play at the outset, gives it a fair lease on life or establishes a reputation for it. Because this is true, and because dramatic criticism centers upon New York productions, the New York run pos-

[EDITORIAL NOTE—Mr. Brant is the dramatic editor of the *St. Louis Star*, and is well qualified to pass judgment on the theatrical press agent as a cheater of newspapers and newspaper readers. His standing among the newspaper men of *St. Louis* is high; he is a student of the drama, and as a critic is fair, honest and sincere with his reading public. The next article by Charles Grant Miller on *Living Journalism and Poison That Kills* will appear in an early issue.

sesses advertising value. The theatrical producers, seeking to capitalize this advertising value, have viciously over-emphasized it. They have made the long run so important that if a play does not have it, one must be manufactured.

In ordinary seasons, the "forced run" is a recognized method of advertising a play before it reaches the provinces. By playing to cut rate seats, free seats or empty seats, the New York engagement is dragged out by weeks or months. Probably there were no forced runs last season, on account of the surplus of plays and spectators and the shortage of theaters, but the producer is ready, when occasion demands, to pay the price of a forced stay in New York, just for advertising. What wonder is it, then, that the press agents will try to make the newspapers do the stretching of the New York run? It doesn't cost the producer a cent when the press agent adds two months to the length of an engagement in New York.

The standard of production offers an equally strong motive for falsification. In New York it is virtually impossible to put on a play successfully with a notoriously second-rate cast. This is largely due to the critics. The influence of dramatic critics is meager enough, in all conscience. They cannot make a good show succeed. They cannot kill an unworthy play if it is well staged. But in New York they have made the producers hesitate to put plays on cheaply. In the rest of the country, because they are scattered, timid, incompetent or hamstrung, they haven't even this measure of influence.

With few exceptions, all the money made by plays is made on the road. A producer is lucky if his New York run lasts long enough, at a profit, to amortize the first cost of production. The owner of a play which proves moderately successful in New York usually can count on road engagements lasting two years. Since he relies on these en-

agements for his profits from the production, he cuts expense as deeply as possible. There are many devices for saving money.

If the leading player is an established star, he usually remains in the cast because of his drawing power, and is surrounded by a new supporting company with salaries at a fraction of the salaries of the original support. If the players in the leading roles are not mind, the road company is also equipped closely identified with them in the public with new leads, at an appropriate reduction in salary. Or a minor player in the original cast may be advertised on the road as a star, in order to convey the impression that it is the original production.

Lower Salaries; Lower Standards

Occasionally these changes in the cast afford opportunity for some young actor or actress to make a genuine hit in the road production. Often there will be a weeding out of minor misfits. But on the whole, the saving in the salary list means a lowering of the acting standards of the play.

As a result of this habit of sending out cheap road companies, the "original cast" or the "New York cast" has come to be a sign of excellence. The press agent, seeking to help his employer by concealing the cheapening of the production, has his choice of two methods. He can keep quiet about changes in the cast, or he can claim the show is coming with the original company when it is not.

The public is fairly wise. In time it learns that when one attraction is heavily advertised because of its "New York cast" and nothing is said about the antiquity of the cast of another production, silence means substitution. The faithful press agent, therefore, is forced from silence to falsehood.

Big Houses Share Burden

There are producers, usually those who take pride in maintaining high standards of production, who do not resort to misstatements. There are press agents who are more of a credit to their calling than their calling is a credit to them. They are in a minority. It is a rare week when an advance notice of one show or another does not try to "put something over" on the newspaper and public. The two big booking houses, Klaw and Erlanger and the Shuberts, share the burden of misrepresentation with comradely equality, so far as the burden may be said to fall on the booking houses and theater owners rather than on the producers. A press agent affiliated with one of these groups will sometimes tell how much more honest the publicity of his house is than that

(Continued on page 42)

THE PROFESSION OF JOURNALISM

THROUGHOUT America there is a reawakening within the ranks of the workers in the journalistic profession of the spirit on which the ideals of the freedom of our press, a militant force for the good of the Nation, were built.

In keeping with the rebirth of this new spirit the American Journalist's Association, a non-union organization with headquarters in St. Louis—approved by the newspapers of that city—and with chapters in many other cities, has been formed for the purpose of building a new responsibility, independence and professional pride on the foundation of past achievements.

To meet the needs of the members of this growing organization EDITOR & PUBLISHER beginning next week, June 5, will carry a new department:

"THE AMERICAN JOURNALISTS' FORUM"

A weekly feature conducted under the auspices of the American Journalist's Association.

It is not the intention to make this solely a news feature. Discussions of every problem entering into the work of the members of the profession of journalism will be invited. The department will be in charge of a board composed of Richard L. Stokes, 507 Commercial Building, St. Louis, Mo.; Paul Y. Anderson, editorial department, Post-Dispatch, St. Louis, Mo.; Arthur R. Friedman, editorial department, Sun, Pittsburgh, Pa.; Dean Walter Williams, School of Journalism, University of Missouri, Columbia, Mo.

REMEMBER—a new weekly feature for the discussion of problems of the profession:

EDITOR & PUBLISHER, BEGINNING JUNE 5

UNINFORMED PEOPLE MENACE NATION, DECLARES CHARLES F. HIGHAM

Advertising Man and Member of Parliament Urges Government Use of Paid Space to Tell Citizens of National Needs

By ROSALIE ARMISTEAD HIGGINS

CHARLES FREDERIC HIGHAM, head of the London Advertising Agency bearing his name, is a visitor to New York, on the last lap of his 5,000-mile journey to attend the sixteenth annual convention of the



CHARLES FREDERIC HIGHAM, M.P.

Associated Advertising Clubs of the World, in Indianapolis, June 6-10th. Mr. Higham, who is a vice-president of the A. A. C. W., is a man of dynamic personality, brilliant intellect and a wealth of ideas, the most vital of which he disclosed to me, when he said that:

"An uninformed democracy is the greatest danger confronting modern states at the present time and I think that the governments of the United States and Great Britain should keep their peoples informed of conditions and the country's needs by means of display advertising at Government expense in the newspapers and magazines of the country.

"In time of war the British Government bought its own space, but it has not visualized the need of service in time of peace. Speaking as an Englishman, I say if a soldier is willing to die at the rate of twenty-five cents a day and a million English 'Tommys' gave their lives—would he not be willing to work just a little harder, say for \$50 a week, if he knew that just as he was rendering service to his country by dying for it, if necessary, so would he be rendering an equally great service by working harder for it?

"Millions of dollars are spent educating children, and why should not a certain percentage of that amount be spent in educating the masses? What better medium could be used than the daily newspaper?

"One way of stopping arguments is by answering questions, and there could be no better plan than the establishment of a Government Public Bureau to do mass education through advertising. Hearts are trumps everywhere, and if people were only told in what manner they could aid, they would be glad of the opportunity, for I believe that most persons are willing to do everything in the world for the betterment of the world."

Mr. Higham told of an instance in

England where he stopped a strike by appealing to three thousand women whose husbands were the offenders. He said to them one evening when the strike was at fever heat:

"Do you know that every night your husband strikes," he said, "that an extra man dies on the Western front because he has no tools. And who knows but that man may be your brother or your sweetheart? When you go to your home tonight, listen to your clock and you will find it saying to you 'A man dies, a man dies.' Think it over and persuade your husbands to return to their jobs.

"And," continued Mr. Higham, "I designed a poster representing a battlefield, with the red sun slowly sinking in the West, and a dead English Tommy in the foreground, and underneath the picture were the words 'There was no tank there.'

"In my book, 'Looking Forward,' I have shown what can be done by the

Government in telling the masses through display advertising of the needs of the country at this critical time.

"The United States and Great Britain went into the war together, but what are we doing at the present time? We are doing nothing.

"Germany disrupted the war by her propaganda, and, while we are arguing, our competitor is building her factories. As an illustration, I might take that of a street on which were three shops; one of them burned down, and while the other two were fighting among themselves over the business, their competitor rebuilt his shop and took the trade himself.

"What the world needs today, I say, is clearer vision."

Referring to the Indianapolis convention, Mr. Higham said:

"I have come to rub elbows and exchange ideas with my fellow advertising men and I consider that this convention will be worth more to me than the time and money it costs me. A man that cannot get anything out of an advertising convention in the way of inspiration and new ideas is not an advertising man. I think every advertising man who can go to Indianapolis should do so, because if he works for himself he can do better work when he gets back, and thereby make more money, and if he works for somebody

else he can make more money for them. "One hint I would offer to the advertising man going to the Indianapolis convention is:

"Don't go there with the idea of taking ideas, and not giving out any, for the more you give, the more you gain. If you are proud of the business from which you gain your livelihood, don't be ashamed of proving it by mixing with the other fellow. An advertising man who isolates himself because he is too big will soon suffer from mental dyspepsia—and there is no room for hermits in advertising.

"Most advertising men work for money, but they ought to work for service and then they get more money. I think the secret of getting money is to forget all about it and my own experience has convinced me that this is true. A man getting \$20 a week ought to do \$100 worth of work and he will soon find his salary greatly increased.

"When I first started out as an advertising man, I took a job for six weeks at the rate of \$25 a week. In six weeks, I was manager at \$85 a week, and all because I followed out this principle.

Charge His Clients Fees Only

"I agree with my friend Elbert Hubbard who said 'People who never do more than they pay for, are never paid for more than they do.'

"An advertising man is the poorest paid man in the world," said Mr. Higham, "for in building up other peoples' business, he gives them the one thing in the world which they lack, and that is ideas."

I asked Mr. Higham about his method of doing business, as he is the only agent in London who charges his clients a fee, instead of collecting from publishers the commission which is customary in the United States.

In answering he said:

"I am absolutely in favor of abolishing the commission system in advertising and charging a fee for services rendered. I charge my client for what I do, not for what he spends and I return to him all commissions as a discount."

Discussing newspaper advertising, Mr. Higham said:

"No newspaper should be used as a bill board. The functions of the newspaper is to tell the story, and the function of the bill board is to remind the reader, once the story has been told. And regarding free publicity, I should like to say that an advertising man who cannot sell advertising without free puffs had better get out and go into the boot business. Newspaper space used solely on its merits can sell any commodity by paid advertising alone."

Mr. Higham, who is a Member of Parliament, has the distinction of being the only advertising man who has ever been elected a member of a British legislative body. He is president of the Thirty Club of London, England's exclusive advertising club, and is paid more money per word than any other writer in Europe, whether that writer is in the advertising field or some other. During the war, he was associated with Kennedy Jones, and in sixteen days' time succeeded in raising \$4,500,000 at a cost of \$350,000.

He is an American by birth, and an Englishman by adoption.

Cleveland Papers Again Full Size

CLEVELAND.—Cleveland's daily newspapers, which have been running on short paper rations, have resumed their full size. The Plain Dealer's country editions last week appeared in normal size, carrying all classified and display advertising printed in the city editions.

Itinerary of N. E. A. Tour of Canada

Lv. Boston, Mass., Steamer, Saturday, June 5, 11 p. m.
 Ar. Yarmouth, N. S., C. N. R., Monday, June 7, 7 a. m.
 Lv. Yarmouth, N. S., C. N. R., Monday, June 7, 11 a. m.
 Lv. Pubnico, N. S., C. N. R., Monday, June 7, 12 noon.
 Ar. Chester, N. S., C. N. R., Monday, June 7, 8 p. m.
 Lv. Chester, N. S., C. N. R., Monday, June 7, 10:30 p. m.
 Ar. Halifax, N. S., C. N. R., Tuesday, June 8, 1 a. m.
 Lv. Halifax, N. S., D. A. R., Wednesday, June 9, 9 a. m.
 Ar. Kentville, N. S., D. A. R., Wednesday, June 9, 12 m.
 Lv. Grand Pre, N. S., D. A. R., Wednesday, June 9, 4 p. m.
 Ar. Windsor Jct., D. A. R., Wednesday, June 9, 6:50 p. m.
 Lv. Windsor Jct., C. N. R., Wednesday, June 9, 7 p. m.
 Ar. Sydney, N. S., C. N. R., Thursday, June 10, 8 a. m.
 Lv. Sydney, N. S., Steamer, Thursday, June 10, 3 p. m.
 Ar. Iona, N. S., Steamer, Thursday, June 10, 8:30 p. m.
 Lv. Iona, C. N. R., Thursday, June 10, 9 p. m.
 Ar. New Glasgow, N. S., C. N. R., Friday, June 11, 3:30 a. m.
 Lv. New Glasgow, N. S., C. N. R., Friday, June 11, 11 a. m.
 Lv. Hopewell, N. S., C. N. R., Friday, June 11, 12 noon.
 Ar. Nappan, N. S., C. N. R., Friday, June 11, 4:30 p. m.
 Ar. Amherst, N. S., C. N. R., Friday, June 11, 5 p. m.
 Lv. Sackville, N. B., C. N. R., Friday, June 11, 10 p. m.
 Ar. Tormentine, N. B., Ferry, Saturday, June 12, 10:30 p. m.
 Lv. Tormentine, N. B., Ferry, Saturday, June 12, 7:30 a. m.
 Ar. Borden, P. E. I., C. N. R., Saturday, June 12, 8 a. m.
 Lv. Borden, P. E. I., C. N. R., Saturday, June 12, 9 a. m.
 Ar. Charlottetown, P. E. I., C. N. R., Saturday, June 12, 1 p. m.
 Lv. Charlottetown, P. E. I., C. N. R., Saturday, June 12, 7:30 p. m.
 Ar. Borden, P. E. I., C. N. R., Saturday, June 12, 9:30 p. m.
 Ar. Tormentine, N. B., Ferry, Saturday, June 12, 10:30 p. m.
 Ar. Moncton, N. B., C. N. R., Sunday, June 13, 3:30 a. m.
 Lv. Moncton, N. B., C. N. R., Monday, June 14, 9:30 a. m.
 Ar. St. John, N. B., C. N. R., Monday, June 14, 12:30 p. m.
 Lv. St. John, N. B., C. N. R., Tuesday, June 15, 12:30 p. m.
 Ar. Fredericton, N. B., C. N. R., Tuesday, June 15, 4 p. m.
 Lv. Fredericton, N. B., C. N. R., Wednesday, June 16, 6:35 a. m.
 Ar. Newcastle, N. B., C. N. R., Wednesday, June 16, 12:30 p. m.
 Lv. Newcastle, N. B., C. N. R., Thursday, June 16, 2 p. m.
 Ar. Dalhousie Jct., N. B., C. N. R., Wednesday, June 16, 5 p. m.
 Ar. Campbellton, N. B., C. N. R., Wednesday, June 16.
 Lv. Campbellton, N. B., C. N. R., Thursday, June 17, 6:30 a. m.
 Ar. Quebec Bridge, Que. (South End), C. N. R., Thursday, June 17, 5:30 p. m.
 Lv. Quebec Bridge, Que. (North End), C. N. R., Thursday, June 17, 6 p. m.
 Ar. Quebec (Parent Sq.), C. N. R., Thursday, June 17, 7:30 p. m.
 Lv. Quebec, C. N. R., Saturday, June 19, 4 a. m.
 Ar. Grand Mere, Que., C. N. R., Saturday, June 19, 9 a. m.
 Lv. Grand Mere, Que., C. N. R., Saturday, June 19, 12 m.
 Ar. Aldred Jct., Que., C. N. R., Saturday, June 19, 4:35 p. m.
 Lv. Aldred Jct., Que., C. N. R., Saturday, June 19, 1:45 p. m.
 Ar. Shawinigan Falls, Que., C. N. R., Saturday, June 19, 2 p. m.
 Lv. Shawinigan Falls, Que., C. N. R., Saturday, June 19, 4:30 p. m.
 Ar. Aldred Jct., C. N. R., Saturday, June 19, 4:35 p. m.
 Lv. Aldred Jct., Que., C. N. R., Saturday, June 19, 5 p. m.
 Ar. Lazard, via Greenville, C. N. R., Sunday, June 20, 1 a. m.
 Ar. Montreal, Que. (Tunnel Terminal), C. N. R., Sunday, June 20, 9 a. m.
 Lv. Montreal, Que. (Tunnel Terminal), C. N. R., Tuesday, June 22, 2 a. m.
 Ar. Ottawa, Ont., C. N. R., Tuesday, June 22, 2 a. m.
 Lv. Ottawa, Ont., C. N. R., Tuesday, June 22, 8 p. m.
 Ar. North Bay, Ont., C. N. R., Wednesday, June 23, 5 a. m.
 Lv. North Bay, Ont., T. & N.O., Wednesday, June 23, 5:45 a. m.
 Ar. Cobalt, Ont., T. & N.O., Wednesday, June 23, 10 a. m.
 Lv. Cobalt, Ont., T. & N.O., Wednesday, June 23, 10 p. m.
 Ar. Timmins, Ont., T. & N.O., Thursday, June 24, 6 a. m.
 Lv. Timmins, Ont., T. & N.O., Thursday, June 24, 12 m.
 Ar. Iroquois Falls, Ont., T. & N.O., Thursday, June 24, 2:55 p. m.
 Lv. Iroquois Falls, Ont., T. & N.O., Thursday, June 24, 6 p. m.
 Ar. North Bay, Ont., T. & N.O., Friday, June 25, 3:30 a. m.
 Lv. North Bay, Ont., G. T. R., Friday, June 25, 4:30 a. m.
 Ar. Huntsville on Lake of Bays, Ont., G. T. R., Friday, June 25, 8 a. m.
 Lv. Lake of Bays, Ont., G. T. R., Friday, June 25, 8:30 a. m.
 Ar. Bigwin Inn, Ont., G. T. R., Friday, June 25, 11 a. m.
 Lv. Bigwin Inn, Ont., G. T. R., Friday, June 25, 3:30 p. m.
 Ar. Huntsville, Ont., G. T. R., Friday, June 25, 6 p. m.
 Lv. Huntsville, Ont., G. T. R., Saturday, June 26, 1 a. m.
 Ar. Toronto, Ont., G. T. R., Saturday, June 26, 6:30 a. m.
 Lv. Toronto, G. T. R., Sunday, June 27, 9 a. m.
 Ar. Niagara Falls, Ont., G. T. R., Sunday, June 27, 10:35 a. m.
 Lv. Niagara Falls, Ont., G. T. R., Monday, June 28, 9 a. m.
 Ar. Hamilton, Ont., G. T. R., Monday, June 28, 10:15 a. m.
 Lv. Hamilton, Ont., G. T. R., Tuesday, June 29, 8 a. m.
 Ar. Windsor, Ont., G. T. R., Tuesday, June 29, noon.

N. E. A. EXPECTS TO SOLVE PROBLEMS AT BOSTON CONVENTION

Editors from Every Part of Nation Come East to Discuss Vital Newspaper Matters—200 Will Tour Canada After Meeting

ARRANGEMENTS for the 35th annual convention of the National Editorial Association at Boston, May 31 to June 5, have been completed. Delegates to the convention are now en route to the convention city.

A special train from Chicago, over the Grand Trunk Railway, leaves today and is due to arrive at Boston early

place will be filled by James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, who will speak on the afternoon of June 4 on "What Advertising Agencies are Doing to Improve Publishers' Profits."

Courtland Smith, president of the American Press Association, New York, is incapacitated by measles from discussing "Government Advertising" the first day of the convention. In his place Edward Percy Howard, editor of the American Press, New York, will talk on the same subject.

Big Men as Speakers

Governor Coolidge, of Massachusetts, will speak at the banquet Monday evening. The title of his address has been "A Message from the Statehouse."

Mayor Peters, of Boston, will wel-

Jason Rogers, of the New York Globe; P. T. Dodge, president of the International Paper Company, and many other speakers are listed upon the program.

All the Way from Honolulu

The member who is to travel the farthest to attend the sessions is Charles G. Hadley, who sailed from Honolulu on May 19.

Executive Secretary H. C. Hotaling places great emphasis on the newsprint crisis and how it is being dealt with by the association. He expects that the Boston convention will result in much good and help materially in lifting the burden now resting upon newspaper publishers, country and city alike, all over the land.

"Why," said the secretary, "you have no idea to what desperate straits publishers have been brought. There is not a week that I do not personally secure newsprint for at least four or five papers. Some of the country sheets that usually issue four; eight and ten pages are now forced to appear with only two and may have to suspend. The Boston gathering will no doubt go far in the direction of hitting upon some tangible means of relieving the distressing situation, and that without much delay."

"One of the addresses scheduled for Tuesday is being looked forward to with the keenest interest. It is that of Hon. Price-Green, industrial commissioner of the National railway, Toronto, on the topic, 'Future Paper Supply.' The comparing of notes by competent authorities on this vital matter from both sides of the International border is bound to help clarify the situation and assist in solving the whole problem."

"An address to be made by P. T. Dodge, president of the International Paper Company, New York, on 'The

great power it has become of late years, Mr. Hotaling said:

"The associational was born in New Orleans thirty-five years ago, the late B. B. Herbert, of the National Printer-Journalist, Chicago, being its first president. The organization has held annual sessions without a break ever since, not being deterred by 'wars or rumors of wars.' It is now much stronger than ever and its growth has been larger the past year than in all the five years immediately preceding. This is due largely to the vast importance of the newsprint question. The disturbed conditions incident thereto have been and are being dealt with by the association intelligently and with a grim determination that the battle shall be fought out to the end and victory rest upon the banner of the oppressed newspaper publisher."

"For many years the National Editorial Association was popularly looked upon as merely a junketing outfit; but it now has an immense amount of solid, practical work to its credit—and lots more of the same sort to come. Right now I am mailing letters to every newspaper publisher in the United States urging support for the Underwood bill dealing with the Canadian embargo."

Wields Powerful Influence

"I claim that the N. E. A. has been and is the most potent influence in the country today fighting the 'red' dragon, inculcating the spirit of loyalty and advancing the cause of uncompromising Americanism. We have been instrumental in inducing all state editorial associations to take action on this momentous subject. The resolutions adopted by these bodies have served as a backbone stiffener among our representatives in Congress and in the executive departments in Washington. The real power—you cannot deny it—rests in the country press today, as it always has and always will. There is 'more truth than poetry' in the cynical dictum that candidates for office would rather have the opposition of the big city papers than their support."

The following program has been announced by H. C. Hotaling, field secretary of the association:

Monday, May 31

Opening Session, 11 a. m., Faneuil Hall. Patriotic Songs—Community Music Leader. Invocation—Rev. A. Z. Conrad, Park Street Church, Boston.



EDWARD ALBRIGHT

"Where is the home of Paul Revere?" asked a fair tourist who met him on Washington street Tuesday. Is it any wonder! We are not sure whether the editorship of the Gallatin (Tenn.) News or the presidency of the N. E. A. are responsible for his Bostonese ways.

Monday morning, May 31, for the opening of the convention.

Arrangements made for entertainment of the delegates en route to the Boston convention include a luncheon today in Chicago at the Morrison Hotel at 12 o'clock, given by the Mergenthaler Linotype Company. The editors will be addressed by Governor Lowden, one of the Presidential candidates.

Many delegates representing papers in the West and Middle West States will be passengers on the special train. Numerous delegates to the convention from other sections of the states will reach Boston on Sunday and Monday.

300th Pilgrim Anniversary

The local entertainment during the convention week will be in keeping with the 300th anniversary of the Landing of the Pilgrims at Plymouth Rock, and will include sightseeing trips to all points of interest tributary to Boston and in the historic city itself.

The Massachusetts Press Association will co-operate with the commercial organizations in making the convention one of the best and most entertaining in its entire history.

An outline of the program arranged for the several sessions of the convention indicates many prominent publishers taking part in the discussions and for addresses upon important subjects concerning publishers.

Several last minute changes have been made in the program. F. E. Hadley, past president of the Minnesota Editorial association, will not be able to tell the Boston gathering "How the Country Paper is Combating Disloyalty." His



WILL WILKE

Being chairman of the transportation committee of the N. E. A. don't mean "unobstructed view of scenery and a joyous round of pleasure." Don't take our word for it—drop him a letter, care of the Gray Eagle (Minn.) Gazette after June 25. He knows.

come the delegates to the city, and a response will be made by Col. Lee J. Rountree, of Bryan, Texas. The annual address of President Edward Albright, of Gallatin, Tenn., will be presented at the morning session on Monday.

"The Value of Price Lists" will be discussed by R. T. Porte, of Salt Lake City, Utah.

Joe Mitchell Chappell, of Boston, will give an address on "Making the Paper a Community Power."

The "Future Paper Supply" will have the attention of all delegates hearing the address of C. Price-Green, of Toronto.

John R. Rathom, of the Providence Journal, will tell "Who are the Real Bolsheviks."

Joseph Daniels, Secretary of the Navy, will define the "True Relations between Public Officials and the Press."

Secretary Daniels' address will have the attention of all the delegates attending one of the banquets when Mr. Daniels delivers his address.



H. C. HOTALING

Happy—rather, and it's our opinion the artist has even underestimated the smile—for an executive secretary of an organization with a membership of 5,000 newspaper men and women and his reservation okehed for a tour of Eastern Canada has reason to turn a glad eye on the w.k. world.

Print Paper Situation,' and will no doubt throw additional light on the subject.

History of the N. E. A.

"Very significant was the meeting of representatives of 150 papers held in Washington, D. C., May 17, when tentative plans were outlined for a paper mill to be controlled entirely by these publishers."

Referring to the record of the National Editorial Association and the



GEORGE SCHLOSSER

Why—do you ask—does the secretary of a newspaper man's organization always look so worried? Answer—Because newspaper men ask so many questions. The N. E. A. is no exception, hence—

Address of Welcome—Mayor Peters.
Address of Welcome in Behalf of State Press Association.

Response—Past President Col. Lee J. Rountree, Bryan, Tex.

President's Annual Address—Edward Albright, Gallatin, Tenn.

Appointment of Committees.
Field Secretaries, State and National—Mr. E. J. Feuling, President Iowa Press Association, New Hampton, Ia.

Afternoon, 2 P. M.

Convention Sing—Community Music Leader.
"The Value of Price Lists in Country Offices"—Mr. R. T. Porte, Salt Lake City, Utah.



J. BYRON CAIN

Kansas—sure, land of new ideas. We hate to mention it, but it takes money to run the National Editorial Association, and putting it bluntly—he's the man that takes it. Off days the Belle Plain News receives all of his attention.

"Making the Paper a Community Power"—Joe Mitchell Chapple, Boston.
"Revised Constitution and By-Laws"—Past President Guy U. Hardy, Member of Congress, Canon City, Colo.

Report of Field Secretary—Past President H. C. Hotaling, St. Paul, Minn.
Address "Government Advertising"—Edward Percy Howard, American Press Association.

Evening Banquet

Governor Coolidge of Massachusetts, guest of honor and principal speaker, on "A Message from the State House."

Wednesday, June 2, 9:30 A. M.

Music—Community Song Leader.
"Future Paper Supply"—Hon. Price Green, Industrial Commissioner, National Railway, Toronto, Canada.

"Compulsory and Vocational Training—Will It Help the Print Shop?"—Hon. H. H. Gross, Chicago.

Wednesday, June 2, 2 P. M.

Music.
"American Red Cross Appreciation"—Dr. Thomas E. Greene, Washington.
"Who Are the Real Bolsheviks?"—John R. Rathoun, Providence Journal, Providence, R. I.
"The Value of Country Correspondence in Building Circulation"—H. U. Bailey, Princeton, Ill.

Evening Banquet

"True Relations, Public Officials and the Press"—Josephus Daniels, Secretary of the Navy, Washington.

Friday, June 4, 9:30 A. M.

Music—Community Song Leader.
"What Advertising Agencies Are Doing to Improve Publishers' Profits"—James O'Shaughnessy, executive secretary American Association of Advertising Agencies, New York.

"A Woman's Method of Securing Advertising"—Mrs. Edith O. Susong, Greenville, Tenn.

"The Possibilities of Increasing General Advertising for the Smaller Newspapers of the Country"—Jason Rogers, publisher New York Globe, New York City.

Legislative Committee Report—George Hosmer, Past President, Bradentown, Fla.

Saturday, June 5, 9:30 A. M.

Music—Community Song Leader.
"Solving the Print-Paper Question"—P. T. Dodge, president International Paper Company, New York City.

"Foreign Advertising"—Paul T. Harber, past president Georgia Press Association, Commerce, Ga.

"Woman's Clubs and the Publicity They Ought to Have and Get"—Miss Grace M. Burt, past president New England Women's Clubs, Newton, Mass.

Reports of Committees.
Election of Officers.

Evening, 11 P. M.

Departure of party for Canadian tour.

BOSTON HAS PREPARED ROYAL RECEPTION

Committee in Charge of Entertainment Ready to Receive Fully a Thousand N. E. A. Members in "Cradle of Liberty"

By G. C. MACGUGGAN

(Special to EDITOR & PUBLISHER)

BOSTON.—Plans are rapidly being completed in historical Boston—the "Cradle of Liberty"—for the welcoming and entertaining during the week of May 31 of the National Editorial Association members who have honored this city by holding their 35th annual convention

cials of the City and State are expected. It has not been fully decided as yet who will give the main address at this banquet.

From present indications Tuesday will be the "big day" of the convention. A sail down the harbor to Plymouth has been planned, and that day's program will be in keeping with the 300th anniversary of the landing of the pilgrims at Plymouth Rock. The Plymouth Chamber of Commerce and the retail merchants of the town are co-operating to make it a gala affair. Governor Coolidge is expected to be present and possibly make an address, and the committee promises for the big event of the day an address by one of the most prominent officials at Washington. Business will be conducted at Plymouth and a return made in the evening.

Wednesday's activities will start at 9:30 a. m., this meeting to be held in the Lecture Hall of the Public Library. The afternoon meeting at 2 o'clock will also be held at the Public Library Lecture Hall.

Boston Publishers to Entertain

In the evening the Boston publishers are tendering the association a banquet in the auditorium of the City Club. Rob-



G. L. CASWELL

What is the greatest state in the Middle West? If you are not sure, ask G. L. what he thinks of Iowa—and the Iowa Press Association, of which he is field secretary even when boosting the N. E. A.

here. Not since the early 90's has Boston been the meeting place of this annual affair. Two or three years ago when the convention was held in New York City, a good-sized delegation came over to Boston on a pleasure trip, and were received so royally and given such an enjoyable time that they all determined to make Boston the rendezvous of the 1920 meeting.

Pleasure will be freely interspersed with business. The committee-in-charge has arranged a very fine program for the six days, including a several-hour sail down the harbor to Plymouth and automobile rides to many outlying points of interest, including Concord and Lexington, where was fired "the shot that was heard 'round the world."

Opening at Faneuil Hall

The opening session will take place at 11 a. m., Monday, at Faneuil Hall, headed by several patriotic songs by a Community Music Leader. Mayor Peters will give the address of welcome at this time, followed by a few words of welcome in behalf of the State Press Association. The afternoon session will be at the Copley-Plaza Hotel.

In the evening a banquet will be held at the Copley-Plaza, and many high offi-



E. E. BRODIE

Enterprise—looks it, too, did we hear you say? Nothing like being right the first time. It is published at Oregon City, Ore.

ert L. O'Brien of the Boston Herald has been invited to be toastmaster. The main address of the evening will be given by Hon. Josephus Daniels, Secretary of the Navy, on "The True Relations, Public Officials and the Press." L. M. Hammond of the Transcript is handling this matter for the Boston publishers, and J. C. Brimblecomb, editor of the Newton Graphic, is taking care of the National Editorial Association end.

Thursday at 9 a. m. a trip will be started for the North Shore, visiting Marblehead, Gloucester, Beverly, Magnolia and many of the old quaint towns en route. This trip will be made by automobile, and will be an all-day affair. Luncheon will be had at the plant of the United Shoe Machinery Corporation.

Friday will be ushered in with a 9:30 a. m. meeting in the Lecture Hall of the Public Library with music by a Community Song Leader.

OFFICERS OF THE N. E. A.

President, Edward Albright, Gallatin, Tenn.
Vice-President, Will Wilke, Grey Eagle, Minn.
Executive Secretary, H. C. Hotaling, Mapleton, Minn.
Secretary, George Schlosser, Westington Springs, S. D.
Treasurer, J. Byron Cain, Belle Plaine, Kan.

EXECUTIVE COMMITTEE

G. L. Caswell, Denison, Iowa.
E. E. Brodie, Oregon City, Oregon.
J. C. Brimblecomb, Newton, Mass.
F. N. Henderson, Little Rock, Ark.
H. U. Bailey, Princeton, Illinois.
W. W. Aikens, Franklin, Indiana.

Friday afternoon an automobile trip will be made to Concord and Lexington, where the balance of the day will be spent in visiting points of interest in that district and en route.

The closing day of the convention will be marked by a 9:30 a. m. meeting in the Lecture Hall of the Public Library. At this meeting will be heard the reports of committees, and to close the convention the election of officers will be held.

Fully Thousand Expected

Details of the program are given in another column.

The National Editorial Association, which fundamentally consists of publishers, owners or editors of newspapers, numbers at the present time about 5,000 members. The committee-in-charge is expecting upwards of 1,000 to make an appearance in Boston. One of the oldest



F. N. HENDERSON

Right from the land made famous by Opie Reid. Certainly, Arkansas, Little Rock and the Gazette.

members in point of service of the association is Joe Mitchell Chapple, of Boston, who has served all of thirty years as a member. In conjunction with several others he is acting upon the entertainment committee for this convention, and has done much to insure the good time that will be given the N. E. A. at their 35th annual convention.

(Continued on page 26)

ST. LOUIS THE MECCA AS I. C. M. A. MOVES TO 22d CONVENTION

Subjects on Program Strike New Note in Production and Marketing of Daily Newspapers Under Difficult Conditions

THE annual pilgrimage of American and Canadian circulation managers conventionward has begun—this time to St. Louis where the twenty-second annual convention of the International Circulation Managers' Association will be held next Tuesday, Wednesday and Thursday, June 1, 2, and 3.

tion effort in every section of the United States and many of the Canadian cities. Many of the visitors will be accompanied by members of their families.

A convention program has been arranged that is sure to develop the best thought of the association's membership on subjects that have a vital interest for newspaper circulators in the present times of besetting difficulties in the production and marketing of newspapers. Witness a few of many topics assigned by the program committee for discussion:

"In the new conditions of today, who serves best—the circulation manager who limits his effort to circulation totals, or he who encourages the introduction of cost and revenue systems, even though they affect his totals?"

"Is the automatic vending machine practical?"

"Should 'Bargain Days' be continued



CLARENCE EYSTER

Peoria—does that name bring up any fond recollections? That's just the way it acts on us. "Ain't it awful, lately?" remarked Reginald just the other night. "It is," we agreed, and told him to take the rest with him. The Star still shines there, however.

places, is anxious to impress the visitors. Preparations have been made for a welcome and an entertainment here that is intended to give the circulation men an abiding impression of St. Louis' greatness; of the abundance of her possessions, and the generosity she dispenses to the stranger within her gates. Mayor Kiel himself will welcome the circulation men. The civic forces cooperating with St. Louis circulation men who make up the entertainment committee are determined that St. Louis will add to her laurels as a convention city.

St. Louis publishers are enthusiastic in their support of the plans, too. They have had an important part in the preparations made for the entertainment of those who attend the convention. A formal welcome greeting will be delivered Tuesday morning on behalf of

the publishers by E. Lansing Ray, of the St. Louis Globe-Democrat.

It's a foregone conclusion that this convention will take its place in the Association's history as one of the most important—if not the most important—of the twenty-two conventions sponsored by the Association.

The work already done to put circulation effort on a high plane is sure to be augmented here. New trails will be blazed, and the ideals and standards that seemed visionary and well-nigh impossible a few years back will be further strengthened and brought still nearer to realization by the enthusiasm of new members recruited since the 1919 convention.

The publishing industry has reason to be proud of men who, at the cost of much self-sacrifice, manage somehow to absent themselves from their desks for a few days with their fellows of the craft, to exchange ideas; to add to the common fund of knowledge; and to equip themselves the better to handle their individual problems. They are going to be made to realize here, next week, that this old town rates them highly. Newspaper fraternity and civic forces are united in a desire to acclaim and honor them.



JAMES McKERNAN

Ladies and gentlemen, permit us, please—the President of the I. C. M. A. "Looking you right in the eye he repeats, "The price of the World is unchanged."

Reservations at St. Louis hotels and advance information received by the St. Louis entertainment committee indicate a large attendance, representing circula-



A. G. LINCOLN

The A may stand for Abraham and again it might not. Confidentially, what would you think about adding a W for Woodrow? Have it your own way, we prefer a decision from the gang down on the Post-Dispatch.

during the present scarcity and high cost of print paper?

"Circulation methods to be avoided. "Is it good policy for an afternoon newspaper to put an incomplete edition on the street at noon hour?"

"What we learned by advancing our Sunday edition from five cents to eight cents."

There's an inspiring up-to-dateness in the selection of such live topics, and it's safe to predict that the men who attend this convention will be equipped to grasp and dispose of the new problems that may suddenly confront them throughout the year as a result of high print paper costs, labor shortage, curtailment of transportation service, increase of postal and express rates, and the other familiar negative influences.

St. Louis, alive with a new spirit, born of the war, which taught her the importance of her position as the great metropolis of the Mississippi Valley and one of the world's greatest market



JOHN N. EISENLORD

Yesterday A. G. Lincoln took him down to the wharf and showed him a real river and since then he has been trying to figure out how it got past Chicago with the American doing things the way it does.



GEORGE H. REYNOLDS

You may recall that for a time it was believed the President of the United States and not the I. C. M. A. would summer at Woods Hole, Massachusetts. Well, George often refers to that place as a part of New Bedford's backyard, which is not bad for a Standard.

The business program follows:

Monday Evening, May 31
8 o'clock

Secretary's Headquarters, Statler Hotel
Meeting of the Board of Directors.
Report of Entertainment Committee.
Report of Auditing Committee.
Report of Convention Committee.

GENERAL BUSINESS

Tuesday Morning, June 1
9 o'clock

Convention called to order. Roll call.
Address of welcome in behalf of city—Henry W. Kiel, Mayor of St. Louis.
Greetings from E. Lansing Ray, representing St. Louis Newspaper Publishers' Association.
Reading of minutes of previous convention.
Report of Board of Directors.
Report of Program Committee.
Report of Entertainment Committee.
Auditor's report.
Secretary's report.
Report of special committees.
Report of standing committees.
President's address.
Motions.
Resolutions.
Report of Committee on Bylaws and Constitution.

SPECIAL BUSINESS
Papers and Discussions

*Postal rates for daily newspapers, taking into consideration their performance of an in-



W. L. ARGUE

'Doing quite well, I thank you. Canada is a great country; Ontario is a great province; Toronto is a great city, and the Star—"Say, don't you read it?" No argument there.

dispensable public service"—George A. Fischer, San Francisco Chronicle; T. V. Armstrong, Ottawa (Ont.) Journal; M. W. Zupp, Washington Times; F. P. Bedlow, Jacksonville (Fla.) Metropolis; George H. Reynolds, New Bedford (Mass.) Standard.

Tuesday Afternoon, June 1
2 o'clock

"What the advertiser wants to know about circulation"—Thomas H. Moore, associate director Bureau of Advertising, A. N. P. A.



M. D. TREBLE

That's music you hear, friend. "Put me off at Buffalo" may be old, but it's still good according to a certain gentleman who is w.k. around the office of the Times.

"How to secure and hold competent and efficient carriers and country agents"—A. C. Jenkins, Birmingham, Ala.
"The district manager plan for city circulation: can it be successfully applied to country circulation? If so, how?"—R. C. Hooley, Denver News and Times.



FENTON DOWLING

Tired? Very—so would you be if you had been looking for smooth spots on the Lincoln Highway for the last week without noticeable success. Cheer up, he will look more kindly on St. Louis after a couple of nights rest. When there is nothing else doing, get him going on his favorite subject—Editor & Publisher.

"The pulling power of the Red Cross news"—Dr. S. E. Brewster, Lake Division, American Red Cross, Cleveland.
"Is the city solicitor a relic of the past?"—L. L. Bowyer, Milwaukee Journal.
"The relative merit, from the reader's stand-

point, of a large bulky newspaper as against the condensed newspaper, that specializes"—W. J. Little, Montreal Star.
"Should carriers be required to handle your paper exclusively? Should they have definite territory?"—J. J. Lynch, Cleveland Press.
"In the new conditions of today, who serves best: the circulation manager who limits his effort to circulation totals, or he who encourages the introduction of cost and revenue systems, even though they affect his totals?"—W. J. Harrison, Los Angeles Herald.
"Is the automatic newspaper vending machine practical?"—J. M. Annenberg, Philadelphia Press.

Wednesday Morning, June 2

Session Called to Order on Mississippi Steamer, 9 A. M.

"Continued stories: have they benefited your condition?"—R. J. Corrigan, Los Angeles Examiner.
"Securing subscriptions through classified ads in distant newspapers: of what value is circulation secured in this manner?"—H. H. Fris, El Paso (Tex.) Herald.
"Should 'bargain days' be continued during the present scarcity and high cost of print paper?"—Harold Hough, Fort Worth Star-Telegram.
"Cash value of circulation per unit and its relation to subscription price"—William F. Hofman, New York Staats-Zeitung.
"Circulation methods to be avoided"—Robert L. McLean, Philadelphia Bulletin.
"Should the present second-class zone law be repealed, or changed in any manner?"—J. E. Nunn, Houston (Tex.) Chronicle.
"What is the best means of changing transient readers to regular readers?"—Fred I. Cook, Scranton, Pa.
"The mailing machine: is it a success; what are the advantages over hand mailers; what are its weak points?"—John T. Toler, Atlanta Constitution.
"Why the I. C. M. A. should have one thousand members"—D. B. G. Rose, Louisville, Ky.
"Is it good policy for an afternoon paper to put an incomplete edition on the street at noon hour?"—Charles S. Wilson, Columbus (Ohio) Dispatch.
"Can a good carrier delivery organization



J. M. ANNENBERG

Throws a mean eye across the street where a certain other Philadelphia newspaper is attempting to beat the Press on the street.

be as easily maintained on a morning daily as on an afternoon daily? The rate to subscribers being the same, should morning paper carriers have a better rate to overcome the disagreeable hours of delivery, and why?"—Robert S. Weir, Louisville Courier-Journal-Times.

Wednesday Afternoon, June 2
On Mississippi Steamer, 2 P. M.

"What are the duties of a mailer?"—S. P. Booth, New York Globe.
"Should afternoon papers go after rural route business? If so, best way to go about it?"—A. J. Gerber, Syracuse Journal.
"Is the zone system responsible for the loss in mail subscriptions?"—John D. Simmons, Atlanta Journal.
"Is 'delivery' the most important of a circulation manager's duties?"—George Fries, Cincinnati Times-Star.
"The best method of paying R. F. D. solicitors: salary or commission, or both?"—Charles E. Payne, Indianapolis Star.
"The circulation value of the social column"—A. T. Butler, Wichita (Kan.) Beacon.
"Reason for membership in the I. C. M. A."—R. B. McLean, Washington, D. C.
"The desirability of non-office control routes for papers of about 10,000 circulation"—F. M. Hatch, South Bend (Ind.) Tribune.
"How is a direct-to-reader carrier delivery handled in Chicago?"—J. N. Eisenlord, Chicago American.
"Handling city circulation on afternoon

papers through branch offices"—A. R. Michener, Harrisburg (Pa.) Telegraph.
"Conservation of early editions"—Leslie Neafie, Toledo Blade.

Open Session for Questions and Answers
By Members in Session

The president will call on members in rotation and ask if they have any questions to bring before the convention on circulation matters. A good discussion can be had if members will present questions and schemes they have successfully worked the past year.



H. H. FRIS

He has two specialties in which he excels—putting carrier boys in Boy Scout uniforms and putting the El Paso Herald on the map of newspaper successes.

Thursday Morning, June 3
9 o'clock

"Responsibilities of the circulation manager"—E. P. Hopwood, Portland Oregonian.
"My observation on conservation of paper and circulation methods in this country and Canada"—A. E. MacKinnon, New York.
"Have you lost country circulation on ac-



T. J. KAVANAUGH

If you were circulation manager of the Dayton (O.) News who would you be shouting for President of these United States? Wonderful! Step to the head of the class.

count of increased second-class postage rates?"—C. H. Breed, Spokane Spokesman-Review.
"Things we in America might learn from British newspaper successes"—M. H. Dubbs, St. Louis Star.
"The relations of the circulation manager to the editor and other department heads of a daily newspaper"—Norman H. Hill, Norfolk (Va.) Ledger-Dispatch.

"The future of mail subscriptions if rates continue to increase"—Sidney D. Long, Wichita, Eagle.
"How best to obtain departmental co-operation in newspaper offices"—E. C. White, St. Paul Pioneer Press.

"Errors seen from the grandstand: suggested reforms, effective here, neglected there: as seen by a trade publicist"—Fenton Dowling, Editor & Publisher, New York.

"Should premiums be offered or special rates made to R. F. D. subscribers on renewals?"—G. S. Galloway, Rockford (Ill.) Register-Gazette.

"What is the best method of increasing street sales on evening papers when there are strong competitors in cities of about 200,000 population?"—T. J. Kavanaugh, Dayton News.

"What we learned by advancing our Sunday edition from 5 cents to 8 cents"—M. W. Halmbacher, Oklahoma City Oklahoman.

Thursday Afternoon, June 3
2 o'clock

ROUND TABLE TALKS—1:30 to 2 p. m. each day. For evening papers—Chairman, H. H. Fris, El Paso Herald; for morning papers—Chairman, Roy Hatton, Detroit Free Press.

GENERAL DISCUSSION

RETURNS—How many allow returns? How many allow discounts on bills in lieu of returns? What can we do when our competitors allow a full return privilege?
PREMIUMS AND CONTESTS—Do you favor the use of premiums or contests? What has been your experience? How many are using premiums? What is the value of straight circulation work as compared to scheme promotion?
SAMPLING—Does sampling on a morning paper bring results in an out-of-town territory? What has been your experience on city sampling, both morning and evening.
What salaries are paid to branch managers by newspapers employing them?

Election of officers.
Selection of next meeting place.
Unfinished business.
Adjournment of convention.
Meeting of Board of Directors.

Columbus, Ga., is putting up a spirited fight to secure the 1921 convention of the I. C. M. A., encouraged by the



WILLIAM ELDER

Gosh, Starrett, what happened when you went to make this one? Had the Toronto Telegram just missed the mails or were you tired and careless and getting ready to go fishing?

favorable vote which it received last year when it ran St. Louis a good second. The publishers of the Columbus Ledger and the Enquirer-Sun have extended an invitation to the circulation managers, in which they state some facts of interest about the city, as follows:

"Columbus is the place where the last battle of the civil war was fought; the old fort with its dirt embankment still remains intact. The point where Oglethorpe first entered Georgia is marked right at the foot of the main street. Camp Benning, the largest infantry school in the world, is in course of construction and will be completed in ample time that you may see what our Government is doing to prepare itself for future wars."

(Continued on page 18.)

CANADIAN WEEKLIES MEET JUNE 3-4

Stanley Clague Heads Program—Technical Questions Predominate—Canadian Press Association Election on June 4

(Special to Editor & Publisher)

TORONTO.—Next week's annual meeting of the Canadian Weekly Newspapers Association, to be held at the King Edward Hotel here, bids fair to establish a record for the organization. Between



E. ROY SAYLES

With arms folded—we beg your pardon, not in this picture, for the artist refused to permit it—he can look out of the office of the Port Elgin (Ont.) Times and say the Canadian Press Association is some organization. Why not? He is president.

two and three hundred members, many of them from Western Canada are expected to attend and an excellent program has been prepared.

The sessions open at 10 a. m. on



A. E. CALNAN

"He must work hard," remarked the artist. You are right, William, we happen to know that right now he is secretary, treasurer, manager and editor of the Picton (Ont.) Gazette and vice-president of the C. P. A.

Thursday, June 3. At the first session the president's address will be delivered, followed by the reports of the board of directors, the manager and treasurer and the several standing committees. The report of the manager will show a gratifying growth in membership.

Originally the Weekly Section of the C. P. A. had approximately 450 members.

The new association, which succeeds the Weekly Section, has already nearly 400 members, with fees averaging three times as much. New members are being added steadily and much in the way of inspiration is expected from this meeting.

Following the reading of reports, an address will be delivered by Stanley Clague of the Audit Bureau of Circulations, Chicago, on "The Value of Verified Circulation Statements." J. T. Clark, chief editorial writer of the Toronto Star, will follow with an address on "The Editorial Column."

Four valuable addresses are on the afternoon program, these being: "The Cost of Producing Weekly Newspaper," by E. K. Whiting, Owatonna, Minn.; "Job Estimating," by A. R. Brennan, Summerside, P. E. I.; "How to Secure More Advertising for Weekly Newspapers," by D. Maxwell Merry, Toronto, a well-known advertising expert with experience in several American agencies, and "A Talk on Typography," by Axel Edward Sahlin, typographical artist for the Roycroft Print Shops, East Aurora.

On Friday morning an address on "Presswork" will be delivered by R. D. Croft, an ex-publisher of Toronto, and one on "The Relation of the Weekly Newspaper to the Advertising Agency," by Louis J. Ball, publisher of the Vernon (C. C.) News. This will be followed by a question how to be conducted by C. H. Hale, Orillia (Ont.) Packet. At the afternoon session, J. J. Hunter, Kincardine (Ont.) Review, will speak on "What the C. W. N. A. is doing for its members"; J. J. Hurley, Brantford, on "Finding the Correct Cost of Job Print-



JOHN M. IMRIE

Well known? Rather. And we are going to hear a lot more of him in the future than we have in the past. Being acting secretary and treasurer of the C. P. A. is a pleasure for him.

ing," and E. K. Whiting on "Higher Subscription Rates."

Entertainment will take the form of a theatre night at Loew's Theatre on Friday evening, followed on Saturday by an excursion by boat to Niagara Falls and thence to East Aurora for a visit to the Roycroft shops.

At 4.30 p. m. on Friday the 62nd annual meeting of the Canadian Press Association will be held, but this will hardly involve more than an election of officers. Since the C. P. A. resolved itself into three separate bodies last fall, it has been shorn of practically all its functions and is now merely a connecting link. E. Roy Sayles, manager of the Weekly Newspapers' Association, is president, and John M. Imrie, manager of the Daily Newspapers' Association, is acting secretary-treasurer.

HOUSE GETS AMENDED UNDERWOOD BILL

Veiled Threats of Retaliatory Embargoes on Material Needed by Canada Implied in Report of Foreign Relations Committee

(Special to Editor & Publisher)

WASHINGTON, May 26.—Amended resolutions authorizing the President to appoint a commission to treat with Canada on the embargo placed on pulpwood for use in making newsprint paper was favorably reported to the House on May 26 by the Foreign Affairs Committee.

Chairman Porter of the committee said that he would ask tomorrow for a special rule so that the resolution could be brought up in the House within a few days.

The amendments inserted in the Senate resolution by the House committee direct that the commission report to the President instead of to Congress by Dec. 1, 1920.

The report follows in full:

"Your committee has made an exhaustive investigation of the shortage of pulp wood in the United States and finds it is largely due to those embargoes which were laid upwards of ten years ago and that with the exception of one or two mills on the Pacific Coast, there has not been a paper mill constructed in the United States since those embargoes were laid and no additions built to present mills. The spruce, pine and hemlock, which alone can be used for the making of print paper, have been rapidly reduced in quantity and quality until there is none available for the Eastern mills except in small portions of Maine, New Hampshire, Vermont, Minnesota and Michigan. In these States the supply is rapidly diminishing and becoming more inaccessible.

"The reports of our consuls, together with the newspaper clippings printed in the hearings, will show conclusively that it has been the policy of the Dominion of Canada for upwards of ten years to force American paper manufacturers to move into Canada, in order to secure an adequate supply of pulp wood. This a number of them have already done.

"These embargoes are limited to the Crown lands, but the testimony shows that quite recently, during the last year, strong efforts have been made to prohibit American manufacturers from buying pulp wood from the owners of land in fee. The testimony also conclusively shows that we must have pulp wood from the Crown land and three Dominion provinces (Quebec, New Brunswick and Ontario) otherwise our paper mills will eventually be compelled to close down or move into the Dominion of Canada. Canada must have coal, sulphur, kaolin and dyes from the United States or suffer a similar misfortune.

"It is true that the Dominion of Canada, or the provinces mentioned, have a legal right to lay these embargoes, but on the other hand, we have the same legal right to lay embargoes on the products of the United States; and if we adopted the same policy as Canada, the paper mills in both countries would have to cease operation.

"Your committee feels confident that the appointment of the commission to confer with the Dominion and provincial governments, as provided in the resolution on this matter which is of such grave importance to the people of the United States, would bring about an amicable adjustment of the matters in dispute."



M. R. JENNINGS

If you want to take a new lease on the sunshine of life drop off at the office of the Edmonton (Alberta) Journal, or visit in at a meeting of the Daily Newspaper Section of the C. P. A.—of which he is chairman—and shake his hand.

PEP FOR THE CARRIER FORCE

STRONG interest in junior newspapers for carrier forces has been manifest upon the part of circulation managers, members of the I. C. M. A. and others, during the past six months and a poll by EDITOR & PUBLISHER of the I. C. M. A. membership during the last fortnight reveals that the next few months are likely to double the length of the attached list of such publications which are in existence today. Many circulation managers who are thoroughly sold on the idea of such a publication for their juvenile forces, are deterred from putting it out solely by the stringency in the paper market, they stated in reply to EDITOR & PUBLISHER'S questionnaire. Newspapers which are now issuing such papers are as follows:

Newspaper	Junior Publication	Size	Issued
Akron (Ohio) Times	Akron Times Junior	4 pp	Monthly
Canton (Ohio) Daily News	Canton Daily News Booster	4 pp	Monthly
Chicago American	American Pep	4 pp	Semi-Monthly
Columbus (Ohio) Dispatch	The Hustler	4 pp	Monthly
Denver News and Times	Pep-O-Grams	4 pp	Monthly
Duluth News-Tribune	News-Tribune, Jr.	4 pp	Monthly
Easton (Pa.) Express	Easton Express, Jr.	5 pp	Bi-Monthly
Erie (Pa.) Herald	Herald Hustler	4 pp	Occasionally
Galveston (Tex.) Tribune	The Tribune Hustler	4 pp	Monthly
Harrisburg (Pa.) Telegraph	Telegraph Booster	8 pp	Monthly
Hartford (Conn.) Courant	Courant Events	8-16 pp	Monthly
Hartford (Conn.) Times	Pep	12-20 pp	Monthly
Houston (Tex.) Chronicle	Chronicle, Jr.	4-8 pp	Occasionally
Jackson (Mich.) News	News Hustler	4 pp	Fortnightly
Jackson (Mich.) Citizen-Patriot	Citizen-Patriot, Jr.	4 pp	Monthly
Janesville (Wis.) Gazette	Junior Gazette	4 pp	Monthly
Joplin (Mo.) News-Herald	News-Herald, Jr.	4 pp	Monthly
Los Angeles Examiner	Live Wire	8 pp	Monthly
Miami (Fla.) Metropolis	Junior Metropolis	4 pp	Monthly
Middletown (Ohio) Journal	The Junior Journal	4 pp	Monthly
Minneapolis Journal	Journal Journalette	8-16 pp	Monthly
Mobile (Ala.) Register	Mobile Register News-Item, Jr.	4 pp	Monthly
New Bedford (Mass.) Standard	Standard Hustler	4 pp	Occasionally
Oakland (Cal.) Tribune	Oakland Tribune, Jr.	4-8 pp	Monthly
Oklahoma City Oklahoman	Times-Oklahoman, Jr.	4-8 pp	Monthly
Phoenix (Ariz.) Republican	Republican, Jr.	4-8 pp	Monthly
Portland (Ore.) Journal	Little Journal	4-8 pp	Monthly
Portland Oregonian	Morn. Oregonian Carrier's Ed.	6 pp	Monthly
Rockford (Ill.) Register-Gazette	Register-Gazette	4 pp	Monthly
San Francisco Call	Carrier's Bulletin	4 pp	Monthly
Salt Lake City Deseret News	Jr. Deseret News	4 pp	Weekly (June 15)
Spokane Spokesman-Review	S-R Scout	4 pp	Monthly
St. Paul Daily News	Pep and Service	8-12 pp	Monthly
St. Paul Pioneer Press	St. Paul Dis. Pioneer Press, Jr.	4 pp	Monthly
Tacoma News-Tribune	News-Tribune	4 pp	Bi-Weekly
Toledo Blade	The Whetstone	24 pp	Monthly
Toronto Mail & Empire	Mail & Empire Carriers' Bul.	2 pp	Occasionally
Utica (N. Y.) Observer	Junior Observer	4-8 pp	Occasionally
Utica Saturday Globe	Junior Merchant	8 pp	Monthly
Wichita (Kan.) Eagle	Superior Service	20-44 pp	Monthly
Winnipeg (Man.) Free Press	Free Press Carrier	4 pp	Monthly

NEW ENGLAND'S OPPORTUNITY AT HAND TO ADVERTISE TO WORLD

Surprising Lack of Knowledge Exists About Her Resources and Accomplishments—Misjudged Because Her Values Are Unknown

BY CHALMERS LOWELL PANCOAST

FOR a practical and sensible 1920 celebration New England could do nothing which would be of greater educational value to the entire world, and of unmeasurable value to itself than to tell the complete story of the industrial dominance of the New England States.

There is a surprising lack of knowledge on the part of the outside world of the important part New England has played for the past three centuries in supplying the world's markets with the highest quality of merchandise and the most correct standards in manufacturing.

In general people know New England as a distant section rich in historical interest and literary development. "Quiet, staid, conservative Old New England" is the impression which seems to prevail in many sections of the United States.

New England is misjudged because its values are unknown. It is not appreciated at its real value because its light has never been flashed by intelligent publicity.

Wide publicity should be given to the all-important fact that New England is the oldest and most firmly established manufacturing center, and that a larger number of standards have been established for the quality products of the world than in any other section of the country.

New England's 1920 celebration should be a world-wide campaign based on the slogan "Buy Made-in-New England Products." This timely slogan should rightly replace such slogans as "Made-in-Germany," "Made-in-England" or "Made-in-Paris," because New England's products deserve first place.

The slogan to buy products-made-in-New England is a genuine American idea, and its patriotic appeal to American people will dominate all other buying suggestions. Patriotic America was never in a more suitable frame of mind to accept the "Made-in-New England" slogan than at the present time. American people are interested in learning more about American-made goods, and no section of the country can offer so much interesting industrial history as New England.

When Massachusetts starts preparing plans to celebrate the tricentenary of the landing of the Pilgrims in 1620, these plans should include an additional plan to give wide publicity to the fact that The New England Industries Are the Quality Industries of the World.

If every leading industry of New England were to tell the story of its origin, development and achievements during the past 300 years, the outside world would be surprised and fascinated at these revelations.

But if such stories were given to the world at large the people would better understand why New England has a right to the phrase "New England Factories Produce Quality," and why they should consider the slogan "Buy Made-in-New England Products" good advice.

The history of New England's industrial achievements would give the people of America better idea of the wide variety of products and the high standards of perfection that have been reached.

How can the interest of American people be stimulated in New England in-

dustries? How can the business world be made to realize and appreciate the reasons why there are so many interesting manufacturing centers?

All New England industrial communities should get together and spread before the world the interesting stories of New England's industrial leadership. These stories would reveal the reasons why New England is entitled to the slogan "New England Stands for Quality." A review of the industrial accomplishment and the high standards set and maintained by New England man-

ufacturers would give outsiders some adequate idea of the kind and quality of merchandise made in New England and why this merchandise has become standard.

Why is it that New England is the most interesting manufacturing center in America, yet so little is actually known of its achievements? Simply because the big industrial story of New England has never been told. It's easy enough to talk about boosting New England, but when it comes to getting right down to action, what would you do?

New England's Interest

Well, if I were elected to tell the story of New England's industrial leadership I would start the ball rolling by arousing the interest of all New Englanders. I would do this by announcing a prize contest, something along the following lines:

"New England Stands for Quality."

"A cash prize will be paid for the

WHEN BOOTHBY YELLED, "POLICE"



Place—Detective Headquarters, New York City. Present (Left to Right)—George H. Boothby, Fannie Brice, "Nicky" Arnstein. Time—Immediately after reviewing New York's Finest on Fifth Avenue. Action—Boothby, reporter of the World and "mysterious man" who played a prominent part in the triumphant return of "Nicky," trying to arrange an arrest.

EVERY now and then the old bromide about newspapermen comes true, that they go to such interesting places and see such interesting people!

Take George H. Boothby, of the New York World, for instance. In little more than one week's time he ferreted out a majority of the places in the city where liquor was being sold in defiance of the 18th Amendment and the Volstead act, and then was the one outside member of the party that attended "Nicky" Arnstein on his spectacular surrender to the authorities who had for three months been seeking his arrest on the now fast-fading theory that he was the "master mind" in thefts of millions of bonds from Wall street messengers.

Rather a wide scope of activity, what? But there is this to be said about Boothby that if he hadn't been adventuring in that way for The World he would have been doing it on his own. He's that sort. He came to The World from the Associated Press in 1916 while he was at the mobilization camp of the New York National Guard. The suspicion has always been that he quit the A. P. because he couldn't write for it as much as he wanted to about the 69th Infantry, while The World was almost as much interested in that blood-loving crew of Irishmen as he was himself.

Anyhow, it is a fact that from that time on the 69th was never out of his thoughts and seldom out of his company until it went abroad as the 165th Infantry of the Rainbow Division. Throughout its time in France he kept

in such close touch with it that he knew its whereabouts, its deeds and its intentions when those whose own kith and kin were in the organization could hear nothing. He had to spend a lot of time keeping these worried relatives in liaison with their boys.

Then the Y. M. C. A. got an idea that Boothby could serve it as a publicity man in France. He went so fast when the chance came the staff of The World had to hold him up by force to get minutes enough to give him a traveling case as a reminder that they liked him. And then Boothby wouldn't take it with him for fear a German would get it!

It is probably true that Boothby did some work for the Y. M. C. A. in France. He wears one of its service badges anyhow. But it is the fact that he caught up with the 69th about the second day he was on the same side of the ocean with them, and he never left them till he came home with them, and trench-booted it along Fifth avenue with them and wrote pages and pages about them, and furnished Father Duffy with pages and pages more for his history of the regiment.

So, if there's anything more you want to know about Boothby look up Father Duffy's book.

* * *

EDITOR'S NOTE. To maintain the policy of the Editor & Publisher always to give exclusive news, it may be added that Boothby's middle name is Haven. Not even his wife or his son and heir has ever known this.

best emblem, figure or drawing to graphically represent the slogans 'New England Stands for Quality' or 'Buy Made-in-New England Products.'"

This contest would be open to both professional and amateur artists or anyone who had a good idea and who could illustrate that idea to express New England's leadership in the industrial world.

Many cities have emblems or slogans to represent a spirit or accomplishment, but New England would be the first to possess a sectional slogan. St. Louis has an armored knight announcing to the world that "St. Louis Delivers the Goods," and many other cities have some established emblem or widely advertised character to represent their opportunities and advantages.

What New England needs is some figure, emblem or character that will quickly become a popular trade-mark for entire New England—some suitable character that will become a source of stand as a permanent advertisement to New England's greatness. The wonderful achievements of New England would no longer remain hidden from the world, and the thousands of people throughout the world who have been buying New England products would know why they should display a greater interest in New England wares.

Living Trade Marks

New England already has scores and scores of valuable living trade-marks representing the quality, stability and long successful records of its world-famous manufactured products.

These living-trademarks exist in the form of New England's factory buildings and mills which are different in form and appearance from any of those in other sections of the United States. Many of these buildings are venerable piles of brick and mortar which have played a most important part in our national industrial history.

When a stranger enters New England he is first of all deeply impressed with the quaintness and magnitude of the factory buildings. As one traveler explained his impressions: "Some of the most famous plants do not look like factory buildings, but more like institutions of research and learning." And many of them have been truly most important schools of invention and industrial advancement.

Nearly every city in which these notable factories are located takes great pride in pointing to them as the home of this or that nationally known product. But it is impossible for every stranger to visit all the interesting industrial centers of New England and devote time to digging up their industries.

Thousands of people from all sections of this country visit New England every year, traveling by means of rail or motor, and as they pass through town after town about the only thing that has been placed in the mind of the traveler is a question mark. The railway traveler has a car-window view of an attractive factory building and he wonders what it is and what interesting things are being made there. Perhaps some of the articles of clothing he is wearing, the buttons on his coat, his cuff links, his hat, shoes or some other possession or product he has used in his home or business for years is made in the very mysterious building he is gazing at, but he knows it not.

What New England factories and mills need more than anything else are information signs or history bulletins. Every traveler is forever looking for interesting information and finds the pleasure of travel through a strange country greatly enhanced by being told the his-

(Continued on page 37)

RAILROADS ENDEAVORING TO RUSH NEWSPRINT SHIPMENTS

Carrier Traffic Managers Tell Editor & Publisher of Conditions on Their Lines and Whom to Inquire of in Delays

TO furnish publishers with the latest advice on conditions affecting shipments of newsprint paper, EDITOR & PUBLISHER sent to the traffic managers of newsprint carrying railroads and steamship lines this week a telegraphic inquiry as to what delays paper shipments are subject to; whether priority is given paper in transit; advice for the expedition of paper cars; to whom inquiries should be made in cases of complaint, in what form, etc.

The replies follow:

Bangor & Aroostook Railroad; G. E. Wicks, general freight agent, Bangor, Me.: "Newsprint is being shipped promptly without interruption over the Bangor & Aroostook. The embargo on the Boston & Maine makes exception of newsprint, but on May 17 that road served notice on connecting lines that they must temporarily refuse all freight except perishable goods, on account of which about 40 carloads of newsprint accumulated and were held at northern main junction until May 21, when the B. & M. notice was recalled. The accumulated cars were delivered over the Maine Central promptly. In the matter of delays, I suggest that publishers communicate with the Boston & Maine Railroad."

Woodstock Railroad; C. H. Leonard, general manager, Woodstock, Vt.: "No priority is given any freight. All freight is moving expeditiously and without restrictions on our road. I am not familiar with conditions on larger roads to give publishers any advice."

Philadelphia & Reading Railroad; R. L. Russell, freight traffic manager, Philadelphia: "This company has no embargoes and is in good shape to handle all newsprint offered. We have no instructions from the Interstate Commerce Commission to give priority on newsprint. Any information necessary will be furnished promptly."

Pennsylvania Railroad; J. B. Large, freight traffic manager, Philadelphia: "Newsprint shipments are given priority over our line and are not in any instance being subjected to avoidable delay. The cars are followed by our organization from the time they reach our line until delivered at destination or to connecting railroads."

"Recognizing the critical situation with reference to the necessity for the prompt movement of newsprint paper, the management of the Pennsylvania System took steps in the early part of March to give this commodity special attention in transit in order to assure the newspapers of a continuous and satisfactory supply. For this purpose a special bureau was organized at Room 135, Broad Street Station, Philadelphia, the System Headquarters, under the joint supervision of the Transportation and Traffic Departments, in direct charge of J. F. Deasy, Assistant Chief of Transportation."

"It is the duty of the Bureau—subject to the provisions of the new railroad law and Interstate Commerce Commission rulings—in all periods of emergency or scarcity to watch the movement of newsprint consignments on its line, expedite the movement wherever possible and whenever necessary follow a shipment back to the source of supply, even though on another railroad system. It is also the duty of the Bureau and of the Traffic and Transportation Departments, to endeavor to obtain the co-operation of connecting railroads on whose lines shipments of newsprint paper originate. In making these arrangements, the Management of the Pennsylvania System realizes that the uninterrupted publication of daily and other newspapers is a public necessity of the highest order and that newsprint, which is their

principal raw material, must be classed, so far as transportation is concerned, with the primary necessities such as food and fuel, and during periods of congestion and car shortage or other emergencies, should be given, so far as may be practicable, priority of movement, as well as exemption from general embargoes.

"It is of course desirable, in order to insure the intended attention to the traffic, that the Bureau have information as much in advance as possible as to the initials and numbers of cars enroute to the Pennsylvania System. You may be assured of our purpose to co-operate to the fullest extent possible in the direction of the expeditious handling of newsprint paper."

Rutland Railroad; George Cassidy, general freight agent, Rutland, Vt.: "Newsprint is moved promptly over the Rutland road, with no necessity for priority orders. Inquiries should be addressed to J. M. Shafford, car accountant, Rutland, Vt."

Chesapeake & Ohio Railroad; E. D. Hotchkiss, freight traffic manager, Richmond, Va.: "To date there is no congestion. Newsprint is not given any priority, but is meeting with no delay whatever. We have had no complaints."

Chicago, Burlington & Quincy Railroad; George H. Crosby, traffic manager, Chicago: "The Burlington road gives preference to carload shipments of paper. It has no outstanding embargo and can handle promptly any shipment routed via our line."

Lake Erie & Western Railroad; L. L. Hyde, general freight agent, Indianapolis, Ind.: "Suggest communications be sent to George J. Ross, superintendent transportation New York Central Railroad, Grand Central terminal, New York. All roads will probably observe the same instructions that are now being expected from Washington."

New York, Chicago & St. Louis Railroad; B. E. Morgan, freight traffic manager, Cleveland, Ohio: "Newsprint shipments are being given preferred handling over the Nickel Plate Road. Inquiries pertaining to movements should be addressed to Edwin Kluever, general freight agent, Cleveland."

Chicago, Milwaukee & St. Paul Railroad; H. E. Pierpont, traffic manager, Chicago: "Newsprint shipments are given priority over this line. We are having no serious delays in handling."

Canadian Pacific Railway; W. B. Lanigan, freight traffic manager, Montreal, Quebec: "We give preference in supplying cars to shippers of newsprint and do everything possible to rush cars over our line. Shipping, of course, is subject to connecting line embargoes."

Bessemer & Lake Erie Railroad; J. V. Styers, general freight agent, Pittsburg, Pa.: "The Bessemer road is open for freight of all kinds. Movement is restricted only so far as affected by embargoes on connecting lines. Inquiries relating to movements over our line should be addressed to me."

Merchants & Miners Transportation Company; H. Sheridan, traffic manager, Baltimore, Md.: "Newsprint paper in rolls exceeding 400 pounds will not be accepted for transportation unless packed in substantial boxes or crates via our line. We are not giving priority to newsprint paper over other shipments. We are congested at several ports and cannot

make any statement as to time in transit. Each separate shipment will be handled on its merits. Inquiries should be made to J. B. Sweeny, giving origin and destination point of movement."

Canadian Railway; George Stephen, traffic manager, Toronto: "Conditions are such that we are prepared to handle with despatch all classes of traffic, including newsprint. Our only difficulty is in the matter of car supply, a condition which may be materially improved by the United States connecting roads returning promptly cars of the Canadian Railway ownership, which have been loaned to them."

Louisville & Nashville Railroad, Louisville, Ky.; E. M. Goodwyn, traffic manager: "L. & N. has no embargoes that effect the movement of newsprint paper. In case of delay, notify E. A. DeFuniak, who will endeavor to rush cars when data is furnished."

Long Island Railroad, New York; Donald Wilson, general freight agent: "No embargo has been placed by the Long Island Railroad on newsprint shipments. We are handling with despatch all such shipments that are delivered to us by shipper or connecting lines."

Central Railroad of New Jersey; T. B. Koons, vice-president and freight traffic manager, New York City: "Our embargoes make exceptions in favor of newsprint shipments. There is, however, no provision for any priority. If publishers will let us know the kind and number of car, originating point and by what road it is moving we shall be pleased to direct that every attention is given for the purpose of expediting such movements. This information may be given in letter form."

New York, Ontario & Western Railroad; C. B. McManus, Jr., general freight agent, New York: "Our instructions are that newsprint shipments shall be handled expeditiously. We do not publish a priority list, but have always striven to give prompt movement to shipments such as EDITOR & PUBLISHER is interested in. If at any time a publisher is desirous of accelerating the movement of a particular shipment or getting information regarding same, I shall be glad to do everything in my power to assist him."

Baltimore & Ohio Railroad; Golder Shumate, traffic manager, Baltimore: "Newsprint is given preference when the conditions permit, but we are unable to handle newsprint shipments now. Inquiries for tracing cars in transit should be made to G. F. Malone, service department, Baltimore, giving numbers and initials."

Southern Railroad; E. F. Shaw, freight manager, Washington, D. C.: "We are not giving priority to any commodity over our line. We are, however, making desperate efforts to expedite shipments of newsprint."

Maine Central Railroad; George S. Hobbs, traffic manager, Portland, Me.: "All shipments of newsprint over the Maine Central are given prompt despatch."

Grand Trunk Lines in New England; G. L. Nelson, general freight and passenger agent, Portland, Me.: "Newsprint shipments are handled under the manifest system over the Grand Trunk and therefore given priority service. We have no embargo on this commodity. I suggest that publishers communicate with Fred Price, general superintendent car service, Grand Trunk Line, Mon-

treah, when necessary to expedite the movement of shipments or to secure records."

Lehigh & New England Railroad; T. J. Fretz, general freight and passenger agent, Bethlehem, Pa.: "No embargo or permits are required to points on the Lehigh and New England railroad. Shipments moving over our line are subject only to connecting line restrictions."

Boston & Maine Railroad; W. T. Lamoure, freight traffic manager, Boston: "We are exempting newsprint shipments from embargo."

Central Vermont Railroad; N. W. Hawkes, general freight agent, St. Albans, Vt.: "The only embargo the Central Vermont had—against shipments to New York—was removed May 24."

New York, New Haven & Hartford Railroad; Edward G. Riggs, executive assistant, New York: "Newsprint shipments are not given priority over the N. Y., N. H. & H. However, any time a publisher gets into a hole as to paper, if he will communicate with me, giving the number of car, date of shipment, consignee and consignor, I will be very glad to do what I can towards having the movement of the car facilitated on our lines."

Erie Railroad (East and West); H. T. Young, general agent, 63 Vesey street, New York: "There is no embargo covering newsprint on the Erie. Practically our only point of trouble is in and about Youngstown, Ohio. In matters of delays publishers should communicate with me, or, as to Youngstown congestion, direct with F. H. Boyd, car service agent, Youngstown, Ohio."

Delaware & Hudson Railroad; W. J. Mullin, general traffic manager, Albany, N. Y.: "Shipments of newsprint are given preference in practically all Eastern territory, but when embargoes are placed exceptions are, as a rule, made in favor of this commodity. This line originates about 25 carloads of newsprint paper per day, and also receives from New England lines about 20 carloads per day. As I have stated, preference is given to the movement of this traffic and recent checks show that on the whole the movement is very good. We maintain at Albany a well-organized tracing bureau, which is in charge of our general Eastern freight agent, C. F. Beck, Room 401, D. & H. building. Any inquiries concerning shipment of paper or other commodities moving over the D. & H. may be addressed to him, and he will handle for prompt service and give early reply to all inquiries. There is no special form that need be used, but the following information should be given: Point of origin, date, commodity, consignee, destination and route."

Ulster & Delaware Railroad; T. W. Fleming, traffic manager, Kingston, N. Y.: "We are entirely clear of embargoes and there are no delays in newsprint shipments for this line."

Algoma & Eastern Railroad; W. H. Farrell, general manager, Sudbury, Ont.: "Newsprint shipments are subject to no delay over our lines."

Pittsburgh & Lake Erie Railroad; J. B. Nettle, freight traffic manager, Pittsburgh, Pa.: "Owing to strike, Pittsburgh & Lake Erie Railroad has embargo on all freight, without exception, unless covered by permits issued by our superintendent of freight transportation. Loaded cars which were en route prior to embargo, as well as cars, moving under permits, are being accepted from connecting lines in such number as our limited transportation facilities will permit. Until situation incident to strike, improves it is hardly possible to give priority movements to any class

(Continued on page 22)

MID-WEST PUBLISHERS ORGANIZE TO OBTAIN NEWS PRINT RELIEF

Urge Government Legislation to Reduce Size of Newspapers; Will Co-operate with Inland, A. N. P. A. and U. S. League Associations

KANSAS CITY, MO.—The Midwest Newsprint League was organized here May 22, as a result of a call issued to the publishers of 10 trans-Mississippi states by the Kansas Editorial Association. There were about 100 publishers present, representing Iowa, Kansas, Nebraska, Missouri, Oklahoma, Arkansas, Colorado and Texas. George W. Marble of Fort Scott (Kan.) Tribune was elected president; Buford O. Brown of Vernon, Tex., vice-president, and H. R. Cavaness of Chanute, Kan., secretary.

A board of directors of 10, one representing each of the above states, was chosen and each director was instructed to call state or district meetings in order to secure the membership of all the small daily newspapers without newsprint contracts and collect information as to the quantities and sizes required.

- The directors are:
- South Dakota—J. H. McKeever, Aberdeen American.
- Nebraska—O. O. Buck, Harvard Courier.
- Texas—William C. Edwards, Denton Record-Chronicle.
- Arkansas—W. W. Thornton, Texarkana.
- Minnesota—D. W. Cuppernull, Virginia Virginian.
- Iowa—Philip Hoffman, Oskaloosa Herald.
- Missouri—W. P. Stanley, Sedalia Democrat.
- Colorado—George T. Haubrick, Greeley News.
- Kansas—J. T. Moore, Pittsburgh Headlight.
- Oklahoma—R. G. Crassfield, Enid News.

Inland Approves Plan

Resolutions were passed instructing the officers and directors to co-operate with other associations working for conservation of newsprint. The program of the Eastern publishers, as formulated at the recent meeting of the United States Publishers Newsprint Conservation League at Washington, was submitted. It was decided to work along the same lines as the Eastern publishers and send delegates to conferences at New York and Washington whenever necessary. The expenses will be met by a \$10 membership fee with additional assessments as required to be raised by a tax on the tonnage used by members.

The Inland Daily Press Association was represented at the Kansas City conference by Willard E. Carpenter, chairman of the executive board, who approved the joint plan.

The Midwest Newsprint League has an additional legislative program of its own to lower the newsprint spot market by severe regulations of Sunday newspapers to check their alleged extravagant consumption.

The resolutions adopted follow: "Resolved, That the Midwest News-Print League, comprised of owners and publishers of daily and weekly newspapers and periodicals published in ten states of the Middle West, viewing with alarm the existing condition in the newsprint situation, recommend to the Congress of the United States the passage of a bill limiting the number of pages of week day daily newspapers to 24 pages, Sunday and week end newspapers to 48 pages per issue, weekly newspapers and periodicals to the equivalent of 24 newspaper pages, and monthly and trade papers to the equivalent of 48 newspaper pages. To the end that fair competition may exist between the makers of second class mail matter: "We recommend to Congress that the first zone be divided into more zones; the first to

be not more than 50 miles in extent; and that such postage rates be charged that each and all shall pay the cost of transportation and distribution within the various zones and that such service be declared a Government monopoly and all matter subject to second class mail classification be transported by mail only and subject to above conditions and mailed only from office of publication.

"We recommend that all so-called Sunday papers be printed and distributed before 12 o'clock Saturday night and that each section shall truthfully bear the imprint of the day it was printed;

"That magazine sections and comic supplements of all newspapers be denied second class mail privileges;

"That members of Congress who are newspaper men be asked to constitute themselves a committee to prevent the waste of paper in the printing of Government reports, public documents and speeches, publicity and propaganda matter, beyond absolutely necessary quantities;

"We declare the present practice of selling print paper to large consumers of 90 per cent of their needs at less than 5 cents per pound and the other 10 per cent at a spot price of 15 cents per pound, an average of less than 6 cents, while smaller papers are denied contracts but are compelled to pay the prohibitive spot price for all their needs, to be unfair and un-American."

Following the meeting the following statement was issued by the officers:

"These three associations are now committed to the following program:

"1. Co-operative buying to be conducted through agencies at New York and Chicago with complete interchange of information. The Inland Daily Press Association, which has a total membership of 200 over 50 of whom are without contracts, has already established a Chicago agency, and the members of the Midwest Newsprint League will place their orders through that agency. Eastern publishers will place their orders through the New York agency.

Want to Work with A. N. P. A.

"2. Conferences are to be arranged through the A. N. P. A. paper committee with the daily publishers having contracts for the purpose of inducing them to agree to further conservation of paper and a general release of contract tonnage at contract price to small newspapers that are on the spot market.

"In addition, the publishers' newsprint leagues will approach the manufacturers through the Newsprint Service Bureau for the purpose of locating the uncontracted tonnage of the regular newsprint mills and making contracts for a considerable portion of it for the use of small dailies and weeklies that are at present without contracts.

"3. The newsprint leagues will agree upon a common policy as to proposed and anticipated Federal legislation.

"There were approximately 100 small newspapers represented at the Washington newsprint conference, but a number of proxies have been received and the enrollment of members is now 150 and will soon be in the neighborhood of 200. This represents the bulk of the small daily publishers, east of the Mississippi, who are in trouble.

"At the meeting of the Inland Daily Press Association in Chicago, 34 publishers reported themselves as being without contracts, and it is believed that there are a total of between 50 and 60 in the Inland Daily Press Association's territory, which includes Indiana, Illinois, Ohio, Iowa, Michigan and Minnesota.

"In the 10 states which have been covered by the Midwest Newsprint League, there are probably 250 to 300 newspapers without contracts. Three-quarters of the sixty dailies in Kansas are in this position and the same

conditions seem to apply in Missouri, Oklahoma, Texas and Arkansas.

"The newspapers of the Dakotas were not heard from, and it is believed that the problem there is relatively small. The mountain states and the Pacific Coast states are in general supplied from the Pacific Coast mills and there seems to be a sufficiency of paper as far east as Denver, although some newspapers in Colorado are joining the Midwest Newsprint League.

"Conferences with the A. N. P. A. publishers and the Newsprint Service Bureau manufacturers will begin about the first of June, and the Publishers Newsprint Conservation League will have exact data then as to the size of the problem. It is expected that between 500 and 600 daily newspapers will be shown to be without contracts and that they will require approximately 35,000 tons per annum.

40,000 Tons Needed

"It is believed that 10,000 tons in addition would take care of all the local weekly papers that are suffering. This would make a total of 45,000 tons needed to take all local newspapers off the spot market. It is known that there is more than this amount of tonnage from regular mills being sold on the spot market at present, not counting the 100,000 tons from the high cost converted mills, which would remain as the spot market supply for publishers needing 'excess tonnage' and willing to pay a high price therefore."

The question of whether the weekly papers of this section would come in under the new organization also was discussed, but nothing definite was decided.

John C. Mack of the Kansas Newsprint League presided over the meeting, and Herbert R. Cavaness of Chanute as secretary. The principal speakers were W. J. Pape, president of the United States League for the Conservation of Newsprint Paper; Jason Rogers of the New York Globe, member of the executive committee of the U. S. League, and Willard E. Carpenter, chairman of the board of directors of the Inland Daily Press Association.

The co-operative buying plan, advocated by Mr. Pape, called for a different method of securing paper. Under his plan, the organization, acting for the several publishers, contracted with brokers, in Chicago and New York, for their annual supply. Once the contracts were made, it would be necessary for every paper to adhere to the plan, and to co-operate with each other, and not to enter the spot market. There would be two distributing centers for the smaller city publishers. One would be located in Kansas City, for this section, and the other at Atlanta, Ga. Mr. Pape said that already two other organizations, similar to the one formed here, are in existence—one, the Inland Press Association, representing the publishers of the smaller city newspapers of the Allegheny and Mississippi valleys, and the other the New England Publishers. The Pacific Coast has an independent supply of print paper.

Following a discussion of the various plans, a committee of ten, one from each State, discussed the matter thoroughly, and reported favorably on the mill proposition advocated by Mr. Rogers.

Mr. Rogers favored publishers getting together and buying their own newsprint mills. He said he already has already had enough publishers pledged to acquire and use the entire output of a certain mill he has in mind, the name of which he did not divulge, however. Mr. Rogers said he had signed up to the proposition five or six members of the Inland Association at their meeting a few days previous in Chicago. It was

estimated that such a mill investment would cost publishers going into it about \$175 per ton of consumption. The plan was very well received.

Mr. Rogers said the small city papers use about 2 per cent of the print paper manufactured. When the supply was normal, the open market had advantages for small dailies, near the distributing centers, but when the paper shortage came they were forced into the open market and into competition with the larger publishers, who desired more tonnage for their papers than their contracts called for. Mr. Rogers explained that the mill ownership plan insures an adequacy of supply, if not an economy. He pointed out, also, that if the market "broke" there might be a temporary period during which the mill plan might be the more expensive, but that they could depend upon a supply without discrimination.

Mr. Carpenter outlined the work of the committee which is distributing newsprint paper released by contract customers of the International Paper Company and the George H. Mead Company, and the 60 tons a month contributed by the Finch, Pruyne Company for the relief of publishers without supply. He said no publisher need suspend publication if he applies to this committee, of which R. S. Kellogg, 18 East 41st street, New York, is chairman. There are now at the disposal of this committee, at current contract prices, about 300 tons of paper, plus the Finch, Pruyne Company's monthly 60-ton contribution.

Messrs. Pape, Carpenter and Rogers were appointed a committee on permanent organization. It developed at the meeting that of 60 smaller city daily paper publishers in the state of Kansas alone, all but 5 or 6 are without contracts, wholly dependent on the spot market, and in desperate need of help.

Messrs. Cavaness and Marble arrived in New York yesterday as members of the party of Kansans who are accompanying Governor Allen to debate on labor issues with Samuel Gompers, president of the American Federation of Labor. They will hold conferences at the Hotel Pennsylvania today with officers of the U. S. League for Conservation, the American Newspaper Publishers' Association and the paper manufacturers.

TO SETTLE P-I SUIT OUT OF COURT

Action to Keep W. R. Hearst Out of Seattle Postponed Four Times

(Special to EDITOR & PUBLISHER)

SEATTLE.—Indications are that the controversy between Clark Nettleton, publisher of the Post-Intelligencer, and George Boole over the possession of 700 shares of Post-Intelligencer stock, will be settled out of court. The case has come up for hearing in the superior court on four different occasions, and each time has been postponed. At the last hearing the attorneys for Mr. Boole and Mr. Nettleton said that the case was in process of settlement.

In his action for an injunction against Mr. Boole, preventing him from selling the Post-Intelligencer stock to William Randolph Hearst, Mr. Nettleton alleges that Boole and Supreme Court Judge Kenneth Mackintosh indorsed a note for \$55,000 security for which Mr. Nettleton said he put up 700 shares of Post-Intelligencer stock as collateral security with a Seattle bank. He charges in the complaint that later Mr. Boole paid the note and took the stock. The publisher alleges that Mr. Boole was about to dispose of the stock to the Hearst interests and asked that it be returned to him in order that he may retain control of the Post-Intelligencer Company.

PUTTING LIFE INTO A NEWSPAPER MORGUE

Key to the System of the Two-Class Plan of Modern Filing Makes the Establishment of Such a Department by Your Paper Easy

By JAMES W. WELLS

EDITORIAL NOTE.—Mr. Wells has been connected with the reference bureau of the New York World for twenty-five years and has made a study of all systems of filing. This is the fourth of a series of articles on the subject written exclusively for EDITOR & PUBLISHER. Others will follow each week.

IN this week's issue is given the List of Sections, which is the key to the system. Consult the chart printed last week, showing the two Classes divided into eight Groups which are divided into forty Divisions. It will be noticed that the Sections in but one Division (New York State) were given. Following are all the Sections, arranged in the order in which they are kept in the Divisions. The numbers at the left of the divisions and sections are of great help in locating, labeling and other uses which will be explained in later articles. The term "A-Z" is used instead of the words "alphabetical" or "by name."

1—(MISCELLANEOUS, A-Z)

(This Miscellaneous Division is for subjects, arranged alphabetically, not readily fitting in any of the other Divisions. For example: Hoaxes; Mascots; Man-Woman cases (men masquerading as women, and women as men); Nepotism; Oaths and Vows; Success; Somnambulists and Somnolists; Tattooing, etc., etc. To classify these to go in any of the other Divisions would be quite difficult and hair-splitting. The average file clerk would have trouble in finding them if they were filed in places other than the Miscellaneous Division.)

- 1—Aa-Am-
- 2—An-Az-
- 3—Ba-Bu-
- 4—Bo-Bz-
- 5—Ca-Ce-
- 6—Cf-Cn-
- 7—Co-
- 8—Cp-Cz-
- 9—Da-Dh-
- 10—Di-Do-
- 11—Dp-Dz-
- 12—Electricity
- 13—Ea-El
- 14—Em-Ez
- 15—Fa-Fl-
- 16—Fm-Fz-
- 17—G-
- 18—H-
- 19—I-
- 20—J-
- 21—K-
- 22—L-
- 23—Ma-Mh-
- 24—Mi-Mz-
- 25—N-
- 26—O-
- 27—Pa-Pl-
- 28—Pi-Pz-
- 29—Q-
- 30—R-
- 31—Sa-Sl-
- 32—Sm-Sz-
- 33—T-
- 34—U-
- 35—V-
- 36—W-
- 37—X-Y-Z-

2—(NEWSPAPERS; MAGAZINES)

- 1—"Your Own" paper
- 2—Newspapers, N.Y.C. (or home town)
- 3—Newspapers, Misc.
- 4—Magazines
- 5—Printing

3—(RELIGIOUS; DEATHS)

- 1—Baptist
- 2—Catholic

3—Christian Science

- 4—Congregational
- 5—Episcopal
- 6—Hebrew
- 7—Methodist
- 8—Mormon
- 9—Presbyterian
- 10—Salvation Army
- 11—Churches, Misc.
- 12—Religious, Misc.
- 13—Superstition
- 14—Deaths
- 15—Burials

4—(WOMEN; CHILDREN)

- 1—Women
- 2—Woman Suffrage
- 3—Children

5—(SOCIAL)

- 1—Domestic Science
- 2—Weddings
- 3—Social
- 4—Festivals
- 5—Fairs, Shows, &c.

6—(CLUBS AND ASSOCIATIONS)

- 1—Athletic
- 2—Benefit and Secret
- 3—Brooklyn
- 4—Musical
- 5—N. Y. City
- 6—N. Y. State
- 7—G. A. R.
- 8—Patriotic
- 9—Religious
- 10—Women's
- 11—Yacht and Boat
- 12—Miscellaneous, A-Z-

7—(SPORTS)

- 1—Athletics
- 2—Bicycling
- 3—Hunting
- 4—Rowing
- 5—Shooting
- 6—Sports, Misc.
- 7—Baseball
- 8—Football
- 9—Games, Misc.
- 10—Pugilism

8—(AMUSEMENTS)

- 1—Theatrical
- 2—Moving Pictures
- 3—Amusements, Misc.
- 4—Theatres, Brooklyn
- 5—Theatres, N. Y. C.
- 6—Theatres, Misc.

9—(CRIME)

- 1—Abduction
- 2—Arson
- 3—Assault

- 4—Blackmail
- 5—Bribery
- 6—Counterfeiting
- 7—Dives
- 8—Gambling
- 9—Gangs and Outlaws
- 10—Murder
- 11—Riots
- 12—Robbery, Brooklyn
- 13—Robbery, N. Y.
- 14—Robbery, N. Y. C.
- 15—Robbery, Misc.
- 16—Smuggling
- 17—Swindles
- 18—Crime, Misc. A-Z

10—(COURTS; POLICE)

- 1—Divorce Suits
- 2—Libel Suits
- 3—Wills; Will contests
- 4—Suits, Misc.
- 5—Federal Courts
- 6—Police Courts
- 7—New York Courts, Misc.
- 8—Courts, Misc.
- 9—Police, N. Y. C.
- 10—Police, Misc.

11—(PUNISHMENTS FOR CRIME)

- 1—Prisons
- 2—Reformatories
- 3—Lynching
- 4—Punishments, Misc.

12—(CHARITIES)

- 1—Orphan Asylums
- 2—Homes, Misc.
- 3—Charities, Misc.

13—(ANIMALS)

- 1—Birds
- 2—Cats
- 3—Dogs
- 4—Fish
- 5—Horses, A-Z- (by name)
- 6—Horse Racing
- 7—Horses, Misc.
- 8—Insects and Reptiles
- 9—Animals, Misc.

14—(EDUCATION)

- 1—Colleges, A-B-
- 2—Colleges, C-D-
- 3—Colleges, E-I-
- 4—Colleges, J-L-
- 5—Colleges, M-N-
- 6—Colleges, O-Q-
- 7—Colleges, R-
- 8—Colleges, S-
- 9—Colleges, T-V-
- 10—Colleges, W-
- 11—Colleges, X-Y-Z-
- 12—Colleges, Misc.

LIST OF SECTIONS (Divisions are in parenthesis)

- 13—Schools, Brooklyn
- 14—Schools, N. Y. C.
- 15—Schools, Misc.

15—(ART AND SCIENCE)

- 1—Architecture
- 2—Music
- 3—Painting
- 4—Photography
- 5—Monuments
- 6—Sculpture
- 7—Art, Misc.
- 8—Libraries
- 9—Literature
- 10—Astronomy
- 11—Science, Misc.

16—(MEDICAL)

- 1—Hospitals, Brooklyn
- 2—Hospitals, N. Y. C.
- 3—Hospitals, Misc.
- 4—Drugs
- 5—Grip, The
- 6—Hypnotism
- 7—Insanity
- 8—Diseases, Misc.
- 9—Anatomy
- 10—Medical, Misc.
- 11—Poisoning
- 12—Surgery

17—(PUBLIC WORKS; BUILDINGS)

- 1—Panama Canal
- 2—Canals, Misc.
- 3—Streets, N. Y. C.
- 4—Streets, Misc.
- 5—Parks, N. Y. C.
- 6—Parks, Misc.
- 7—Bridges
- 8—Docks
- 9—Sewers; Sewage
- 10—Tunnels
- 11—Public Works, Misc.
- 12—Business Buildings, N. Y. C.
- 13—Business Buildings, Misc.
- 14—Hotels, N. Y. C.
- 15—Hotels, Misc.
- 16—Dwellings
- 17—Palaces and Castles
- 18—Public Buildings
- 19—Buildings, Misc.

18—(NEW YORK STATE)

- 1—Coney Island
- 2—Brooklyn
- 3—Staten Island
- 4—N. Y. City Water Supply
- 5—N. Y. City, Misc.
- 6—Long Island
- 7—N. Y. State, Misc.

19—(STATES, MISC.—U. S.)

- 1—Alabama
- 2—Alaska
- 3—Arizona
- 4—Arkansas
- 5—California
- 6—Colorado
- 7—Connecticut
- 8—Delaware
- 9—District of Columbia
- 10—Florida
- 11—Georgia
- 12—Idaho
- 13—Illinois
- 14—Indiana
- 15—Iowa
- 16—Kansas
- 17—Kentucky
- 18—Louisiana
- 19—Maine
- 20—Maryland
- 21—Massachusetts
- 22—Michigan
- 23—Minnesota
- 24—Mississippi
- 25—Missouri
- 26—Montana
- 27—Nebraska
- 28—Nevada
- 29—New Hampshire
- 30—New Jersey
- 31—New Mexico
- 32—North Carolina
- 33—North Dakota
- 34—Ohio
- 35—Oklahoma
- 36—Oregon
- 37—Pennsylvania
- 38—Rhode Island
- 39—South Carolina
- 40—South Dakota
- 41—Tennessee
- 42—Texas
- 43—Utah
- 44—Vermont
- 45—Virginia
- 46—Washington
- 47—West Virginia
- 48—Wisconsin
- 49—Wyoming
- 50—States, Misc.

20—(EUROPEAN WAR)

- 1—European War

21—(EUROPE)

- 1—Austria
- 2—Belgium
- 3—Bulgaria
- 4—Czechoslovakia
- 5—Denmark
- 6—England
- 7—France
- 8—Germany
- 9—Greece
- 10—Holland
- 11—Hungary
- 12—Ireland
- 13—Italy
- 14—Jugoslavia
- 15—Monaco
- 16—Norway
- 17—Poland
- 18—Portugal
- 19—Roumania
- 20—Russia
- 21—Scotland
- 22—Serbia
- 23—Spain

- 24—Sweden
- 25—Switzerland
- 26—Turkey
- 27—Europe, Misc.
- 28—Wales

22—(ASIA)

- 1—Afghanistan
- 2—Arabia
- 3—Armenia
- 4—Burmah
- 5—Cambodia
- 6—Ceylon
- 7—China
- 8—Corea
- 9—India
- 10—Japan
- 11—Palestine
- 12—Persia
- 13—Siam
- 14—Siberia
- 15—Syria
- 16—Thibet
- 17—Turkey in Asia (Asia Minor)
- 18—Asia, Misc.

23—(AFRICA)

- 1—Egypt
- 2—Morocco
- 3—Africa, Misc.

24—(NORTH AMERICA; WEST INDIES)

- 1—Canada
- 2—Newfoundland
- 3—Greenland
- 4—United States (general)
- 5—Cuba
- 6—Virgin Islands
- 7—West Indies, Misc.

25—(CENTRAL AND SOUTH AMERICA)

- 1—Guatemala
- 2—Mexico
- 3—Nicaragua
- 4—Panama
- 5—Central America, Misc.
- 6—Argentina
- 7—Bolivia
- 8—Brazil
- 9—Chili
- 10—Colombia
- 11—Ecuador
- 12—Guiana
- 13—Paraguay
- 14—Patagonia
- 15—Peru
- 16—Uruguay
- 17—Venezuela
- 18—South America, Misc.

26—(OTHER COUNTRIES)

- 1—America, Misc.
- 2—Hawaii
- 3—Australia
- 4—New Zealand
- 5—Countries, Misc.

27—(RACES AND TRIBES)

- 1—Americans
- 2—Chinese

(Continued on page 40)

STANDARDIZATION IS NEEDED BADLY IN CLASSIFIED ADVERTISING

Newspapers Have No Uniform System of Heading Want-Ad Columns for Readers' Benefit—Typography and Rates Vary Like Rainbow

By C. L. PERKINS

Head of the Perkins Service, Specialists in Building Classified Advertising

ARTICLE XXVII

STANDARDIZATION has been applied profitably to many phases of countless industries. Newspaperdom, however, has put into effect very few standard practices. In the mechanical departments there is a degree of uniformity of methods. Some other departments of newspapers have in a small way developed a set of standards, but in classified there seems to be none of this. There is certainly no premeditated standardization in the want-ad business.

This lack of uniformity in classified advertising can be found by looking at any phase of want-ads on any dozen papers. In the matter of typography, rates and rate cards, sales methods, etc., the practices are as varied as the colors of the rainbow.

Lack of Uniformity

One of the places where this lack of standardization is apparent is in the names of classifications and their sequence in a want-ad section. Some advertisements could be written that would if sent to a hundred papers be placed under a hundred different headings.

Let's consider the cat as an example. Mr. Brown has made such a fuss over pussy that Mrs. Brown decides that the easiest way to keep her husband from kicking the cat around is to sell the Angora. So a want-ad is telephoned to paper "A," where it is placed under the heading, "Birds, Dogs and Cats."

In the same city Mrs. Smith, a professional cat fancier, desires to sell some of her over-abundant supply of pets. Accordingly she sends an advertisement to paper "B." In this publication cat advertisements are placed under the heading entitled, "Dogs and Cats."

The third medium in that city places advertisements of this nature under the caption "Petstock." If there is a fourth medium the cat probably finds itself offered for sale under the heading "Poultry," and kept away from some delicious squabs by an agate sub-head—"rabbits and cats." Poor tabby may be found in an exclusive cat heading, or listed in the same classification with almost any other animal that Noah took into the Ark. Without any great effort one could, no doubt, find among metropolitan newspapers a score or so of classification names which were supposed to include cats.

The Case of Miss Jones

Now let's forget for the time being the advertiser and the confusion caused in his mind by this lack of uniformity. Consider Miss Jones, who in her lonesome spinsterhood decides that a pussy cat would be a desirable companion, or Mrs. Williams, who desires a tabby for the baby to man. Both look in paper "A" for a classification "Cats." After searching, they discover that "Birds, Dogs and Cats" is the classification in which they may find a cat looking for a new home.

Not finding just the animal they want in the columns of newspaper "A," they perhaps turn to paper "B." Naturally, they try to find there the same classification as in paper "A." They search and finally locate the heading "Dogs and Cats." If they have to turn to a third paper there is still more confusion, and should they seek their cats in a fourth

paper, they would no doubt have lost any idea they might have had as to the proper place to find cats advertised for sale.

Some mere man may say that this might be true of cat advertisements, which are read mostly by women, but not of advertisements read by men. Such is not the case. If you doubt it, insert in nearly any twenty newspapers an advertisement offering for sale an adding machine. This kind of an advertisement would certainly have a masculine appeal. Then take your twenty papers containing the advertisement and visit some business man acquaintance. Give him one of the papers and ask him to turn to your adding machine advertisement. After diligently searching through many columns he discovers it placed under the heading "Store and Office Fixtures."

Under 20 Different Heads

Now ask him to find the advertisement in the second paper. Thinking he has learned the proper way of classifying such an advertisement, he will turn at once to the heading "Store and Office Fixtures," should the paper by chance have such a heading. If it has, he does not find the adding machine listed. After running his finger and eyes down twelve columns of fine print, he finds your advertisement under the classification "Miscellaneous for Sale." In the third paper he finds it under the heading "Adding Machines," and in the fourth publication the adding machine is found keeping company with the typewriters.

Some one else may say that this is true of some of the smaller classifications, but that the major classifications are more standardized. But are they?

Of course, all newspapers have headings of "Help Wanted, Male," and

"Help Wanted, Female," and to that extent they are uniform. But these big general headings, which today contain pages of advertising in many newspapers, cover an almost endless variety of subclassifications, and treatment.

Arrangement of Ads

One of the largest classified advertising mediums in the country arranges all the "Help Wanted" advertisements alphabetically, according to the first word of the advertisement. This is, no doubt, the most logical arrangement, but only when advertisements all start with the name of the position offered, and all similar positions with the same word.

The paper mentioned does not do that, however, with the result that Mrs. Jones, wanting a maid for housework, writes an advertisement beginning thus, "Wanted, Maid." This is placed with other want-ads beginning with "W."

Mrs. Jones' neighbor is also trying to solve the servant problem, so she places an advertisement in the same paper. Her copy starts with the word "Housework," and accordingly her advertisement appear in the columns with others beginning with the same letter.

Mrs. Smith, in her search for help, writes an advertisement using as the first word "Maid."

Mrs. Wood, being particular, makes her copy start, "Good Girl."

Mrs. Walker prefers that her servant be known as a cook, and therefore starts her advertisement with that word.

Mrs. Griffin uses the word "Domestic" as the key to her want-ad, and her neighbor writes her ad as follows: "A maid wanted."

Following its make-up, this paper puts all these advertisements in alphabetical order. The result is that advertisements calling for exactly the same kind of help are placed all through the sixteen columns of "Female Help."

What is the result from the reader's viewpoint? The maid wanting a new position looks in the paper, and if she has mentally classified herself as a maid, the chances are that she will look at the advertisements, beginning with that word, and not read any of those beginning with other words and scattered through the entire classification. Other servants will read other advertisements

according to their mental habits. The result of this is that no reader is apt to see all the positions offered and is therefore not given the opportunity to find the one that may be best for her, and that the advertiser does not get as many applicants and has to select her maid from the one or two that see her particular advertisement.

Standard Classification Needed

If this paper had a rule that all advertisements of that nature must start with a certain word, the result would be that they would all be classified together, that the readers could quickly and easily find all the positions offered and that the advertisers would get better results. Another result would be that other prospective advertisers seeing a large number of such advertisements would logically conclude that a want-ad was the proper thing to use in securing a maid, while she would not get this opinion if she glanced at the paper as it is now made up.

What the key word should be for any particular kind of help is unimportant to the paper, as far as its mechanical problems are concerned. These words, if the alphabetical make-up is used, should be the ones that are most commonly used by the employers and employees in the different vocations.

Other papers do not use the alphabetical arrangement, but place the largest advertisements at the top of the column and graduate them down to the column of two lines at the bottom of the column. Other publications sub-divide the "Help Wanted" classifications into such headings as "Trades and Professions," "Store Help," "Office Help," "Household Help," "Professional Help," etc.

The people of the United States are slowly awakening to the power and usefulness of the little want-ad. When they do realize the service it is capable of rendering, classified advertising rates and lineage will increase to a point that will make it more important and profitable to publishers than any other form of advertising. The adoption of a standard method of classification and make-up would be one of the greatest aids in educating the public to a greater use of classified at a more profitable rate.

"Big Guns" of Canadian Daily Newspaper Publishing



THIS picture was snapped by EDITOR & PUBLISHER'S photographer during the recent annual convention of the American Newspaper Publishers' Association in New York. From left to right, those in the group are: Col. R. F. Parkinson, business manager Ottawa Journal; William Findlay, business manager Toronto Globe; A. J. Phillips, mechanical superintendent Toronto Mail & Empire; George E. Scroggie, advertising manager and secretary Toronto Mail & Empire; W. J. Watson, secretary-treasurer Calgary Herald; John M. Imdrie, manager Canadian Daily Newspaper Association, Toronto; W. J. Irwin, secretary Toronto Globe; M. R. Jennings, editor and general manager, Edmonton Journal.

"CITY NEWS" PASSES 25th BIRTHDAY

J. E. Hardenbergh Has Been Secretary-Manager Since Establishment of New York News-Gathering Body Quarter Century Ago

Few of the millions of New Yorkers who each morning and evening read their newspapers with lazy satisfaction are aware of the existence of an association, which for twenty-five years has covered every phase of news in the greatest city in the world, and which day by day, furnishes this news to nineteen papers. It is the New York City News Association, which recently celebrated its twenty-fifth anniversary and which has grown from very modest proportions to the largest association of its kind in the country.

In 1895 the association was organized with offices in one room of the old Western Union Building at 195 Broadway. James Edward Hardenbergh, a keen chap of twenty-five, was manager. At that time, there were eight members, with weekly running expenses of \$600 a week. Today the association occupies a large part of the fifth floor of the Hudson Terminal Building; there are nineteen members, the operating expenses are \$3,000 a week, and the same chap is secretary-manager, and he's still a chap, for the years have touched him very lightly.

Since the association was formed over 1,000 newspaper men have passed through it as reporters and some of them are among the best known craftsmen of today. Among them are Henry Varian of the New York Evening World, Charles Edward Russell, well known socialist writer, Robert Emmett McAlarney, H. J. Wright of the New York Globe, M. Koenigsberg, head of the Hearst news and and feature services, the late Jacques Futrelle and scores of others.

The following officers were recently elected: Charles McD, Puckette, managing editor Evening Post, president; J. W. H. Emmert, vice-president; James E. Hardenbergh, secretary-manager; William G. Henderson, treasurer. The executive committee is composed of Mr. Puckette, chairman; J. W. H. Emmert, H. M. Crist, Osmund Phillips, Kenneth Lord, Hood McFarland, and George T. Hughes.

Recently there was organized a mutual benefit association, for the sake of insurance, accidents, etc., called the Nycna Association, the name being formed from the first letters of each name of the New York City News Association. At its formation a clever miniature paper, the Nycna Ticker, chronicled some of the past history of the association.

When the bureau was established its functions were clearly defined. It was intended as a purely mechanical instrument to relieve the papers of a mass of routine matter, at a great saving of expense. From routine work, it developed along broader lines, its system permitting of greater speed in the gathering of news and concise statement of facts, there being no occasion for distortion for the sake of a head line or a front page position.

The newspaper members soon began to regard the news reports of the Bureau as the truth of the matter, a check on the work of their own men, and in the absence of personal service, matter that could be used without question, so that today, a large percentage of the association's service is used exactly as it is written and at great length—not rewritten or used as a tip service as originally was the case.

Howard E. Sands, day manager, has been with the association since it was formed, and William G. Henderson, the treasurer, has been there for twenty years.

H. J. Wright was the first president, and at that time was city editor of the Evening Post. He is now editor of the New York Globe.

REPORTERS SUB FOR PEORIA TYPO

Star and Journal-Transcript Merge Issues on One-Day Walkout

PEORIA, Ill.—Editorial department workers invaded the composing room of the Journal on May 22 to stick type and make-up, because of a "quitting of work" of linotype operators. The Journal operators went out in sympathy with the operators of the Star, when the latter struck for \$1 an hour. H. M. Pindell, publisher of the Journal, tendered the use of his equipment and organization to the Star in getting out its editions, which caused the Journal operators to leave.

The Sunday editions of the Star and the Journal-Transcript were combined, both names appearing on the same paper. The differences were settled, referring the matter to an arbitration board the following day.

Englishmen Ad Club Guests

At the weekly luncheon of the Advertising Club of New York on Thursday, Charles Frederick Higham and W. S. Crawford, both famous London advertising men, were special guests and made interesting addresses. At the luncheon on June 2, the newly elected vice-president, Frank Presbrey, and two new directors, William Ingersoll and Francis H. Sisson, will be guests of honor. Plans are coming on splendidly for the sixteenth annual convention in Indianapolis of the Associated Advertising Clubs of the World, and 146 members of the Advertising Club of New York have already paid up for the trip. This will be the largest delegation which the club has ever sent.

A. P. Elects Three Papers

Three new members were elected and a resolution on the death of Frederick B. Jennings were passed at the monthly meeting of the executive committee of the board of directors of the Associated Press in New York on May 26. Present were President Frank B. Noyes, Secretary Melville E. Stone, Acting General Manager Frederick Roy Martin, Charles Hopkins Clark of Hartford, John R. Rathom of Providence, and Col. C. A. Rook of Pittsburgh. The papers elected were: Chippewa Falls (Wis.) Press, Hibbing (Minn.) Daily News and Mesaba Ore.; Hobart (Okla.) Republican.

Relief Paper Given 30 Newspapers

International Paper Company customers have released to the committee, headed by R. S. Kellogg, secretary of the Newsprint Service Bureau, about 240 tons of paper to be distributed during this quarter to publishers without contracts. With the addition of the Finch-Pruyn contribution of 60 tons a month, and an unsettled quantity from the G. H. Mead Company, the total tonnage in

the hands of the committee is about 360 tons. Distribution has been accomplished to about 30 needy newspapers, mostly in lots under five tons. During April, May and June, Mr. Kellogg said, no tonnage will be supplied from this fund to newspapers which have 30 days' supply on hand or in sight. After June, Mr. Kellogg declared, the newspapers should be in a position to take care of their needs without further assistance.

PULITZER SCHOOL ALUMNI UNITE

Form Association at School Dinner—Changes in Faculty

Organization of an alumni association among the graduates of the Columbia University School of Journalism was effected at the seventh annual school dinner in the Journalism Building at the University on May 22. Edwin N. Lewis was elected president and M. Lincoln Schuster secretary-treasurer.

Several changes were announced in the faculty for next year. Robert E. MacAlarney, a member of the original teaching staff, will devote his entire time to the interests of the Famous Players-Lasky Film Corporation, but will give occasional lectures at the school. His courses will be taken over by Kenneth Lord, now city editor of the Sun and New York Herald. Albert W. Atwood's work as a financial writer prevents his continuation on the staff, and he will be succeeded by Merryle S. Rukeyser, now on the financial staff of N. Y. Tribune.

N. Y. Commends Feas Bill

The Publishers' Association of New York City at its meeting last week passed a resolution offered by Louis Wiley, business manager of the New York Times, commending the wisdom and justice of the House Committee on Post Offices and Post Roads in reporting the bill continuing the present second-class postal rates on newspapers until July 1, 1921. "The enactment of the pending bill into law," the resolution reads, "will materially aid in stabilizing the newspaper industry, will assist in making the readjustment required by increasing costs, avoid increase in subscription rates and give the relief of delay in the enforcement of additional postal rates, the wisdom and justice of which is a matter of grave doubt."

Bridgeport Papers Hold Tight

BRIDGEPORT, Conn.—Paper shortage has held the Post, Telegram and Sunday Post to reduced make-up. All display advertising was excluded for nearly a week. Freight service was blamed. Paper arrived May 24, relieving the condition.

SYRACUSE PRINTERS GET \$4 BONUS

I. T. U. Puts End to Vacation and Men Accept Original Offer

(Special to Editor & Publisher)

SYRACUSE, N. Y.—Members of the Syracuse Typographical Union have accepted a wage bonus of \$4 offered them by publishers of the Herald, Post Standard, and Journal. The men recently made a demand for a scale of \$42 and \$45. They had been receiving \$32 and \$35, with a \$2 bonus, and were working under a three-year contract which had two years to run. The demand for \$42 and \$45 was refused. The printers then began to "vacation" until the publishers were compelled to print eight-page papers without display advertising, and had planned to suspend publication.

International officers ordered the men back, and the printers were then offered a bonus which would bring the price up to \$38 and \$41. The same bonus was granted stereotypers and pressmen.

Boise Printers Get \$7 a Day

BOISE, Idaho.—The wage dispute that has been pending here for the past three months in the printing trade has been settled by the acceptance by the Boise Typographical Union of the scale of wages fixed by Charles P. McCarthy, judge of the third judicial district, and arbitrator. The union demanded \$8 for 7½ hours a day and \$8.50 for the same number of hours of night work. The publishers offered to pay \$6 for day and \$6.50 for night work. Judge McCarthy struck an average from wages paid in 12 western cities—Anaconda, Billings, Butte, Spokane, Walla Walla, Everett, Olympia, Seattle, Portland, Great Falls, Missoula and Ogden. The scale allowed is \$7 a day and \$7.50 a night, a day's work being 7½ hours.

Plain Dealer Workers Wed

CLEVELAND.—Mrs. Alice Lee, librarian of the Plain Dealer, and J. J. Boyle, one of the copy desk men, surprised their associates last week by quietly getting married. The couple were the recipients of a silver percolator and electric grill, with an assortment of groceries, gifts of the editorial force.

Buffalo Prepares for N. E. A.

BUFFALO, N. Y.—Arrangements are nearing completion for the entertainment of the National Editorial Association when it visits Niagara Falls on June 27. A civic banquet and a tour of Niagara Falls and the gorge are among the events planned.

CALENDAR OF COMING EVENTS

- | | | | |
|------------|--|---|--|
| MAY | | 11: Representatives Club outing at Gedney Farms, N. Y. | |
| 31-June 5: | National Editorial Association convention in Boston, followed by tour of Canada. | 12-15: Association of National Advertisers semi-annual meeting in Bedford Springs, Pa. | |
| JUNE | | 14: Ohio Select List Newspapers meeting in Columbus, Ohio. | |
| 1-3: | International Circulation Managers Association convention in St. Louis. | 18-21: Southern Illinois Editorial Association annual meeting, outing and reunion; starting in St. Louis. | |
| 2: | Hearing, N. Y. Supreme Court, of injunction case of City News Association vs. New York News. | 24: Rochester (N. Y.) Ad Club election. | |
| 2: | Columbia University School of Journalism graduation; New York. | JULY | |
| 3-4: | Canadian Weekly Newspapers' Association annual meeting in Toronto. | 14-16: Virginia Press Association convention, Blue Ridge Springs, Va. | |
| 3-4: | Canadian Press Association meeting, Toronto. | 19-21: Southern Newspaper Publishers' Association convention, Asheville, N. C. | |
| 4: | National Conference Business Paper Editors, Chicago. | 19-21: American Association of Advertising Agencies quarterly executive committee meeting, Asheville, N. C. | |
| 4-5: | American Pulp & Paper Mill Superintendents' Association annual convention, Hotel Statler, Buffalo, N. Y. | 19-21: Southern Council, A. A. A., annual meeting, Asheville, N. C. | |
| 5-29: | National Editorial Association tour of Canada. | 19-21: Southeastern Advertising Agencies Association annual convention, Asheville, N. C. | |
| 6-10: | Associated Advertising Clubs of World annual convention in Indianapolis. | 20-21: Georgia Press Association annual meeting at Carrollton. | |
| 10: | Texas Press Association annual convention in Houston. | 23-24: Wisconsin Federated Printing & Press Association convention, Milwaukee. | |
| | | 25: Empire Press Conference delegates arrive in Halifax, N. S. | |

DAY ON THE MISSISSIPPI FOR CIRCULATORS

Entertainment Committee's Schedule of Trips and Parties for Ladies and Members Will Make St. Louis a Pleasant Memory

ST. LOUIS.—To keep the members of the International Circulation Managers' Association on edge between the long morning and afternoon convention sessions at the Hotel Statler—and to keep the better halves from



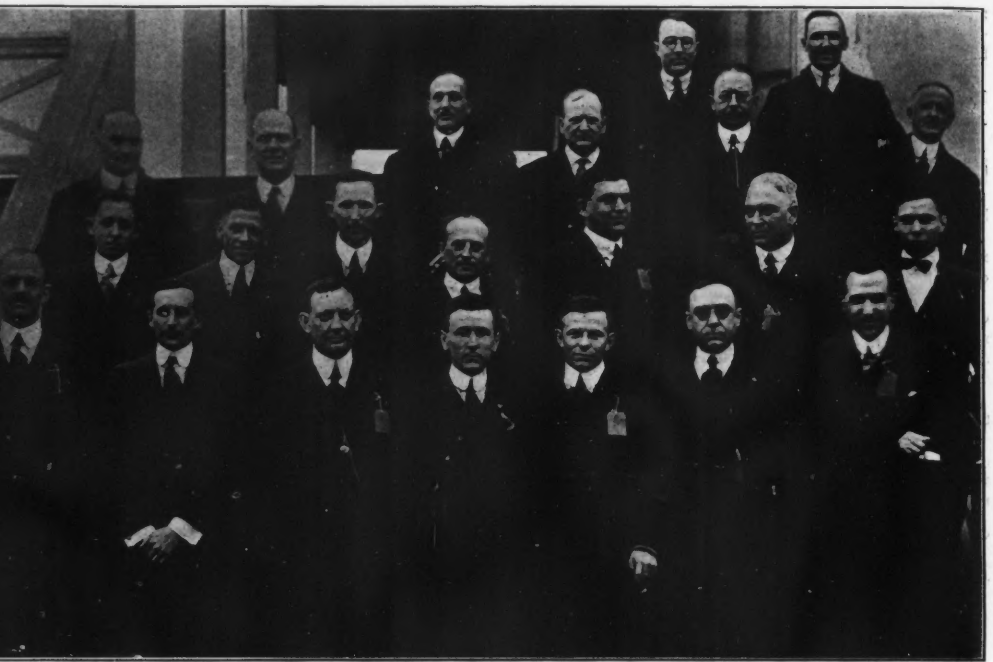
JAMES L. FARLEY

Some years ago a governor of Pennsylvania gave out a proclamation on "a certain newspaper published in a 24-story building in the City of Philadelphia." As a circulation talking point it was a winner the North American will tell the World—and all other newspapers.

missing their conventioning husbands—local circulation managers, co-operating with the St. Louis Newspaper Publishers' Association, has arranged a program that will keep the ball rolling from the opening moment until the adjournment of the convention on Thursday. All of the entertainment has not been made public, the best parts being kept secret by the hosts, but the skeleton of the arrangements has been announced as follows:

Tuesday, June 1

11 a. m.—Tour of inspection for the ladies of big retail stores, under escort of the wives of St. Louis members. Luncheon will also be served to the visiting ladies by their hostesses.



MEMBERS OF THE INTERSTATE CIRCULATION MANAGERS' ASSOCIATION IN ANNUAL CONVENTION

12 noon.—After adjournment of morning session, members will be entertained at luncheon by Ad Men's League, World Color Printing Company, and the St. Louis Publishers' Association. Taking of official photograph immediately preceding the opening of afternoon session.

8 p. m.—Theater party of members and their ladies, as guests of local committees.

Wednesday, June 2

9 a. m.—Business session on excursion steamer, en route up the great and only Mississippi River. The steamer will leave the dock promptly at 8:30 o'clock. "Bridge" and "five hundred" parties for the ladies will be arranged in the salon of the steamer. Prizes will be given to the winners.

12 noon.—Luncheon served on the boat.

4 p. m.—Steamer will land at dock on return trip, and party will be taken in special conveyances to one of the big industrial plants.

6 a. m.—Dinner at Century Boat Club, as guests of the St. Louis Publishers' Association. (This will be the big night of the convention.) Party will be returned to headquarters in special chartered cars or busses.

Thursday, June 3

9 a. m.—The ladies of the party will be taken on a motor trip through the residential sections of the city, through the parks, out into St. Louis county, through the hills, winding up at noon at Bevo Hill, where luncheon will be served by the St. Louis Newspaper Publishers' Association, with the wives of the local circulation men as hostesses. From there the women will be taken through the southside parks, to Shaw's Garden, and thence to the hotel. The members in convention will have luncheon on this third day, as guests of the St. Louis Chamber of Commerce. At 4:00 o'clock the men of the party will be given an opportunity to view the city, thus ending the program of the convention.

Malden News Two Cents

MALDEN.—The Evening News was advanced to 2 cents a copy on May 24.

NOTES OF CIRCULATORS

John F. Kelly, country circulator of the New York Tribune, has published another book of humor, entitled "Get Behind It." Mr. Kelly is well known as the author of "The Man With the Grip," "Confessions of a Bellboy" and "Drummers' Samples," published in recent years and based on reminiscences of many years of travel throughout the country as a newspaper circulator.

C. J. Kutill, circulation manager of the St. Paul Daily News, is taking a month's vacation. His duties are being performed by T. H. Hoivik, Mr. Kutill's assistant.

Thomas McCue has resigned as assistant circulation manager of the Sun-Herald, New York, after nearly a quarter of a century of service with the Sun.

U. P. Man Buys Waukesha Herald

WAUKESHA, Wis.—The Daily Herald has been sold by Ad. Campbell to a new company, headed by B. A. Hoffman, who resigns as Wisconsin bureau manager for the United Press Associations to become editor and manager of the Herald. It is planned to consolidate the Herald and the Freeman, a weekly, publishing the Herald from the latter plant.



J. R. HENDERSON

Can you doubt that he means it? Neither do we. The Montreal Gazette is a fine newspaper.

TORONTO.—Recognition has been granted by the Canadian Daily Newspapers Association to the Thornton Purkis Advertising Agency, 23 Scott street, Toronto. Mr. Purkis was formerly associated with the J. J. Gibbons Company.



CHARTER MEMBERS OF THE CAROLINA CIRCULATION MANAGERS' ASSOCIATION AT THEIR ORGANIZATION MEETING IN CHARLOTTE, N. C.

WORLD'S ADVERTISING CONVENTION, JUNE 6TH TO 10TH

We hope Newspaper Advertising Men will take time to go through The News. There may be some methods used in the Classified, Display, Merchandising or Business Departments or in the Composing Room which will interest them.

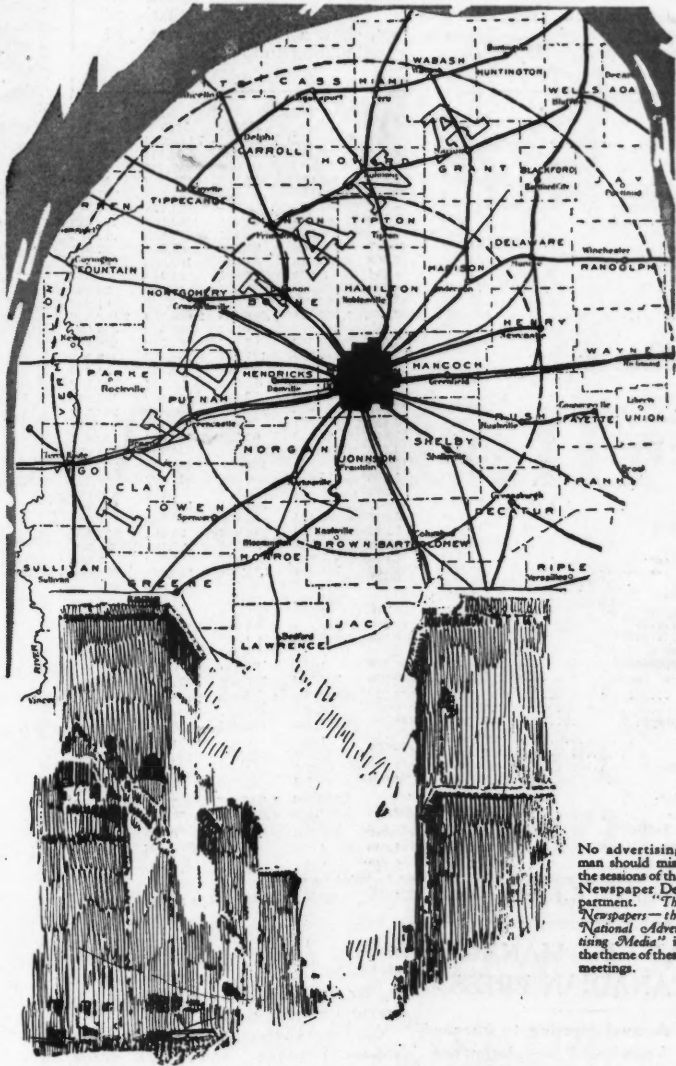
Behind The News one of world's best markets

COME to the World's Advertising Convention, June 6 to 10. The five days will be *cram-full* of meaty business discussions.

At the same time you will be able to obtain some very definite, first-hand information about one of the world's best markets. The Indianapolis Radius has the highest per capita buying power on the continent. Indianapolis is the 13th retail market in America. The wide awake advertising man, therefore, looks forward to his convention trip. He knows and hears much of Indianapolis. He wants to know more.

In order to visualize this great market, The News will have two exhibits. One will be in the lobby of the News building on Washington Street. The other will be at the Newspaper Department sessions in the Assembly Room, eighth floor, Claypool Hotel.

It may be that with the hundreds of other guests in Indianapolis you will not receive the personal



No advertising man should miss the sessions of the Newspaper Department. "The Newspapers—the National Advertising Media" is the theme of these meetings.

attention to which you are entitled. Won't you therefore write us now about any points you would like to have us investigate for you. Perhaps you would like to know how some product is going, or if a certain automobile is sold here, or the market possibilities for a new tooth paste. We are at your service. Just write us. You can depend upon our analysis.

In fairness to the national and retail advertisers whose space we are already reducing, publishers advertising during week is limited to 600 lines.

THE INDIANAPOLIS NEWS

New York Office
DAN A. CARROLL
Tribune Bldg.

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
1st National Bank Bldg.

New York Papers Gain 35 Per Cent in April Advertising

CLASSIFIED statistics of the advertising carried by daily newspapers of Greater New York, during April, 1920, as listed by the Statistical Bureau of the New York Evening Post, show a total gain over April 19 of approximately 35 per cent. The tabulation follows:

	Sunday		Morning		Evening	
	1920	1919	1920	1919	1920	1919
TOTAL SPACE	3,445,080	2,593,613	6,918,362	5,939,708	7,285,086	6,394,120
Amusements	114,914	120,631	208,176	215,788	202,554	189,362
Art	18,230	19,850	22,066	32,016	7,404	6,692
Auction Sales	33,060	27,639	165,066	137,325	18,362	11,786
Automobile Display	244,078	158,819	289,906	242,123	241,319	267,082
Automobile Undisplay	23,236	19,742	39,849	42,604	129,478	89,330
Boats & Shoes	22,558	20,500	64,238	51,828	131,054	100,872
Building Material	1,400	3,248	472	640
Candy & Gum	13,112	2,921	28,988	21,102	67,594	82,949
Charity & Religious	13,120	4,508	92,510	41,028	100,998	64,708
Dancing	2,796	4,054	5,634	12,264	11,444	7,012
Deaths	15,642	14,730	48,932	35,422	15,940	25,934
Druggist Prep	82,274	43,658	87,638	77,902	75,236	61,992
Dry Goods	866,328	852,850	1,176,114	1,148,769	2,660,289	2,300,556
Financial	59,866	75,722	515,352	521,334	306,593	415,958
Food Stuffs	35,086	27,548	87,106	86,562	185,512	228,736
Furniture	176,908	143,750	170,224	127,784	158,836	109,548
Hotels & Restaurants	15,796	29,734	23,648	51,250	65,174	84,296
Jewelry	6,556	7,472	21,266	18,262	24,784	23,738
Legal	26,512	17,982	270,656	192,391	308,382	269,212
Men's Furnishings	2,454	2,410	1,618	1,618	6,766	7,978
Musical Instruction	71,798	55,648	89,022	63,732	109,682	130,414
Musical Instruments	196,536	113,556	424,072	213,322	296,704	175,079
Miscellaneous Display	139,058	111,030	226,228	162,419	412,989	267,104
Miscellaneous Undisplay	1,060	1,196	17,070	34,940	46,032	40,782
Newspapers	2,878	332	28,842	39,396	1,010	6,240
Office Appliances	22,418	51,050	42,274	109,594	141,268	187,484
Public Service	2,740	5,678	28,424	24,626	23,820	27,277
Periodical (Mag.)	11,918	7,044	33,568	72,432	25,164	52,020
Publishers	62,474	74,328	78,554	97,964	27,188	32,392
Railroads	1,470	2,062	7,960	6,672	11,550	5,860
Real Estate	534,298	284,100	731,494	378,538	390,628	250,086
Resorts	25,774	22,595	46,522	49,735	21,642	32,998
S. B. & Travel	23,364	12,136	244,774	126,984	61,384	28,344
Schools & Colleges	19,054	22,596	34,858	31,424	7,992	10,384
Tobacco	520	11,662	86,640	141,570	110,136	211,350
Wants	363,712	289,308	1,226,878	974,420	192,638	118,998
Wines & Liquors	3,158	8,496	8,082
Non-Intox. Beverages	282	1,770	1,434	20,650	8,386	37,759
Women's Spec. Shops	191,800	220,924	206,230	240,096	379,282	319,405
Foreign Adv.	618,400	570,232	1,317,668	1,526,476	1,415,207	1,730,265
Local Display	2,969,588	1,859,393	5,875,490	3,077,017	4,892,337	4,043,701
Local Undisplay	757,094	434,018	1,725,204	1,327,215	937,542	620,154
European	480	128	1,430	8,950	1,016	330
Brooklyn	233,138	177,820	247,398	178,732	247,818	100,246
Harlem & Bronx	55,200	34,264	55,200	34,864	23,906	7,728
New Jersey	18,394	4,994	18,694	40,716	252
Undisplay Adv.	757,094	434,018	1,725,204	1,327,215	937,542	620,154
Display Adv.	2,687,986	2,450,595	5,193,158	4,608,493	6,307,544	5,433,966
Rotogravure Section	190,452	177,816	184,032	177,816	6,420
Affiliated Adv.	4,150	1,050	4,150	120	3,672	18,238
Total Pages	2,660	2,746	5,382	5,746	5,758	5,674
Office Adv.	6,024	21,603	33,342	50,907	22,424	24,456

LIVESAY IS MANAGER OF CANADIAN PRESS

Named at Annual Meeting to Succeed C. O. Knowles—Plan Improved Cable Service, Without British Subsidy—Smith President

(Special to Editor & Publishers)
 TORONTO.—The largest meeting in the history of Canadian Press, Limited, took place here on May 19, ninety out of a total of 105 member papers being represented in the voting. The proceedings were almost entirely of a private nature, only a meagre report being given out for publication. Among the important developments announced was the appointment of a new general manager, in succession to C. O. Knowles, who, after six months leave of absence, has resigned to become assistant managing editor of the Toronto Telegram. The position was definitely conferred on J. F. B. Livesay, assistant general manager and acting general manager since last November.

Proposals for an improved cable service, which would be partially subsidized by the British Government, were considered. It was felt, however, that the newspapers of Canada, while grateful for the offer of the British Government, should not, in self-respect, burden the British taxpayer, but should be prepared, from their own resources and by continuation of aid received from the Canadian government, to develop a service of inter-Imperial cable news.

Several new names were added to the board of directors, particularly in connection with the Ontario and Quebec

Division, so that better representation might be accorded to some of the smaller dailies in these provinces. The directors elected were:

Maritime Division—G. Fred Pearson, Halifax Chronicle, and J. D. Black, Fredericton Gleaner.

Ontario and Quebec Division—H. Gagnon, Quebec City Le Soleil; C. F. Crandall, Montreal Star; John Scott, Montreal Gazette; Norman Smith, Ottawa Journal; Stewart Lyon, Toronto Globe; Irving E. Robertson, Toronto Telegram; T. H. Preston, Brantford Expositor, and H. H. Pickett, London Advertiser.

Western Division—E. H. Macklin, Manitoba Free Press; R. L. Richardson, Winnipeg Tribune; Burford Hooke, Regina Leader; J. H. Woods, Calgary Herald, and Griffith Hughes, Victoria Times.

At a subsequent meeting of the board of directors the following officers were re-elected unanimously: President, Norman Smith; first vice-president, E. H. Macklin; second vice-president, G. Fred Pearson.

McDERMID LEAVES MENNEN

Going to Europe, on Return He Will Join Drug Specialties Firm

W. A. McDermid, for the past six years sales and advertising manager of the Mennen Company, Newark, N. J., has resigned, effective June 1, and after a brief vacation will leave for Europe on a business trip.

On his return he will announce his new connection in the drug specialties field in New York.

Please Correct Your Records:

Erie, Pa., officially passed the 100,000 population mark. Advertising schedules, therefore, made up and based on a 100,000 population minimum should include Erie, Pa.

U. S. Census Bureau preliminary estimate announced May 21st, 1920, gives Erie, Pa. a population of 102,093.

Erie under the 1910 census was 66,525.

These figures speak for themselves.

Definite information can be supplied indicating the likelihood of Erie's continued rise, both in size and importance. Business is so diversified as to insure economic steadiness.

Erie is an exceptionally fine market to cultivate as there is not likely to be abnormal inflation or depression regardless of conditions in other sections.

Erie Daily Times

(A. B. C. Member)

Paid Circulation, 28,194

Average for 6 months ending March 31st, 1920

Line Rate 7c flat. Evenings except Sunday

The growth of the Erie Times has kept pace with the community. It is a popular, independent paper, fighting the people's battles. No mean part of Erie's growth is due to the influence of its dominant newspaper.

Check up the A. B. C. figures and you will see to what an astonishing degree the Times actually saturates the territory.

The result is, from an advertising standpoint, larger net profits to the advertiser.

There is a large concentrated, prosperous, steady market with the selling expense cut to an unusual minimum through the need of only one medium.

The Times has about 50% more than the combined paid circulation of its two daily competitors and about treble the circulation of either.

The Erie Daily Times for EVERY National Advertiser

Representatives

E. Katz Special Advertising Agency

Established 1888

Chicago
Kansas City

New York

Atlanta
San Francisco

200,000

NET PAID

Now the Circulation of
THE EVENING MAIL

The figures below show circulation of
 THE EVENING MAIL each day for week of May 20 to 26

THURSDAY, MAY 20	(All evening papers except Journal at 2c)	(Net Paid)	175,144
FRIDAY, MAY 21	(Evening Journal and Globe sold at 3c)	" "	198,001
SATURDAY, MAY 22	- - - -	" "	190,209
MONDAY, MAY 24	- - - -	" "	193,592
TUESDAY, MAY 25	- - - -	" "	202,090
WEDNESDAY, MAY 26	- - - -	" "	*202,100

*Approximate—This figure may vary a few hundred on complete returns.

AND IT IS STILL CLIMBING

In Advertising—

THE EVENING MAIL'S Advertising Gains Are Larger Than Any Other Evening Paper Except the Evening World

ADVERTISING GAINS OF NEW YORK EVENING PAPERS:

Statistics compiled by N. Y. Evening Post and comparison made with same months of 1919.

	World	MAIL	Sun	Post	Globe	Journal	Telegram
	Columns.	Columns.	Columns.	Columns.	Columns.	Columns.	Columns.
January	1130	798	1294	466	674	615	280
February	646	427	335	201	347	157	402 Loss
March	1171	917	526	235	626	305	213 Loss
April	451	732	6 Loss	358	411 Loss	380 Loss	195 Loss
Up to and including May 24.....	501	509	28	314	179 Loss	204 Loss	374 Loss
TOTAL GAIN OVER 1919...	3899	3383	2177	1624	1057	493	904 Loss

THE EVENING MAIL
 NEW YORK

RAILROADS RUSHING PAPER SHIPMENTS

(Continued from page 13)

of freight. Inquiries regarding movement on Pittsburgh & Lake Erie Railroad should be made in form of telegram or letter to J. L. O'Toole, superintendent of freight transportation, Pittsburgh, Pa."

Pennsylvania System (Central region); V. W. Williams, general traffic agent, Pittsburgh, Pa.: "Embargoes against freight shipment usually except newsprint paper, and such has been the case generally during the recent disturbance which has affected our transportation movement. Inquiries looking to the expedited movement of shipments of newsprint paper may be properly directed as follows:

"When moving from northwestern New York via Wallington, N. Y., and our line, to H. K. Ball, representative, Penn Yan, N. Y.:

"When via Buffalo and our lines, to F. X. Quinn, division freight agent, Buffalo, N. Y.:

"When via Wilkes-Barre and our line, to W. G. Spangle, division freight agent, Williamsport, Pa.:

"When through Eastern gateway, New York and Harlem River and our lines, to G. H. Cobb, division freight agent, New York City, N. Y.; with full co-operation from this office toward assistance in expediting movement via any of the above-mentioned routes. Such inquiries should give initial and car number, date and point of shipment, consignee and destination, point of delivery to our lines and date of such delivery if available.

"Notwithstanding the interference with our general movement, as a result of special effort we have been able to maintain good service so far as the handling of news print paper is concerned. We would be glad to have information as to points from which shipments are made and will gladly co-operate in securing service."

New York Central (West Shore Division); G. C. Woodruff, general

freight agent, New York: "We handle newsprint paper with regularity and even during the most acute part of the trouble there was no failure on the part of the railroad to bring it in promptly. If publishers will inquire here at any time as to what you may have in transit or desire to ship, I will be pleased to assist in every way possible."

NEW YORK AD MEN PLAY GOLF

John G. Anderson and Don W. Parker Gross and Net Prize Winners

Members of the Metropolitan Advertising Golf Association of New York, held a tournament at the Nassau County Club Thursday, in which John G. Anderson won gross honors with a round of 81. Don M. Parker won the net prize, leading Charles Leake of Garden City, who got third award with a card of 83-6-77, and Grantland Rice, who dropped into fourth position with a return of 84-6-78.

In addition to the medal play the contestants had a quick action match play event in which the qualifying was done in divisions of four over nine holes. Anderson, Parker, Rice and A. C. Perry of Fox Hills qualified for the leading set and in the match play Anderson came through triumphant, defeating Rice in the first round and then disposing of Parker in the final by 2 and 1 after the latter had eliminated Perry. Rice and Perry fought it out in the consolation division, the former winning the prize.

H. F. Harrison, W. Roy Barnhill, L. A. Hamilton and L. Sweeney made up the second division of four. In the first round at nine holes Barnhill beat Hamilton and Harrison disposed of Sweeney, while in the final Harrison won from Barnhill. Hamilton took the consolation honors from Sweeney.

Frank Fehlman Talks to Ad Men

The second of the series of advertising conferences conducted by Frank E. Fehlman under the auspices of the New York American, was held Thursday af-

ternoon at the Plaza Hotel. Mr. Fehlman's talk was preceded by a few words by the publisher, Walter G. Bryan, who welcomed the advertising men, and spoke of the good which he hoped would come from these conferences. Mr. Fehlman, continuing his address of last week, explained how copy should be prepared to sell food, clothing and household furnishings. He gave numerous interesting psychological tests, proving his statements. Practically every advertising agency in New York was represented.

James T. Du Bois Dead

James T. Du Bois, who from 1872 to 1877 was managing editor of the National Republican in Washington, D. C., and later founded the Inventive Age, died in New York, May 27, aged 64 years. On retiring from journalism Mr. Du Bois spent nearly thirty years in the U. S. diplomatic service and was minister to Colombia from 1911-1913. For eight years he was also editor of laws for the State Department.

No Wires into Coliseum

CHICAGO.—The Western Union Telegraph Company announced May 27 that because of strike threats from electrical workers and carpenters it would have no wires in the Coliseum during the Republican National Convention. As a result newspaper correspondents and

others with messages to send from the Coliseum over Western Union wires will have to send their copy to a branch office a block away on Michigan boulevard.

JUDGE LYNN J. ARNOLD DIES

Ex-Editor of Albany Knickerbocker Press and Banker

ALBANY, N. Y.—Judge Lynn J. Arnold, until recently publisher and editor of the Knickerbocker Press, died May 27 after a short illness of heart disease. He was born in Otsego County in 1864 and several years ago was elected Surrogate Judge of Otsego County. The past month he announced his candidacy for the United States Senate on an anti-Prussian platform. He asserted that Prussian ideas were now in control of our State and National Governments. On May 4, he began an action against Jacob H. Schiff, George W. Perkins and others for alleged conspiracy to ruin his reputation by circulating stories that he was insane.

Fires at Hoe and Press Club Homes

Fire did \$25,000 damage to the plant of R. Hoe & Co., printing machinery manufacturers in New York, Thursday. The blaze was confined to a small out-house and did not reach the main factory buildings. The home of the New York Press Club was slightly damaged by a fire Wednesday.

*A circulation is no larger than
its value is to you*

First in Financial Advertising in Chicago's Evening Field

For the first four months of 1920, The Chicago Evening Post carried a total of 342,637 agate lines of Financial Advertising, exceeding the total of its nearest evening competitor by 42,987 lines.

During this four-month period the total Financial Advertising lineage of The Chicago Evening Post was exceeded by but one Chicago newspaper, and that a seven-day newspaper. During the year 1919 The Chicago Evening Post carried a total of 833,813 agate lines of Financial Advertising, exceeding the total of its nearest evening competitor by 68,000 lines.

During this period the total Financial Advertising lineage of The Chicago Evening Post was exceeded by but one Chicago newspaper, and that a seven-day newspaper.

Those who have to do with finance in the City of Chicago know the value of The Post's financial news; those who have to do with Financial Advertising in the City of Chicago use first and always the advertising columns of

The Chicago Evening Post

Eastern Representative—
Kelly-Smith Co., Marbridge Building, New York

Western Representative—
John Glass, Peoples Gas Building, Chicago

THE SHAFER GROUP

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

"America's Largest and Best Newspaper Industrial Advertising Agency."

Through our "Weekly Business Review" Page, Special Editions and other permanent Weekly Pages among non-regular advertisers we secure for leading dailies more than double the combined business of our competitors.

Our "Weekly Business Review" Page is now appearing in forty-three leading dailies.

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

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

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

JOHN B. GALLAGHER COMPANY

Ninth Floor Dexter Building
BOSTON

BROOKLYN
BALTIMORE

CHICAGO
DETROIT
NEW YORK

PHILADELPHIA
CINCINNATI

The Great New York World Newspaper

speaks favorably of "the momentum the movement acquires as it progresses" . . . "initiated in New York and Philadelphia . . . something unknown in the experience of the oldest storekeeper," in an editorial in yesterday morning's paper.

This recalls to the writer a well-remembered June interview, in the early Spring of 1883, when at luncheon with Joseph Pulitzer, at Mr. Anthony J. Drexel's table, Mr. George W. Childs being present. The four men at the table heard Joseph Pulitzer, then in the prime of his youthful good health, on his way to New York to begin his life there and to reorganize the "New York World," say what he printed afterward at the top of the editorial page, giving his intention of the way he would pilot the great newspaper his sons now own.

It was to be

"An institution that should always fight for progress and reform, never tolerate injustice or corruption, always fight demagogues of all parties, never belong to any party, always oppose privileged classes and public plunderers, never lack sympathy with the poor, always remain devoted to the public welfare."

Mr. Joseph Pulitzer seems to be living his life over again, in standing by the effort to stop the further increase of prices and, without injuring labor, to increase its products by improved machinery, and for larger wages required by longer hours.

[Signed]

John Wanamaker

* * * * *

May 20, 1920.

The above is an excerpt from John Wanamaker's daily editorial in his advertisement in all New York and Philadelphia papers of May 20 and 21. It speaks for itself.

PRESS AGENTS PREPARE TO RE-EDUCATE U. S.?

One of Them Defends Calling as Best Means to Keep Reporters from Faking—Says American Public Has Been Mis-educated

BY LESLIE OREAR

Editorial Note.—Mr. Crear is a member of the publicity staff of Armour & Co., the Chicago meat packers, and was formerly an active newspaper man in the employ of the Associated Press.

NO apology is needed in behalf of publicity to editors and publishers. Publicity is their stock in trade. But it is entirely proper to explain the methods and purposes of the publicity departments which recently have grown into significant commercial influence. It is equally proper to differentiate between the real publicity man and the ballyhooping, space-grabbing press agent of yesterday—a few of whom still exist.

Honest newspaper editors have a sincere desire to print nothing in their news columns except the truth, and the truth told fairly and accurately. Unfortunately, under the generally accepted methods of gathering and assembling news, that desire frequently is thwarted by lack of knowledge as to facts. The American public has been mis-educated to relish sensational news more than any other kind. Therefore, it is that kind of news for which the reporter is on the alert.

The manner of the reporting rests largely upon the mental attitude of the ambitious reporter, who, naturally, is striving to go back to his city editor with a story as good and as sensational as possible. Every editor knows quite well, if he has ever been a reporter himself, that ninety-nine out of a hundred reporters have very elastic imaginations. They would not be reporters if they had not. Accordingly, it happens quite often that two incidents added to two incidents make five incidents when they appear in print.

"Why let a few facts spoil a good story?" was a question asked by a correspondent of one of the great news gathering agencies in talking with a co-worker one day.

"You can't believe anything you see in the papers" is the echo from the public, which unconsciously answers that correspondent's query.

Truth—Truth!

When that condition obtains in connection with individuals and their private relations, it is bad enough; but when it reaches into the realm of business it frequently does immeasurable harm in terms of dollars and cents, both to business and to the public. The public has demanded that it be kept informed of the activities of big business. Business now is willing and anxious to inform the public of those things which the people wanted to know. And now its mouthpiece—the publicity bureau—is being frowned at by some, simply be-

cause it is trying to obviate the conditions which previously had caused distortion of facts by fanciful reporters, or even good-intentioned reporters whose ignorance of the ramifications of the business under discussion was the trap that tripped them out of the path of truth.

It is partly to supplement the reportorial mind that publicity departments function. The publicity man on the staff of a bureau in a business organization becomes, in effect, a reporter for the newspapers in his city when anything of news value develops in his organization. It is his desire to see that the newspaper, or the newspaper's representative, get the facts of that news, not the surmises, not the rumors, not the guesses, not the premature conjectures.

That duty of the publicity man is one which many of the larger papers and national news gathering agencies have been quick to understand, and in a great many instances the cordial co-operation thereby established has been an asset to the publishers. No less an organization than the Associated Press, which prides itself upon its accuracy and its fairness, keeps posted on the telephone switchboard of its Chicago bureau a list of publicity men connected with organizations which it considers fertile news fields, and it is quick to call upon them for information it needs concerning news events. Constant checking and verification by the Associated Press of news obtained in that way has never

disclosed an instance wherein any attempt at deception has been made by a publicity man. The same record has not been made, however, by the press agent.

A New Profession?

Recognition of the informative value of the publicity service maintained by some prominent corporations is afforded by frequent requests by newspapers and magazines for articles relating to current news and economic phases of their business.

Not the least important phase of this new profession is that in which the publicity man stands between his client and injustice in the court of public opinion, just as the attorney at law protects his client against injustice in courts of law.

No one knows better than a newspaper editor how ready the public is to accept charges or condemnation as absolute conviction of the things charged. Particularly is that the case when big business is involved in any charge. Unfortunately, the city editor of the average paper, knowing this proclivity of the public is too likely to overlook getting both sides of the controversy in making publication of the charge. Then is the time that the publicity man begins to function. He merely presents his employer's side of the controversy, which every editor, in all fairness, will admit should be published with as equal prominence as the other side.

Recently the larger packers have been the target of many charges that were

(Continued on page 28)



Introducing an Old Product Into New Territory Quickly

"S & K Coffee," an old product of exceptional quality, selling at top-price, was almost unknown to Oklahoma grocers and housewives four months ago. Today it is one of the few rapid-selling, quality brands on the Oklahoma market. This ascendancy was gained quickly, economically and repeat sales show a steady climb.

Sales resistance, always great in introducing a new coffee, was overcome. Dealer influence and consumer demand were quickly created. Thorough distribution was secured—all at a minimum of sales and advertising expense.

Some potent force must have been at the command of this advertiser, or such an outstanding success could not have been scored so quickly in new territory.

This force was the "reader influence" of a dominant newspaper,—Plus the intelligent co-operation of the Merchandising Staff of that paper concentrated on maximum results.

This co-operation began Oct. 20 with the receipt of a request for information which might determine whether "H & K" entered the Oklahoma market. Until the campaign was an acknowledged success the Merchandising Staff of The Oklahoman and Times dovetailed its efforts with the sales organization of the manufacturer.

Surveys were made and important facts disclosed which helped "H & K" sidestep many pitfalls. Specialty men were equipped with the Oklahoman and Times Dealer Introduction and told how it would help stock the dealer. Later, distribution was checked and weak spots built up to keep the campaign successful.

This success is proof, again, that advertising in dominant newspapers, plus intelligent sales co-operation, is productive of maximum returns.

In Oklahoma this service is supplied by The Oklahoman and Times, the dominant newspapers in a virgin territory that is "ripe" NOW for your sales efforts. A request will start us working for you.



Hanley & Kinsella Coffee & Spice Company
Importers and Jobbers
Coffees and Spices
Tea

St. Louis, Mo.
April 16th, 1920.

Mr. M. C. Harper, Mgr.,
Merchandising Dept.,
Oklahoma Publishing Co.,
Oklahoma City, Okla.

Dear Mr. Harper:—

We would like to take this opportunity to thank you for the assistance given us in investigating the field for our products and in securing distribution for our products in Oklahoma City and surrounding territory.

Your trade survey, made at our request, was most complete and comprehensive, and I have never seen one that equalled it.

The work done by you in routing and assisting our salesmen to secure distribution on these products was very valuable and minimized our cost of operation in your territory.

You will be gratified to learn that this work February and March, because of the excellent foundation laid, exceeded by a large amount the quota that had been set for the month of June, 1920.

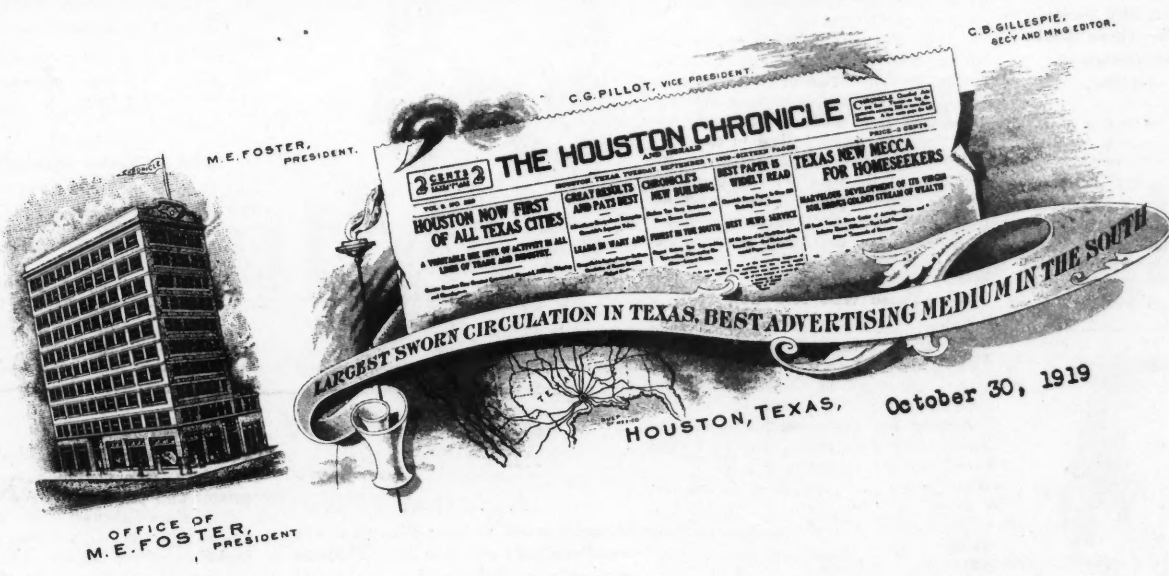
With our very best wishes, we are

Very sincerely,
HARLEY & KINSELLA
Sales Promotion

MERCHANDISING DEPARTMENT

DAILY OKLAHOMAN
and **TIMES**

Morning, Evening and Sunday. Net paid daily 91,130 A. B. C.
National Representatives:
E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City San Francisco Atlanta



Mr. Charlie Miller, Business Manager,
The Georgian,
Atlanta, Ga.

My dear Mr. Miller:

I was delighted to learn of your promotion to the position of Business Manager of the Georgian-American. I think it is a good thing for both you and the paper you are now representing. I want to wish for you every success and to assure you of my hearty co-operation on everything pertaining to the general advancement of the newspaper business in the South.

I have been wanting to write you for some weeks regarding the splendid convention of the Newspaper Department in New Orleans. I wanted to tell you how much I enjoyed it and how much good I got out of it.

If every publisher in the country could have attended the Convention, which you handled in such an efficient manner, the Daily Newspaper Department would have a membership of several thousand. Personally, I am going to urge every one of my publisher friends to attend the convention in Indianapolis next June. I intend to be there myself and intend to take the advertising managers of my various departments. No live publisher should fail to attend himself, or send his advertising manager to what I am sure will be a real constructive Convention.

Again congratulating you upon your new connection, and wishing you all sorts of success as President of the Daily Newspaper Department, I remain,

Yours sincerely,

M.E. Foster
President

It will pay any newspaper to send its advertising manager to Indianapolis if only to attend the meetings of the Newspaper Department. Membership fee ten dollars. Send check to Office of Fred Millis, seventh floor, News Bldg., Indianapolis.

CANADA TO WELCOME N. E. A. MEMBERS

Dominion Government Will Be Host to American Party for Three Weeks Following Adjournment of Boston Convention

BY WILL WILKE

Vice-President and Chairman, N. E. A. Convention Transportation Committee.

The outstanding feature of the National Editorial Association convention will be the trip, to follow adjournment, through eastern Canada, the itinerary for which has now been completed.

The party will leave Boston, Saturday night, June 5, via steamer of the

Canadian National Railways, the Grand Trunk Railway System and the Temiskaming and Northern Railway, the latter being owned by the Provincial Government of Ontario.

A side trip will be made on the Dominion Atlantic Railway to Grand Pre, during the celebration of Apple Blossom Week. The editorial party will make the special train their home during the trip, the train being parked in each city visited. The plan of entertainment for each day of the itinerary has many attractive features, many of the attractions being new and furnished for the entertainment of the party, with a generous welcome from the citizens of the Provinces.

Those Who Are Going

Those who were members of the 1919 party traveling in the Pacific Northwest, making the trip of this year will have visited about all of Canada when the present itinerary is completed.

Among the first one hundred publishers, with their ladies, who have registered for the Canadian trip, are:

Edward Albright, president of the National Editorial Association, News, Gallatin, Tenn.
W. W. Aikens, Evening-Star, Franklin, Ind.
Mr. and Mrs. Fred Allsopp, Arkansas Daily Gazette, Little Rock.
Mrs. H. U. Bardwell, Daily Evening Telegraph, Dixon, Ill.
Col. and Mrs. E. P. Bowen, Weekly Tribune, Fort Scott, Kan.
John F. Redmond, EDITOR & PUBLISHER, New York.
Mr. and Mrs. H. U. Bailey, Miss Bailey and John Bailey, Republican, Princeton, Ill.
Francis G. Burrows, Sunbury Daily, Sunbury, Penn.
E. S. Bronson and Miss Bronson, American, El Reno, Okla.
Will E. Beeson, Journal, Winchester, Ind.
Mr. and Mrs. Thomas J. Blain, Daily Item, Port Chester, N. Y.
Mr. and Mrs. J. Byron Cain, News, Belle Plaine, Kan.
George P. Collins, Independent, Carrington, N. D.
Mr. and Mrs. F. J. Crampton and Miss Patricia Crampton, Odd Fellow, Montgomery, Ala.
Mr. Willard E. Carpenter, Carpenter & Co., Chicago.
Mrs. W. E. Carpenter, Courier-Herald, Lincoln, Ill.
Mr. and Mrs. Frank O. Edgecombe, Nebraska Signal, Geneva, Neb.
Mr. and Mrs. George P. Eckstein, Watchman, Warren, Mich.
Mrs. Virginia, special correspondent, Washington, D. C.
Mr. and Mrs. James Faulk, Herald, Leakesville, Miss.
W. D. Greason, Republican, Paola, Kan.
Miss Flora M. Gannett, Daily Times-Union, Rochester, N. Y.
Mr. and Mrs. W. F. Goettler and the Misses Goettler, Independent, Souderton, Penn.
Mr. and Mrs. Homer Harwood, Watchman, Warren, Mich.
Mr. and Mrs. H. C. Hotaling and Miss Hotaling, Enterprise, Mapleton, Minn.
H. H. Herbert, School of Journalism, Norman, Okla.
Mrs. H. E. Hogue, Herald, Eaton, Colo.
Mrs. C. J. Hollstein, Daily Sun, Waukegan, Ill.
Mr. and Mrs. J. E. Junkin, Miami, Fla.
Misses Kwokkeoon and Ketr-dge, Journal-Chronicle, Owatonna, Minn.
Fred. C. Kirch, Pioneer, Wood, S. D.
Mr. and Mrs. Jay E. Klock, Daily Freeman, Kingston, N. Y.
Mr. and Mrs. D. E. Keen and Miss Keen, Daily Republican Register, Mount Carmel, Ill.
Mr. and Mrs. R. P. Lee, Libertyville Independent, Waukegan, Ill.
Mr. and Mrs. George W. Marble, Daily Tribune, Fort Scott, Kan.
Mr. and Mrs. M. E. Mehrtens, Times, Sebring, Ohio.
Mr. and Mrs. C. E. Nevin and Miss Nevin, Advocate, Laurel, Neb.
Mr. and Mrs. J. W. Naylor, Messenger, Allentown, N. J.
Mr. and Mrs. Wallace Odell, Daily News, Tarrytown, N. Y.
Mr. and Mrs. J. B. Perkins, Herald, Highmore, S. D.



W. W. AIKENS

Why should he be worried about the heavy intellectual atmosphere of Boston? He comes from the land of novelists, poets and such—in fact, is the publisher of the Franklin (Ind.) Star, and a member of the executive committee of the National Editorial Association.

Boston & Yarmouth Steamship Company, Ltd., for a sail to Yarmouth, N. S., where the party will entrain for a trip in the provinces, terminating at Windsor on June 29.

Visiting the cities and towns of Yarmouth, Chester, Halifax, Kentville, Grand Pre, in the country made famous by the Poet Longfellow, to Sydney, Iona, New Glasgow, Hopewell, Amherst, Sackville, Charlottetown, Summerside, Moncton, St. John, Fredericton, Newcastle, Campbellton, Quebec, Grand Mere, Shawinigan Falls, Montreal, Ottawa, Cobalt, Timmins, Iroquois Falls, Bigwin Inn on Lake of Bays, Toronto, Niagara Falls, Hamilton and the Border Cities of Walkerville and Windsor. The travel will be made using the special train, charter steamers and with automobiles, visiting many places in the Provinces not seen by the tourist or traveler in many quaint and interesting sections.

The special train arranged for the editorial party is considered as the "last word" of travel comfort, every car in use being of new construction with modern improvements furnished by the Canadian National Railways. The train will cover several thousand miles of travel, being routed over the lines of the



H. U. BAILEY

If we were to whisper Princeton, you would probably yell New Jersey. It may surprise you to know that you would be wrong. The Bureau County Republican is published in Illinois.

Mr. and Mrs. W. T. Pickett, Wasp, Wahoo, Neb.
Mrs. B. Rosbrook, Telegraph, Dixon, Ill.
Mr. and Mrs. Charles M. Redfield, Daily Evening-Telegram, Malone, N. Y.
Mr. and Mrs. H. R. Ripley, Advertiser, Tipton, Iowa.
Mr. and Mrs. Charles D. Simeral and Miss Simeral, Herald, Steubenville, Ohio.
M. S. Schoch, Times, Selinsgrove, Penn.
Mrs. Mable S. Shaw, Daily Evening-Telegram, Dixon, Ill.
Mr. and Mrs. George Schlosser and George Schlosser, Jr., Republican, Wessington Springs, S. D.

Mr. and Mrs. Jere H. Simms, Simms Printing Company, East Liverpool, Ohio.
Mr. and Mrs. P. E. Stillman, and Miss Stillman, Bee, Jefferson, Iowa.
W. J. Smith, Daily Sun, Waukegan, Ill.
Mrs. Charlotte Woodring, Daily Journal, Peru, Ind.
Mr. and Mrs. L. S. Whitcomb, Daily Tribune, Albert Lea, Minn.
Mr. and Mrs. J. R. Landy and Miss Landy, Times, Olivia, Minn.
Mr. and Mrs. Will Wilke, Roger and Eugene Wilke, Gazette, Grey Eagle, Minn.
Mrs. A. L. Xanders, special correspondent, York, Penn.

Elkhart Review Suspends

ELKHART, Ind.—The Daily Review, which was put into the hands of a receiver on March 23, was purchased by the owners of the Truth and published its last issue on May 21. A. H. Beardsley and C. D. Greenleaf, publishers of the Truth, bought the Review from D. F. Noble, who acquired it for \$38,814.65 at a receiver's sale in Chicago last week. Inability to meet higher costs of operation was assigned as the cause of the Review's end.

Patterson Sells Georgia Weeklies

ATLANTA.—Jack L. Patterson, editor, proprietor and publisher of the Covington News since February, 1918, has sold that newspaper to Ralph Meeks and W. E. Lightfoot, of the Calhoun Times. Mr. Patterson will go with the Atlanta Journal as exchange editor, having also recently sold his interest in the Conyers Times, of which he was also editor, manager and part owner.

Recruits for A. A. C. W. Meet

LOUISVILLE, Ky.—Sixty business men of Louisville have signed up with the Advertising Club of Louisville to accompany local advertising men to Indianapolis to attend the annual convention of the Associated Advertising Clubs of the World.

Great Mediums for RESULTS

The Pasadena
Star-News

Pasadena, California

12,176 DAILY

(A. B. C. Figures)

The Long
Beach Press

Long Beach, California

9,141 DAILY

(A. B. C. Figures)

Advertising space of known quality and quantity. Rates that are absolutely not deviated from.

Circulation not stimulated by premiums, prizes or other artificial methods.

THE SHUN

PAO

CHINESE DAILY NEWS

Shanghai, China

The oldest and most influential daily in China, the largest circulation, reaching the best class of readers.

EMIL MAURICE SCHOLZ

American Representative

1 West 34th St., New York

Chicago Office: 25 E. Jackson Blvd., Room 711

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報

In the Rich Empire of Southern California

Where Daily Newspaper Advertising Pays

**People $\frac{1}{2}$ Money
= Buying Power**

Southern California has both. Its population has doubled in ten years. Thousands of acres of desert have been made to bloom with wealth-producing crops and cities and towns now dot this great territory.

Over four hundred millions of dollars were produced in crops alone in 1919.

One Hundred Million Dollars was pumped from its oil wells. Manufacturing has gone ahead with leaps and bounds, and all cities

	Acres	Value
Alfalfa	226,000	\$24,468,000
Almonds	2,446	276,750
Apples		531,228
Apricots		4,500,000
Asparagus	3,548	854,733
Barley	1,000,000	58,364,320
Beans, Lima	125,000	5,940,000
Beans, Other	376,708	8,438,262
Berries, Straw	1,300	182,250
Berries, Black		140,000
Beets, Sugar	72,000	5,040,000
Butter		6,500,000
Canned Fish		9,250,000
Canned Fruits and Veg.		21,000,000
Cabbage	10,800	1,080,000
Cantaloupe (Exp.)	14,000	4,054,000
Carrots	1,000	300,000
Cauliflower	4,200	767,500
Celery	1,025	234,000
Chile Peppers	5,600	1,000,000
Cotton	167,000	17,670,000
Corn	23,000	13,000,000
Cucumbers	560	350,000
Dry Onions	1,687	426,000
Eggs		16,000,000
Grapes, Table	9,325	1,800,000
Grapes, Wine		2,000,000
Hay, Tame	2,000,000	30,203,200
Hay, Fodder		22,000,000
Honey		8,000,000
Lemons	27,502	16,286,000
Lettuce	9,530	2,850,000
Oats	37,600	2,000,000
Oranges	92,013	63,855,000
Olives	5,137	1,200,000
Peaches	18,748	5,055,000
Pears	10,000	2,133,000
Plums		2,000,000
Potatoes	30,000	5,000,000
Poultry		5,000,000
Peas	600	45,000
Raisins		75,000
Rice		120,000
Seeds		1,200,000
Sweet Corn		226,000
Sugar		20,160,000
Sweet Potatoes	2,100	560,000
Tomatoes	12,000	2,592,000
Walnuts	45,214	13,750,000
Watermelons		800,000
Wheat		14,520,000
Other Vegetables		2,000,000
Other Fruits		500,000

and towns are now passing through an era of unprecedented prosperity.

As an advertising medium the daily newspapers of Southern California have no rival. But no two or three papers can possibly cover this huge territory, with its potential buying power. This selected list of daily newspapers covers the territory and reaches into a majority of the homes of the communities where they are published.

They will gladly co-operate with local merchants in placing nationally advertised products before the people.

	Circulation	Rate per 5,000 lines		Circulation	Rate per 5,000 lines
Anaheim Daily Herald	1,500	.0142	Ocean Park Evening Bulletin	1,517	.0142
Bakersfield Echo	5,284	.03	Redlands Daily Facts	*2,313	.02
Brawley News	*1,775	.0178	Riverside Enterprise	4,000	.02
Calexico Chronicle	925	.0178	Santa Ana Register	*6,166	.035
Fullerton Daily Tribune	*1,700	.0142	San Bernardino Sun	4,833	.035
Glendale Evening News	1,400	.02	Santa Monica Evening Outlook	1,500	.0142
Long Beach Daily Telegram	9,296	.04	San Luis Obispo Telegram	*1,453	.0142
Monrovia News	1,000	.0178	San Pedro Pilot	*2,136	.02
Ontario Report	1,775	.0178	Venice Evening Vanguard	1,790	.0178
Orange Daily News	1,624	.0142	Ventura Free Press	896	.015

WIRE SERVICES GRANT KEYMEN 23% RAISE

United Press, International News Service and Universal Service End Long Negotiations—A. P. Recently Gave Bonus to Operators

A seriously threatened national strike of press telegraphers was averted when committees representing the Commercial Telegraphers Union came to an agreement with executives of the United Press Associations and the International News Service after a terrific two weeks' conference struggle ending at 3 o'clock last Monday morning.

The press operators will receive during the next year very substantial increases in pay, but whereas the union officials at first demanded wage increases extending to more than 46 per cent settlement was finally had on the basis of about half that percentage of increase.

While expressing satisfaction that a strike had been averted executives of both the International News Service and the United Press declared this week that the operators had received a minimum wage scale considerably larger than the press associations had expected to pay next year. Inasmuch as the economic pressure was demonstrated as most severe upon operators in the smaller cities coming under the minimum classification it was finally, mutually agreed that the percentage of increase to such men would exceed that of situations in larger cities. Increased pay for overtime was allowed.

Later in the week the Universal Service signed a new contract with its union operators, granting approximately the

same ratio of increase as those given by the United Press and International News Service.

While no official statement has been made, it is understood that the Associated Press has granted bonuses to its open-shop operators on a parity with those granted by other services to their union operators.

According to preconceived plan the union committees and their international president came to New York more than two weeks ago and demanded an increase of pay of 38 per cent, and this demand was made with the verbal and later written statement that the figure was not subject to negotiation, but must be accepted or flatly rejected.

The press association executives refused to do business on any such principle, and this precipitated a deadlock which was finally broken when the union men agreed to give and take argument. However, when they did appear they had raised their figure on the minimum scale to more than 46 per cent. After a long fight the compromise was made at 23 per cent for the minimum wage.

An iron-clad rule was written into the contracts prohibiting the payment of bonuses to operators.

The new contracts run during the fiscal year beginning July 1, next.

Speaking for the United Press, W. W. Hawkins, general manager, said:

"A substantial increase was due to operators on account of the generally increased cost of living. This was granted. The original demands of the union were exorbitant, but the compromise was in the realm of fairness."

For the International News Service Marlen E. Pew, general manager, said:

"The operators would not have accepted less and we could not in fairness have granted more. For two weeks the

matter appeared black, particularly as the men seemed to be set for the original demands and against any form of conciliation, arbitration or even union referendum."

General Manager George T. Hargraves of the Universal Service said: "The night contract with the operators is on substantial parity with the day contracts."

PRESS AGENTS PREPARE TO RE-EDUCATE U. S.?

(Continued from page 24)

of a sensational nature. The charges were carried broadcast, and in many cases were given the streamer play on front pages. The fact that the charges were untrue, either in whole or in part, or that they might not be substantiated in any court of record, made no difference in the news value of the charges as considered under present-day methods of gauging news.

Curtain Pullers for Public

To overtake a canard or a misstatement of fact is next to impossible. The public is too indifferent to change the opinion it formed at the original publication of the charge—the evil has been done. It is that evil which the pub-

licity man would eliminate. He is concerned with preventing canards, rather than breaking into news columns. The publicity man is hoping to see the day when newspapers will cease to print without investigation a charge against business, or an individual, just because some person has, in an address, or by some other manufactured vehicle, voiced that charge.

Another phase of the publicity's man's endeavor is directed toward "letting the people know." For years and years one of the biggest and most repeatedly reiterated complaints from the public had to do with the secret manner in which big business conducted its affairs. That complaint was justifiable. The people did, and do, have a right to know how the business which handles basic commodities is operated. The very life of the nation is involved.

The leaders of big business have come to see that this interest shown by the public is genuine, human, and entirely proper. The publicity man has helped the business man take the public into his confidence. In return he merely asks that the public show the same equable confidence in the plans and methods of the business man.

The public wants to know. Through the publicity man the public can learn. He is an aid to honest journalism.

Local Display From Non-Advertisers

That, Mr. Publisher, Is Something We Would Like to Talk to You About

You are possibly breaking all records in advertising lineage.

You possibly think that you are carrying all the copy that your newsprint contract will stand, but, Mr. Publisher, there is a line that you are not touching. We refer to the foremost manufacturers and jobbers of your city.

Our business is that of interesting this class of non-advertisers by means of a weekly "Business Review Page," published Saturday Evenings and Monday Mornings—the days your percentage of local copy is "cut"—and an extra page may be inserted without the use of more white paper than your present news schedule makes necessary.

We sign the contracts—we renew them. Let us send you our folder entitled "Local Display From a New Source"—no obligation, but it will help you to determine whether your city is large enough for the page.

Thomas W. Briggs Co.

Operating in United States and Canada

Home Office, Memphis, Tenn.

Successor to Jones-Briggs Co.

"Who gave you the black eye?" said the fond mother.

"Nobody. I had to fight for it," said son.

That's what you have to do to get Brooklyn trade.

There are a lot of busy producers using the Standard Union now.

What the South Wants To Buy

And Has The Cash To Pay For And Where The Cash Comes From

With the tremendous increase in her farm production, mining, lumbering and industrial activities, the South wants more automobiles, trucks, accessories, labor-saving agricultural and household equipment, package foods, and everything else for the farm, the home, the store—

And the cash is there to pay for it.

Her agricultural production last year was 6½ billion dollars—nearly half the nation's total of 15 billions.

Her mineral output more than 1 billion, 350 millions. Exports, 1 billion, 300 millions.

Bank deposits exceeding 4 billions; manufactured products more than 6 billions.

Where the South Stands in Nation's Total:

In addition to all that buying power, the South ranks in the nation's production to the extent of

100% of the cane sugar	18% of the hay
92% " " peanuts	100% " " bauxite
92% " " sweet potatoes	100% " " barytes
90% " " rice	100% " " fuller's earth
90% " " early vegetables	99% " " sulphur
60% " " grain sorghums	99% " " phosphate rock
45% " " peaches	90% " " aluminum
45% " " poultry	60% " " graphite
35% " " citrus fruits	56% " " natural gas
33% " " eggs	56% " " natural gas (gasoline)
30% " " apples	50% " " petroleum
29% " " hatter	45% " " asphalt
25% " " sugar	33% " " lime
24% " " milk	33% " " pyrites
40% " " hogs	33% " " talc and soapstone
35% " " cattle	32% " " coal
20% " " wheat	24% " " lead and zinc
18% " " white potatoes	22% " " coke

These Help You Get In

These trade-pulling daily newspapers help you "get in" in the market and help move your goods when you do get it. They are read and believed in by the people who have the money and who will read your advertising and buy your wares.

Write them for any information regarding local conditions, marketing possibilities for your product, etc.

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



Write for this free book—
"The Great Southern Market"—
for further information.

Southern Newspaper Publishers' Ass'n.

W. C. JOHNSON, Secretary

CHATTANOOGA

TENNESSEE



REED COMMITTEE ASKS LEGISLATION

Has Bills Ready for Excise Tax on Paper Consumption, Removal of Parcel Post Zone on Newsprint and Fund for Pulp Substitute

(Special to EDITOR & PUBLISHER)

WASHINGTON, D. C.—The Senate Manufacturers' sub-committee which has been investigating the print paper situation took up consideration of its report this week with prospects of early publication, along with recommendations of legislation designed to bring about relief from present conditions.

While details remain yet to be worked out the committee, it was understood, is virtually unanimously agreed upon three definite recommendations. They are:

FIRST—An excise tax imposed against publishers based on their consumption of print paper.

SECOND—Modification of existing postal regulations so as to permit small quantities of print paper to be shipped by parcel post at a flat rate of one cent a pound for the entire country.

THIRD—An appropriation to enable the Department of Agriculture to experiment with substitutes for wood pulp.

Not a Revenue Measure

Bills to carry out these recommendations have already been drafted and, after being approved by the full committee, will be introduced in the Senate according to present plans. Members of the sub-committee declare the imposition of an excise tax is not intended as a revenue measure but merely to put a stop to the publications of some of the large Sunday editions of metropolitan newspapers.

As now drawn, the maximum size of a newspaper permitted under the bill has been left blank and will be determined later by the sub-committee when Chairman Reed calls it together.

However, Senator McNary, Republican of Oregon, and Senator Walsh, Democrat of Massachusetts, said today that it is not the committee's intention

to interfere with the publication of the average Sunday edition, but only to reach some of the larger papers which in their opinion use more paper on Sunday than the committee believes they should. Certain newspapers in New York and Chicago were especially cited by them as being among the worst offenders.

Penalty 10 Cents a Copy

The bill as now drafted would impose a tax of ten cents a copy on newspapers violating its provisions. Members of the investigating committee, however, are uncertain whether this provision will be revised when they meet to consider finally their report. The bill would be administered by the Bureau of Internal Revenue in the same manner as other revenue bills are at present.

In determining upon legislation waiving the present zone regulations so far as print paper is concerned and permitting it to be carried up to 70 pounds, the present maximum weight, through the mails at one cent a pound, members of the committee adhered to recommendations of the small publishers. By so doing those using sheet paper could order it directly from jobbers or even from the mills and have it delivered to them by parcel post. This rate would be less than express rates according to Senators.

Under present plans, members of the committee believe that \$250,000 should be appropriated for the purpose of enabling the Department of Agriculture to conduct experiments with substitutes for wood pulp. Some work along this line has already been done by the department, but limited means has prevented any very definite results from being obtained.

While print paper manufacturers were inclined to scoff at the idea of ever finding a substitute, various publishers appearing before the committee testified that they believed the paper situation would not be relieved until some sort of a substitute had been found.

Senator Walsh, who was delegated by Chairman Reed to write the report of

the committee pertaining to its findings adduced from the testimony, completed his work early this week. While he hesitated to discuss it prior to its submission to the entire committee, the report, it was said, charges paper manufacturers and brokers with profiteering in print paper and in taking advantage of the situation to force their prices down the throats of publishers.

EDITOR & PUBLISHER'S NEW ADVERTISING MANAGER

SELLING newspapers or newspaper space has been the vocation and avocation of Josiah B. Keeney, the new advertising manager of EDITOR & PUBLISHER ever since he was able to get up at 4 a. m. and hustle papers out of the New London Telegraph pressroom. Born in New London, Mr. Keeney started as a newsboy, put on his first long trousers, moved up on the circulation staff and at length graduated to the advertising department of the Day, taking care of local business.

Leaving New London, he spent a short time on the advertising staff of the New Britain Herald and then moved on to the New Haven Register, where he spent three and a half years so-

liciting local accounts. His next move took him to Newark, N. J., where he became automobile solicitor of the old Star before its amalgamation with Eagle, and then to the Syracuse (N. Y.) Herald, where he spent four years and made a reputation by putting out a 16-page combination furniture advertisement, the largest single advertisement carried up to that time by any newspaper in Central New York.

Circulation again made him its devotee for a time when he left Syracuse to engage with C. R. Keilty in the Nomrah Film Company, putting on amateur motion pictures for newspapers in various New England cities, Newark, N. J., and neighborhood newspapers in New York City. Later for a time Mr. Keeney did promotion work for the F. G. Shattuck Company, owners of the Schrafft chain of stores, but soon returned to the daily press as automobile editor of the Newark (N. J.) Ledger, where originated some new lines of automobile advertising that proved most profitable to the motor trade and to his newspaper.

Joining the staff of EDITOR & PUBLISHER in April, 1919, he handled the promotion and execution of EDITOR & PUBLISHER Space-Buyers' Surveys for the New England States and for Canada. Mr. Keeney is thoroughly equipped to help carry on EDITOR & PUBLISHER's work of establishing the daily newspaper as the first medium for both national and local advertisers who wish to create and maintain the most profitable markets for their goods.



JOSIAH B. KEENEY.

The Easy Way The Best Way

The marvelous growth in sales and popularity of Ludlow Typographs for display type is a natural one.

The simplicity, adaptability and ease in operation of Ludlow, coupled with the fact that any of your own compositors can operate a Ludlow with better average results than from any other display type machine are what make the Ludlow so practical and useful.

No experts required. Upkeep cost small. Great saving in floor space, metal cost and storage, are a few facts worth thinking about.

Compare the Ludlow system with any machine you can find for making good display type, and you will buy a Ludlow.

The Ludlow Typograph was perfected by practical men for practical work.

A Ludlow will do you the most good because your men in the composing room will get more out of a Ludlow than by any other machine.

It is possible to lift a tooth pick with a block and tackle, but it wouldn't pay.

You get the point. The Ludlow display type way is the best way.

Greensboro News Uses Ludlows

Ludlow Typograph Co.

606 World Building
New York City

2032 Clybourn Avenue
Chicago, Ill.



Scripps Newspapers are apostles of clean laws and honest government.

Collier's Weekly once dubbed the Scripps Newspapers: "Outposts of Progress."

Because of their exceptional character, Scripps Newspapers offer to the reputable advertiser an audience of extraordinary discernment.

Scripps Newspapers

Foreign Advertising Department

Union National Bank Building, Cleveland, Ohio

NEW YORK
OFFICE
Marbridge Bldg.

CHICAGO
OFFICE
First National Bank
Bldg.

The Population of Springfield, Mass.

as just announced by the federal census bureau is **129,338**

showing a growth during the past 10 years of **45.4%**

THE growth of Springfield continues to be steady and healthy. In 1890 the population was 44,179; in 1900, 62,059, and in 1910, 88,926.

The 1920 census of 129,338 shows an increase of 45.4 per cent during the past ten years, and in the previous ten years the growth was at the rate of 43.3 per cent.

Cover Springfield and its rich suburban territory with the

Springfield Republican

(3c MORNING)

and The Daily News

(1c EVENING)

Net Paid Now Over

50,000

Largest Circulation in Massachusetts Outside of Boston

THE REPUBLICAN or The Daily News goes into the homes of 97 per cent of the families of Springfield. There are 26,546 families and the city circulation for March was 24,826.

Foreign Representatives

Marbridge Bldg.,
New York

KELLY-SMITH CO.

Lytton Bldg.,
Chicago

BRITAIN A BIG FIELD FOR U. S. GOODS

W. S. Crawford, London Advertising Agent, Says Mother Country Holds Key to Business with Colonies Throughout World

"I am lost in admiration of the American people, and on this, my first visit to America, I am delighted with everything I have seen," said W. S. Crawford, of London, England, who is a visitor to New York en route to the annual convention of the Associated Advertising Clubs of the World, in Indianapolis. Mr. Crawford, who is head of W. S. Crawford, Ltd., advertising agency of London, and chairman of the Holford-Bottomley Advertising Service, Ltd., also of London, is one of the best informed exponents of modern advertising in Great Britain.

With it all he is exceedingly modest, and has words of warmest praise for American advertisers, and his eyes fairly sparkled as he spoke of the convention which he is all eagerness to attend. He is a native Scotchman, a canny Scot, you might call him, and though he has lived in England for fifteen years, his accent instantly betrays him, as with a winning smile, he innocently, asks "Don't you think I talk like an Englishman?"

Unlike many successful men, he appears unspoiled, and the idea of an interview, while seeming to please his fancy, did not convey the impression that he was at all blase on the subject. In an earnest manner, he said:

"I am most anxious to inform the American manufacturer of conditions in England today, for a better feeling of understanding could be brought about between the two countries through mer-

chandising and distribution. I see such quantities of goods in America, which should be sold in Great Britain, and which would undoubtedly find a ready



W. S. CRAWFORD

market there. That is particularly true of your candies, for they are so delicious and so attractively boxed," and as proof of that fact, Mr. Crawford had a large box of chocolates, close by his side, which he offered as soon as the reporter entered the room.

Continuing, he said: "You must realize in America that you must first catch the London trade, if you want to capture the trade of India, Africa, New Zealand and Australia and this may be done in several ways.

"First, by an exchange of men and goods, and, second, by advertising. The two great national publications in Eng-

land today are the London Daily Mail and Punch, and in the former, the first page sells for £800. In Punch, 60 to 70 per cent. of all available advertising space has already been sold for the year 1921. Americans will find that the English are slower to capture, but when once won, they are always won."

When questioned as to his opinion concerning the charging of a fee to clients for advertising service rendered, instead of the usual commission from publishers, Mr. Crawford expressed himself as heartily against it. He also said that the commission in England is only 10 percent., while in America it is 15 percent.

Referring to the country of his adoption, Mr. Crawford said: "I am an eternal believer in Great Britain and its future. Today our country is practically free of Bolshevism. I think there is little or no desire to do away with the

throne, and I consider the Prince of Wales the greatest individual personality in the world today. He is as greatly loved and just as popular in England as he was in America."

Mr. Crawford, when asked in what manner he thought British and American advertisers could co-operate, said: "By speaking well and thinking well of each other, and by leaving international politics eternally alone."

Mr. Crawford in addition to his advertising interests holds the position of Honorary Publicity Expert and Counselor to the Ministry of Health of Great Britain. He is accompanied to America by his wife and his secretary, Miss Kathleen McLachlan, who, he says, is "the most efficient secretary in Great Britain."

The Colorado Springs (Colo.) Evening Telegraph has been elected to active membership in the A. N. P. A.

Home Markets

90% of The Tribune's circulation goes into the homes in South Bend and Mishawaka.

These people depend upon The Tribune as their newspaper, counselor, adviser and friend.

This practically takes in every worth while home in these cities. Consider the ease with which you may cover the home market in Northern Indiana completely, and at one cost.

Your true home solicitor for any worthy article in this community is the South Bend Tribune.

The Tribune carries more National copy than both of its competitors combined.

Covering Northern Indiana and Southern Michigan

MEMBER A. B. C.

The South Bend Tribune

All Advertising Placed Through Home Office

Elmer Crockett, Pres.

F. A. Miller, Vice Pres. and Editor

C. E. Crockett, Sec.-Treas.

Important Tax Notice

The need of the Publishers throughout the country for our Special Analytical Tax Service is so great that we have opened a Special Newspaper Department.

This enables us to give you the services of our tax analysts who are specializing on the requirements of Publishers.

The largest newspapers in the United States are now receiving our

Special Analytical Tax Service

We are now scheduling our assignments for June. Without obligation write or wire for reservation or information.

Your Federal Taxes Can Be Reduced
SAVE YOUR MONEY

Sherman and Associates
(INCORPORATED)

Industrial, Analytical, Consulting Engineers and Accountants

Townsend Building, New York City

WASHINGTON INDIANAPOLIS BRIDGEPORT
D. C. IND. CONN.

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Grea
Nebr
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Pas
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Jam
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North
Con
Rale
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Ohio
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Defia
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AC-

ADVERTISING RATES ARE INCREASED BY 68 NEWSPAPERS

FOR the week ending May 22, Barbour's Advertising Rate Sheets, Inc., issued new sheets covering rate increases and other information of 68 daily newspapers. Of these, 57 were changes in the general advertising rates and 11 were changes in other than the general rates. On the changes in the general rates of the 57 papers

The new minimum agate line rate is \$2.48
The old minimum agate line rate was 2.01

Net increase amounts to .47 per agate line or 23.38% of the previous minimum rate.

These changes affect a total net paid weekday circulation of 592,609. This is the second change since October 1 on 28 of these papers.

The Hartford (Conn.) Times has withdrawn its original rate card effective June 1, 1920, quoting rate of 9 cents per agate line and substituted card effective June 1, 1920, quoting a rate of 10 cents per agate line.

The Boston Advertiser and the Boston American have announced that all advertising is accepted with the understanding that the publishers reserve the right to give insertion of copy within 3 days of insertion date specified on order.

The Bangor (Pa.) News shows an increase of 120 per cent over its previous minimum agate line rate. The Greensburg (Pa.) Tribune shows an increase of 114 per cent over its previous minimum agate line rate.

The Rome (Ga.) News has discontinued its Saturday evening edition. The paper is now published weekday evenings except Saturday and Sunday morning.

The Sioux City (Ia.) Tribune has added a morning edition, and the paper is now published morning and evening, except Sunday.

The Clearfield (Pa.) Public Spirit has discontinued as a daily.

The Richmond Virginian has been purchased by the Journal and discontinued.

City and Paper	Net Paid Circulation	New Rate Effective	Minimum Ag. Li. R.	Last Rate Effective	Last Min. Ag. Li. R.	Increase Per Line
Connecticut—						
Ansonia Sentinel.....	6,619	6/1/20	.025*	1/1/19	.02*	.005
Hartford Times.....	37,324	6/1/20	.10*	1/1/20	.08*	.02
New London The Day.....	10,412	5/1/20	.04	2/1/20	.035	.005
Georgia—						
Columbus Ledger.....	7,767	7/1/20	.04*	10/1/19	.03*	.01
Moultrie Observer.....	1,050	7/1/20	.0142858*	8/1/19	.0107143*	.0035715
Illinois—						
Belvidere Republican.....	3,001	5/17/20	.0214286*	11/15/19	.0178572*	.0035715
Bloomington Pantagraph.....	17,231	7/1/20	.05	4/1/20	.04	.01
Danville Press.....	10,931	5/1/20	.03	1/1/20	.025*	.005
Mt. Vernon Mirror-Democrat (est)	1,200	4/1/20	.0142858*	5/22/19	.0107143*	.0035715
Mt. Vernon News.....	11,507	4/1/20	.0142858*	12/15/19	.01*	.0042858
Rockford Star.....	11,327	5/15/20	.04	1/1/20	.035	.005
Sunday Edition.....	13,705	5/15/20	.05	1/1/20	.04	.01
Indiana—						
Anderson Bulletin.... (AC)	6,089	6/1/20	.025*	10/1/19	.02*	.005
Vincennes Sun..... (est)	2,095	5/11/20	.0142858*	8/19/19	.0121429*	.0021429
Kansas—						
Hutchinson News.....	11,205	6/1/20	.04*	1/1/20	.03*	.01
Lyons News.....	1,160	6/1/20	.0142858*	10/1/19	.0107143*	.0035715
Kentucky—						
Mayfield Messenger.....	12,700	5/10/20	.0214286*	12/15/19	.0142858*	.0071429
Massachusetts—						
Boston Advertiser.....	No change	No change	in daily			
Sunday Edition.....	388,559	5/20/20	.45*	9/15/19	.40*	.05
Salem News.....	18,811	6/1/20	.07	1/1/20	.05	.02
Michigan—						
Ann Arbor Times News....	7,524	5/15/20	.035*	11/1/19	.03	.005
Cadillac News.....	3,264	5/1/20	.02	10/1/19	.01*	.0035715
Flint Journal.....	27,462	5/15/20	.08*	11/15/19	.06	.02
Kalamazoo Gazette.....	23,767	7/1/20	.06*	11/1/19	.05*	.01
Minnesota—						
Moorhead News..... (est)	400	5/1/20	.01*	5/7/18	.0057143*	.0042858
Mississippi—						
Clarksdale Register.....	1,950	5/1/20	.0214286*	10/15/19	.0178572*	.0035715
West Point Times-Herald....	675	1/1/20	.0107143	9/12/18	.0071429*	.0035715
Missouri—						
Fulton Gazette.....	1,737	5/15/20	.0142858	12/20/19	.0107143	.0035715
Montana—						
Great Falls Leader.....	3,203	7/1/20	.03	1/1/19	.025	.005
Great Falls Tribune.....	11,752	6/1/20	.05*	1/1/19	.04*	.01
Nebraska—						
Lincoln Star.....	30,082	7/1/20	.08*	1/1/20	.07*	.01
New Jersey—						
Passaic Herald.....	8,170	5/1/20	.03	12/1/19	.025	.005
New York—						
Jamestown Journal.....	6,851	5/10/20	.025	12/1/19	.02	.005
New York Journal of Commerce & Com'l Bulletin....	26,396	5/15/20	.24	7/1/19	.20	.04
New York Post..... (AC)	33,818	6/1/20	.23	4/1/20	.20	.03
Wellsville Reporter..... (AC)	1,930	4/1/20	.0178572	10/1/19	.0142858*	.0035715
North Carolina—						
Concord Tribune.....	1,702	6/1/20	.015*	1/1/20	.0128572*	.0021429
Raleigh News & Observer....	24,875	7/1/20	.06	1/1/20	.05	.01
Washington News.....	3,050	5/1/20	.025*	12/1/19	.0214286*	.0035715
North Dakota—						
Virginia—						
Devils Lake World.....	1,400	5/19/20	.0142858*	4/1/19	.0107143*	.0035715
Ohio—						
Ashland Times-Gazette.... (AC)	3,650	7/1/20	.0214286*	1/1/20	.0178572*	.0035715
Defiance Express.....	11,200	2/1/20	.0128572*	1/1/18	.0107143*	.0021429
Lima Republican-Gazette....	9,786	7/1/20	.035*	1/1/20	.025*	.01
Lorain Times-Herald.....	7,007	7/1/20	.03*	3/1/20	.025*	.005
Newark Advocate.....	6,018	7/1/20	.0225*	7/1/19	.0175*	.005
Niles News.....	1,071	7/1/20	.0107143*	1/1/18	.0085715*	.0021429
Oklahoma—						
Oklahoma City Oklahoman..	53,118	8/1/20	.15*	1/15/20	.14*	.01
Sunday Edition.....	67,473	8/1/20	.18*	1/15/20	.17*	.01
Oklahoma City Times.....	38,866	8/1/20	.12*	1/15/20	.09*	.03
Pennsylvania—						
Bangor News..... (est)	1,400	5/19/20	.0157143*	7/1/16	.0071429*	.0085715
Carlisle Sentinel.....	2,936	5/15/20	.0178572*	10/1/19	.0142858*	.0035715
Charleroi Mail.....	1,600	5/18/20	.0114286*	8/1/19	.0085715*	.0028572
Easton Free Press.....	13,610	6/1/20	.0357143	12/1/18	.0285715	.0071429
Greensburg Tribune.....	4,760	5/15/20	.0428572*	1/19/20	.02*	.0228572
Mount Carmel Item.....	3,613	5/1/20	.0214286*	3/1/19	.0142858	.0071429
Reading Eagle.....	31,719	6/1/20	.08	3/1/19	.06	.02
Sunday Edition.....	21,962	6/1/20	.08	3/1/19	.06	.02
Washington News.....	14,235	1/1/20	.0157143	4/1/17	.0128572	.0028572
Tennessee—						
Nashville Tennessean.....	46,575	7/1/20	.09	7/1/18	.08	.01
Virginia—						
Lynchburg Advance News....	14,215	5/15/20	.05	1/1/20	.04	.01
Wisconsin—						
Chippewa Falls Herald.....	3,472	5/1/20	.02	3/1/19	.0178572	.0021429
Racine Times-Call.....	6,921	6/1/20	.035	1/1/20	.03	.005
Totals						
	592,609		2.4810725		2.0067869	.4742874

The circulation figures given above cover the six months' period ending March 31, 1920, except those indicated with a \$, which are for the six months' period ending September 30, 1919. AC—Adjustable contract. (est)—Estimate. *—Flat.

Unlike Any Other Community

JOPLIN Missouri

Population 35,000
The Market 200,000

Zinc and lead are but contributing factors of the wealth of the Joplin district. It is also one of the richest agricultural sections of America.

Fruits? Who from New York to Salt Lake has not tasted the luscious strawberries ripened in the dew of the Ozark Valley? Peaches? The flavor of the Joplin peach is the reason for the national demand and distribution.

Consider Jasper, "the hundred million dollar county;" 406,400 acres, of which 272,704 are improved farm lands. There are approximately 31,150 farms, with an aggregate valuation of \$25,000,000. Throughout the Joplin district the rich soil, abundant rainfall and mild temperature combine to make profitable the growing of every product found on a middle west farm.

Unlike Any Other Newspaper

Joplin Globe

(A. B. C. Member)

Paid Circulation . 25,709

Average for 6 months ending March 31, 1920

Line Rate 7c flat. Mornings except Monday.

The Joplin Globe is a select class farm paper, as well as a metropolitan daily. The Farm Department of the Globe has been a very definite factor through the district's rich grain, stock and fruit belt in developing better farming.

Through the Joplin Globe you can reach 10,000 of the finest class of prosperous American farmers, a type which demands the market and news service of a daily newspaper.

Representatives

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago Kansas City New York Atlanta San Francisco

MEET WITH PAPER MEN IN NEW YORK

Publishers Without Contracts Will Discuss Joint-Buying and Legislation—Stewart Sees Peak of High Prices Passed

The executive committee of the United States Publishers' Newsprint Conservation League, and representatives of the Mid West Newsprint League, and the Inland Daily Press Association will meet at the Hotel Pennsylvania, New York, on Saturday morning with representatives of the paper-making interests, to consider newsprint buying, legislation and the possibility of making contracts which will take their members off the spot market.

R. S. Kellogg, secretary of the Newsprint Service Bureau, has issued invitations of the following manufacturers: Philip T. Dodge, president of the International Paper Company and of the Newsprint Service Bureau; G. Frank Steele, Canadian Export Paper Company; George H. Mead, of the G. H. Mead Company, Dayton, Ohio; H. Merton Joyce, treasurer and sales manager of the Great Northern Paper Company, and C. A. Woodcock, of the Finch-Prunyn Company.

William J. Pape, publisher of the Waterbury (Conn.) Republican, who called the meeting as president of the United States League, has telegraphed Charles I. Stewart, chairman of the Southern Newspaper Publishers' Association paper committee, asking him to arrange to representation at the meeting and has arranged with L. B. Palmer, manager of the A. N. P. A., so that a representative of the national association will attend the conference.

Mr. Stewart, in commenting for EDITOR

& PUBLISHER on the new associations, this week said:

"I hope the organization of the newspapers without contracts will have as satisfactory results as you suggest. My own view is that what the publishers are going will be aided by the general situation. I think we have seen the peak of practically all prices. I know that several newspapers with contracts ample to meet their requirements have already made their purchases for the remainder of the year and will not be in the spot market.

"I know of one paper that paid as high as 14 cents for two carloads that expects to stay out of the market the balance of the year and I know of another requiring 1,000 tons in excess of its contracts that placed its order for this tonnage about two months ago.

Advertising Won't Increase

"I think it was the scramble, not for immediate delivery, but for the requirements of the entire year, together with the shipping conditions resulting from bad weather and strikes that put the market up to its high point. I feel certain there is not going to be anything like the buying during the remainder of the year that there has been up to this time. I have seen no evidence of an advance in the market since the meeting in New York and some evidence that it is softening.

"I have been quoted paper as low as 13 cents and have had a quotation as high as 15 cents from but one source, a concern operating a very high cost small mill in Indiana.

"I do not believe the volume of advertising for the last six months of this year will be any greater than for the last six months of last year. In our own particular field, I do not expect it to be as large. While retail merchants may be forced to use as much or more

space and while the regular national advertiser may not change his plans for larger expenditures, there is a considerable volume of local advertising of a transient character for the promotion of various enterprises and for real estate activities that is sure to be reduced in volume by the tight money situation.

FOSTER WON'T ATTACK AGENCIES

Will Set Forth Faults of Few at Newspaper Department Meeting

Possible misunderstanding of the attitude he will take in the discussion of agency relations at the Newspaper Departmental session of the Associated Advertising Clubs of the World, this week, caused Marcellus E. Foster, publisher of the Houston Chronicle, to give the following statement to EDITOR & PUBLISHER:

"I am afraid there is some misapprehension as to the topic I have been assigned to lead during Wednesday's meeting of the Newspaper Department at the A. A. C. W. convention in Indianapolis. I did not agree to lead a discussion with any idea of attacking advertising agencies in general. No sensible newspaperman would do such a thing, for we all know just how valuable good advertising agencies are to newspapers, to agencies and to the business world in general.

"My impression is that I am simply to point out some of the delinquencies and faults of some advertising agencies, and there is no more reason why we should not discuss things that should be corrected by advertising agencies than that advertising agencies should not tell newspapers how to improve. Certainly, when the advertising agencies called attention to the necessity of uniform rate cards, they did something for the good of newspapers in general, as well as

something that benefited advertising agencies.

"If we are able at the Indianapolis meeting to start a discussion that may cause a reformation in certain agency practices that are unfair to newspapers, we will not be reflecting upon agencies that are properly conducted, and I am glad to say that the great majority of them are above reproach. The reputable agencies are doing wonderful constructive work and are to be commended. There are some, however, who forget that they are representing newspapers and indulge in practices that should be condemned for the good of all."

Enters Morning Field in Hibbing

HIBBING, Minn.—The Hibbing Daily News, which started in February last as a four-page evening paper, has entered the morning field and expects soon to enlarge to eight and twelve pages.

CIRCULATION GETTERS PAPER SHORTAGE FEATURES Short, 3 a Week, and Pullers! Maximum Drawing Power Minimum Space

TWO MINUTES OF OPTIMISM—By Herman J. Steh. Virile, peptal, chockful of cheer editorials, establishing a tremendous following wherever run.

A World reader says: "Reading Mr. Steh's article makes one feel like an operation had been performed on his interstitial gland!"

Ran fourteen months without a contract in the New York Evening World.

WITHIN THE CIRCLE—By Jean Newton. Common sense talks to women that go straight to heart and head. Written by former Fiction Editor of Harper's Bazaar and special contributor to New York Evening World and Evening Sun.

HOW IT STARTED—By Jean Newton.

Educational novelty dealing interestingly with the romance of common things—customs, colloquialisms, words that have a story. "Buffalo Bill," "It's A Cinch," "The Kiss at the Altar," "Drinking Healths." Six months in the N. Y. Evening World.

SIXTEEN DISCRIMINATING PAPERS IN TWO WEEKS—NEWARK NEWS AND PHILADELPHIA

Write for individual or club prices to Quality Newspaper Features 922 St. Nicholas Avenue, New York City

RECIPROCAL NEWS SERVICE

Serves more than a score of Up-to-Date Newspapers throughout the United States with timely and interesting

EUROPEAN

POLITICS
FEATURES
FASHIONS
DRAMATICS

By K. WALTER, MARGARET WALTER, GEORGE T. BYE and other writers of ability in all parts of Europe. Accurate, breezy, individual, unbiased foreign news service at low rates.

Some of Our Subscribers

ALABAMA
Birmingham Age-Herald

GEORGIA
Atlanta Constitution

IOWA
Burlington Hawk-Eye
Des Moines Register-Tribune
Sioux City Tribune

INDIANA
Indianapolis Star

KANSAS
Emporia Gazette
Wichita Beacon

KENTUCKY
Louisville Herald

MICHIGAN
Detroit Free Press

MINNESOTA
Minneapolis Tribune

MISSOURI
Columbia Missourian
Independence Examiner
Kansas City Star
St. Joseph News-Press

NEBRASKA
Omaha World-Herald

OHIO
Akron Beacon-Journal

Columbus Ohio State Journal
Toledo Times
PENNSYLVANIA
Pittsburgh Gazette-Times
TENNESSEE
Memphis News-Scimitar
TEXAS
Fort Worth Star-Telegram
WASHINGTON
Tacoma News-Tribune

Let Us Serve As Your European Correspondent

Write or Wire

RECIPROCAL NEWS SERVICE

LONDON S. W. I., 13 Queen Anne's Gate

NEW YORK, 120 W. 32nd St.

KANSAS CITY, MO., 335 Scarritt Bldg.

GATHERED AT RANDOM

The Gold That We Give

Newspaper Editor—"Hello, old timer, how's things?"
 Press Agent—"Oh, not so bad. I'll be getting my three square meals a day as long as there is a starving baby in Armenia."
 * * *

Lower-Casing a Bad Man

Traveling through western towns in the good old days of gold fevers, booze and irresponsibility appealed in a special manner to many of the knights of the "stick." In a way they were men of some importance in every community they graced with their presence as they were *de facto* assistants to the editors and, in consequence, looked upon as literary men. Michael Cosgrave, now at the Printers' Home, Denver, was one of this type of pioneer and he spins many interesting stories of "those joyous days." This is his yarn of how a fellow got elected to have his name permanently lower-cased in one particular office:

"At the time of the gold excitement in the Black Hills I worked in the office of the Miners' Journal in Rainbow Gulch. Tommy MacAdams was the editor. He was a little sawed-off sample of humanity about five feet high and weighing about one hundred and ten pounds. By some congenital misdeal, however, he had attained in the matter of combativeness the sort of disposition that should belong to a man about twice his height and his weight. In consequence he was in perpetual hot water and he found it necessary to keep a fighting man on the staff.

This fellow's name was O'Hara—a good enough fighting name, but made ridiculous by some fool relation who had him christened Aloysius. He was a terribly quiet man without a word to say unless asked a question. Large and rough-cornered he was, with craggy and beetling outlines, a queerly solid lower jaw, the neck of a mastiff and a sheer height of six feet two and a half in his socks. His nose gave evidence of having been broken in some cataclysm of the forgotten past and his ears were reminiscent in a jagged way of having been punctured by powerful teeth.

"Altogether he made as stern and forbidding a picture as the wildest scenery in the Black Hills furnished. Tobacco-chewing tobacco—was his only intimate friend and his closest attempt at human intercourse was in his efforts to borrow a chaw of tobacco.

"MacAdam did all the editorial work except such items as I picked up. My principal duties were making up the forms and sticking type. A perpetually dirty and hungry boy aided O'Hara in the press work and the other jobs that the office afforded. We labored under the great difficulty of lack of 'sorts' in the fonts. Capital 'Ws' and 'Hs' would run short every day while lower case 's' and other letters would often fail us.

"MacAdam displayed great ingenuity in avoiding the use of a word in which there was a letter deficiency. He would write of the great and glorious capital of the nation when he meant Washington and 'Ws' were scarce; or if writing of a new mine and 'Ss' were scarce he would check his impulse to say 'samples of ore assayed at \$100 a ton' and say a fragment examined in the approved manner indicated \$100 per ton.' Re-enslaving the type was a costly performance and MacAdam had very little to spend.

"Our worst experience because of lacks had its inception one day when a noted roysterer, drunkard and bully came to town on one of his periodical excursions. He was known and feared as Big Ben Brewster and personal items in which he was mentioned always carried the 'Big' prefix. On the occasion of this visit the office was all out of 'Bs' and, not caring to invite trouble I asked MacAdam if I wouldn't pull them out of a big circus advertisement. He said 'no' and meant it and told me to lower-case his initials and cut out the 'Big' entirely. As a consequence our personal column announced:

"We noticed the genial ben brewster of Spread Eagle in our midst yesterday. He is here for a week."

"About two o'clock on the day of publication heavy footsteps on the stairs leading to our office meant to my well-trained ears that trouble was imminent. When the door opened Ben Brewster towered Big before us. His eyes were the color of a lurid sunset and his breath reminded me of a thick-rolling fog. He approached MacAdam and pointing with an unsteady finger at a copy of the paper which he carried, inquired in threatening tones:

"See here you 'insec,' what you usin' them there ornery little 'bs' for when you mention a gentl'man in this here shot-gun wad of yourn?"

MacAdam, perched on a bible-reinforced chair seat kept on scratching away and, without looking up, snapped out:

"We didn't have anything smaller.' 'The mighty Brewster drew back in astonishment and, spreading himself to his full growth, declared:

"D'ye know what I'm goin' to do to a reptile almost your size? I'm going to take him up and carry him out and pound the surface of the earth with him—I am."

MacAdam's pen continued to scratch as the bad man got closer to him while in a gentle, reproving tone of voice he called 'Aloysius.'

"Then the hurricane as the mighty bad man and the O'Hara came together. Over went the stove, the job press and everything in sight including a fifty pound keg of black ink. The two men rolled about in the viscid fluid, pummeling and kicking and biting to their hearts' content. MacAdam's pen never stopped scratching. Eventually Aloysius got his man down stairs and landed him bruised and bloody in the street. When he came upstairs MacAdams raised his head and inquired:

"Do we have to use cap Bs for him?"
 "It ain't necessary," said the laconic O'Hara. 'Give us a chaw.'

MacAdam grabbed his pen and wrote for our next issue:

"ben brewster made us a pleasant call yesterday. ben brewster is one of nature's noblemen, a jolly companion. Drop in again, ben, when you have time to stay a little longer.'"—Edward J. Bruen.

Lawson Releases 100 Tons

CHICAGO.—Victor F. Lawson, publisher of the Chicago Daily News, has released 100 tons of newsprint for the benefit of smaller publishers in need of supplies. This paper will be distributed through the Inland Daily Press Association committee, of which Willard E. Carpenter, People's Gas Building, this city, is chairman. A report that the Tribune will also release some paper could not be confirmed.

ILLINOIS The Powerful

No state has increased its strength financially to the same degree as Illinois.

Its factories are prosperous and with that prosperity has come the possibilities of expansion.

With this expansion comes the demand for increased labor.

Therefore this mighty state is expanding in population and with such expansion of population comes that great power of buying so vital to every national advertiser.

Not only has the population increased but every worker within the limits of this state, has been benefited by the development of trade and bank accounts were never before as numerous or as large.

The power of Illinois and its happy prosperous families lies not alone in its financial strength but also in the purchasing characteristics of everybody.

The papers listed in this announcement have grown in circulation and in their selling power throughout the state.

The advertiser of luxuries and necessities can find no better market than POWERFUL ILLINOIS in which to start his regular campaigns or even their midsummer try-out schedules.

	Circulation	Rate for 2,500 Lines	Rate for 10,000 Lines
Champaign Daily News-Gazette... (E)	8,643	.035	.035
Chicago Evening American..... (E)	398,489	.60	.60
Chicago Herald-Examiner..... (M)	327,176	.55	.55
Chicago Herald-Examiner..... (S)	667,926	.75	.75
‡Chicago Daily Journal..... (E)	115,932	.26	.24
†Chicago Daily News..... (E)	398,405	.55	.55
Chicago Evening Post..... (E)	51,750	.25	.12
Danville Press..... (M)	10,931	.035	.0325
Moline Dispatch..... (E)	9,586	.035	.035
Peoria Journal-Transcript..... (M&E)	32,758	.10	.09
Peoria Star..... (E)	22,364	.065	.05
**Rock Island Argus..... (E)	7,881	.03	.03
Sterling Gazette..... (E)	5,085	.025	.025

Government Statements, April 1st, 1920.

†Publishers' Statement.

‡Government Statements, October 1st, 1919.

**A. B. C. Report, October 1st, 1919.

FREDERICK B. JENNINGS DEAD

Counsel for Associated Press and International Paper Co.

Frederick B. Jennings, member of the law firm of Stetson, Jennings & Russell, counsel for the Associated Press and the International Paper Company, died in New York on May 26, following a paralytic stroke. An active member of the New York Bar for many years, Mr. Jennings was best known to newspapermen by his connection with the suit of the Associated Press against the International News Service in 1916 and 1917, in which the property right in news was established by his clients. He was born in Vermont in 1853 and was a graduate of Williams College and Harvard University.

The executive committee of the A. P. directors at its May meeting on Wednesday passed the following resolution:

"The executive committee of the board of directors of the Associated Press, in session assembled, have learned with profound grief of the death of Frederick B. Jennings, general counsel of this organization. Mr. Jennings has served with distinguished ability and efficiency in this capacity for more than 20 years and has won alike the admiration and affectionate regard of his associates. We recognize the great loss which the Associated Press has sustained, a loss which in even larger measure has fallen upon the legal profession and his fellow citizens. To the bereaved family of our friend we tender our heartfelt sympathy."

Obituary

WILLIAM H. TOPPING, former city editor of the Manchester (N. H.) Mirror, and for years one of the best-known newspapermen in the state, died suddenly at Concord, May 20. Mr. Topping's first newspaper work was with the Hillsborough Messenger. In the early '90's he became a reporter on the Manchester Mirror, later being promoted to the city desk. At one time he was circulation manager of the Union. When the Nashua Republican was founded in 1892, Mr. Topping became affiliated with it, and established a news bureau in Laconia.

JOHN W. DALTON, correspondent for several years at Buzzards Bay and Cape Cod for several newspapers and the Associated Press, died at a Boston hospital on May 24, following an operation. He was well known for his stories of shipwrecks on Cape Cod.

MRS. ROSALIE C. SCHNEIDER, wife of the composing-room superintendent of the Buffalo Evening News, died at the age of 46 years, after being ill ten weeks.

MAURICE MCKENNA, for many years head bookkeeper for the Buffalo Express, died at the age of 60 years. Mr. McKenna was with the Express from boyhood until his retirement.

MRS. CHRISTINA D. BARNUM died recently in Daytona, Fla., aged 83 years. For more than 30 years she was identified with the business department of the New York Herald and Evening Telegram.

A. E. ROESE, traveling representative of Duluth newspapers and the founder of several Minnesota journals, died in Walker, Minn., last week of heart disease.

GUSTAV C. ROEDER, for 34 years a reporter for the New York World, died in Brooklyn last week, aged 60 years. While an enlisted man in the Navy in 1883 and 1884 he wrote special correspondence for the World and the New York Herald, and when his ship called at New York he was invited to join the World's staff. He made two trips to Germany for the World in 1915 and 1916, bringing back the first public statement by the German Emperor that he was not responsible for the war.

JAMES W. BRENTS, veteran advertising man and magazine writer, died at

Louisville last week. He was 60 years old and was born at Lewisburg, Tenn., November 2, 1859. Besides his work for the Louisville Evening Post, where he was employed at the time of his death, he wrote advertising copy for the Courier-Journal for 14 years after first coming to Louisville. He also had been employed by the St. Louis Globe-Democrat, Cincinnati Enquirer and Nashville papers.

WILLIAM GENTRY, former Oklahoma newspaperman, died in Manitou, Colo., where he had gone in search of health.

PAULINE FURLONG, special writer on health and beauty topics for the New York Evening World, died in Washington May 26.

PROMOTION IDEAS

ST. PAUL.—The Dispatch and Pioneer Press gave a cooking school, food show and electrical and household utilities exposition at the Auditorium from April 26 to 30, afternoon and evening. There were contests for prizes, totaling \$345 in cash and \$600 in merchandise.

The Passaic (N. J.) Daily News has added a handsome Illustrated Section, printed in sepia, to its Saturday edition.

ST. PAUL.—The Daily News is putting up a silver trophy for monthly competition on the course of the Phalen Park Golf Club, also golf balls for first and second prizes.

ST. PAUL.—The Daily News on May 23 staged an air-circus at the St. Paul Speedway. Four airplanes took part, and among the fliers was Winsted Hitt, a Canadian ace with fifteen German planes to his credit.

LEXINGTON, Mo.—The Lexington News will carry a full-page "go to church" advertisement every week for the next ten weeks. Merchants of Lexington subscribed a fund to pay for the ads.

ST. PAUL, Minn.—Local papers resented unusual crowd-drawing features on the night of the city election, May 4. The Dispatch and Pioneer Press had an aviator hovering over signaling results with colored lights, in addition to a street moving picture show, band concerts and prompt display of returns. The Daily News hired the Auditorium, with its 12,000 seating capacity fully occupied. Both papers issued extras and held their crowds well into the night, the polls not closing until 9 o'clock.

BUFFALO.—On May 7 the Buffalo Commercial issued a special "open shop" edition commemorating the first anniversary of the strike of its printers. Since that time the Commercial has been on an open shop basis. In the special issue were 260 columns of advertising from industries and associations now operating in Buffalo on that basis.

Legion Used Paid Advertising

HOQUIAM, Wash.—Paid advertising was used in a recent issue of the Washingtonian by Hoquiam Post No. 16 of the American Legion to publish a questionnaire sent out by the War Department in an effort to get in touch with ex-service men who have had trouble in adjusting their accounts with the government. The government matter was sent to Legion posts with the request that it be inserted in local newspapers, presumably free, but the officers of the Hoquiam post condemned such publicity, in view of the war service rendered by the press, in a letter to the army officer in charge of the district enclosing proof of the paid advertisement.

Mr. Space Buyer!

West Virginia is truly a territory in itself and by itself.

It can be advertised by itself.

A national advertiser using the local West Virginia DAILIES, practically covers the State, if not actually house by house, at least so far as to circulate his message "sufficient for the purpose".

The COST of daily newspaper publicity here is the MINIMUM for population in territory covered! None of it is wasted.

There is no boast by West Virginia of covering other States. THESE papers CIRCULATE to the homes in THEIR OWN DISTRICTS.

LET them SHOW you what they give you for your money!

YOU are a specialist and cannot afford to overlook the chance to make a BIG ADVERTISER with a LITTLE money.

	Circulation	Rate for 5,000 lines		Circulation	Rate for 5,000 lines
Bluefield			Martinsburg		
†Telegraph(M)	4,900	.825	†Journal(E)	3,200	.8129
Charleston			Moundsville		
†Gazette(M)	12,650	.84	†Echo(E)	3,163	.8129
†Gazette(S)	14,449	.84	Parkersburg		
†Daily Mail.....(E&S)	9,234	.84	†News(M)	5,522	.82
Clarksburg			†News(S)	5,522	.82
†Telegram(E)	7,266	.825	†Sentinel(E)	5,646	.817
†Telegram(S)	6,796	.825	Wheeling		
Fairmont			†Intelligencer ..(M)	12,089	.84
†West Virginian ..(E)	4,764	.83	†News(E)	15,315	.86
Grafton			†News(S)	15,315	.87
†Sentinel(E)	2,275	.814			
Huntington					
†Advertiser(E)	8,130	.83			
†Herald-Dispatch ..(M)	10,423	.835			
†Herald-Dispatch ..(S)	10,733	.835			

†Government Statements, Apr. 1, 1920
 *A. B. C. Reports, Apr. 1, 1920
 †Government Statements, Oct. 1, 1919

File the Facts for Reference

NEW ENGLAND'S CHANCE TO ADVERTISE

(Continued from page 12)

tory of towns and factories along the way.

Even the thousands of motoring tourists and business men want to know something about the interesting looking factory buildings and mills they pass along the highways of New England.

Why is it that some of the most historical factories in New England do not bulletin their histories, so that the passerby can carry away a message which he in turn will spread by word of mouth? Of course, there are some factories, but a very few, which attempt in a small way to label their plants, but more travelers are left wondering what this is and what place that is, than there are travelers who are aroused to enthusiastic interest by present history signs.

Information Lacking

New England factories have a wonderful opportunity to tell their stories to the invading or passing world, simply by erecting attractive display signs which flash the headlines of their industrial stories.

If you are not acquainted in New England you can travel through city after city without being enriched with the knowledge that these cities could have given you, if you had the time to tarry and learn how important they have been in inventions, quality productions and setting world standards in merchandising.

It is not necessary to destroy the quiet dignity of New England's oldest industrial institutions to tell their stories through information signs. Here also is an opportunity for an artistic scheme of public history printing which has never been done in any part of the world.

No other manufacturing section of this country has so much vitally important industrial history to offer the world as has New England. In New England are located more interesting industrial centers which are of interest to people in all parts of the world than in any other country.

A most intimate and comprehensive knowledge of New England's most famous industrial centers and factories can be spread through a uniform system of painted sign boards erected along railways and motor roads entering the cities from all directions. In this way every business visitor's interest and enthusiasm could be aroused and when he departed from New England he would have a most interesting collection of stories to tell his business acquaintances in other cities.

Vital Industrial History

This would lead to a country-wide movement to study industrial New England and its methods of achieving world-wide fame in manufacturing. Under the present rule of quiet, mystery surrounding the thousands of industrial plants all the valuable information is concealed and both New England and its visitors lose something really worthwhile. Instead of deep shadows and creeping vines holding the factory walls in a fog of mystery, they should be adorned with artistic signs proudly telling the stories of wonderful industrial achievements that have taken place behind those walls. Here is a real opportunity for the business men of New England to let the stranger know more about New England and its possessions and make him realize that the highways of this interesting country are lined with the most vital facts in American industrial history.

So many interesting phases of American manufacture exist in New England that the brief stories or historical announcements on sign boards would make a wide variety of important information.

Short Stories Needed

The New England states have so many opportunities to spread the stories of its industrial fame that the lack of interest in a wide movement of an educational nature is a distinct loss to New England and to American industrial life. New England manufacturers and New England industrial centers should make a systematic effort to place the facts regarding its industrial greatness before the public, because the facts dealing with all phases of New England industrial life would broaden and strengthen business relations between New England and other sections of the country.

Additions to Keator's List

CHICAGO.—A. R. Keator has been appointed national advertising representative of Le Soleil, Quebec; Monmouth (Ill.) Atlas, and of the French-Canadian Rural List, comprising 32 weeklies and three monthly publications. Mr. Keator intends to handle this list through branch offices in Boston, New York, Philadelphia and St. Louis.

CLARKSDALE, Miss.—The Daily Register is planning to erect a new building within the next few months and has installed a quantity of modern composing-room equipment.

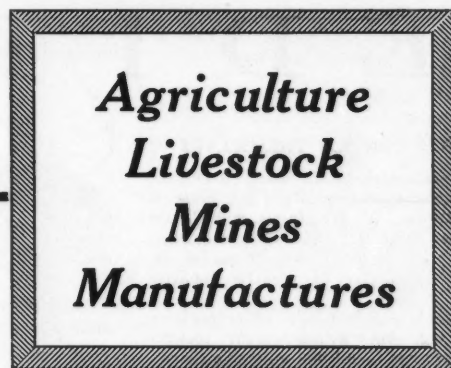
Keeping Up With The Times

A FACT A WEEK

WORKERS in the service of Uncle Sam have few rights, other than those of publicity and petition. It is difficult for them to take their cause before an employer as intangible as the United States Government.

It has, therefore, fallen to the lot of such publications as The Washington Times to champion the cause of the Federal employe before Congress.

The Washington Times,
WASHINGTON, D. C.



Those are the basic resources of a State according to one of the leading business analyzers.

But he overlooks a BIG point:
*the value added to its product by manufacture,—
the ART put into it by
converting its own raw material into merchandise—*

AND it is THEREIN that
WISCONSIN
excels and piles up the money which makes it one of the best purchasing markets for advertised specialties.

You can prove it in these papers.

	Circulation	Rate for 5,000 Lines
Appleton Post-Crescent	(E) 7,912	.025
Beloit News	(E) 7,633	.035
Eau Claire Leader-Telegram	(ME&S) 8,329	.03
*Fond du Lac Commonwealth	(E) 6,320	.035
Green Bay Press-Gazette	(E) 10,005	.03
*Kenosha News	(E) 5,545	.025
La Crosse Tribune & Leader-Press	(E&S) 12,434	.035
Madison (Wis.) State Journal	(E) 13,719	.035
†Madison (Wis.) State Journal	(S) 10,650	.035
‡Milwaukee (Wis.) News	(E) 76,294	.15
Milwaukee Journal	(E) 104,659	.18
Milwaukee Journal	(S) 95,375	.18
Milwaukee Sentinel	(M&E) 79,303	.13
Milwaukee Sentinel	(S) 70,780	.13
Racine Journal-News	(E) 7,839	.04
‡Superior Telegram	(E) 18,154	.045
†Wausau Record-Herald	(E) 5,125	.025

Government Statements, April 1, 1920.

†Publishers' Statement.

‡Government Statements, October 1, 1919.

*A. B. C. Report, April 1st, 1920.

EDITORIAL

PRESS AGENTS CONVICT THEMSELVES

IN the opening paragraph of his article in defense of the press agent, appearing in the last issue of *EDITOR & PUBLISHER*, W. W. Harris said, "I am led to believe that there is a very wide misunderstanding by the press of the United States of the methods and the principles of modern publicity work."

Mr. Harris' belief is well founded. There has been a misunderstanding, but within recent months *EDITOR & PUBLISHER* has found that a notable change is taking place and that both publishers and editors are rapidly awakening to the fact that press agents, no matter under what name they travel and no matter whether they make copy for a burlesque queen, a multimillionaire, a politician, or a rich and influential corporation, all belong in the same general category. Every statement made by these press agents for their clients, or made by their clients, under their advice, which is usually the method employed, must be investigated and tested for fact if the daily newspaper is to keep faith with itself and its reading public.

The foundation stone on which public opinion is built in the United States is the printed word in the daily newspaper. The first duty of the daily newspaper is to its reading public. The first duty of the newspaper reporter is to his newspaper. Public good will to the newspaper rests upon truthful and fearless reporting. The only newspaper service worthy of the name is the presentation of the facts—the truth—upon the authority of the newspaper.

We do not think it possible to state the case against the press agent, the publicity agent, and the advisers on public relations in clearer language than Mr. Harris uses. He says:

"The safety of a democracy depends upon the decision of a majority of the people being wise. The decisions of the public will be wise if the premises upon which its conclusions are based are sound; these premises will be sound insofar as the public is supplied with accurate information upon which its reasoning may be based."

The press agent, publicity agent and adviser on public relations has no responsibility to the newspaper. Like every other worker his duty and responsibility is to his employer. He has no interest in the success or failure of the newspaper; with him the newspaper is merely an agency to an end. His interest is with the public and it is his duty, if he is worthy of his hire, to make "his story" palatable to editors and the public. He may sow crumbs of truth but he never tells the whole story. If the whole story could be told there would be no necessity for him.

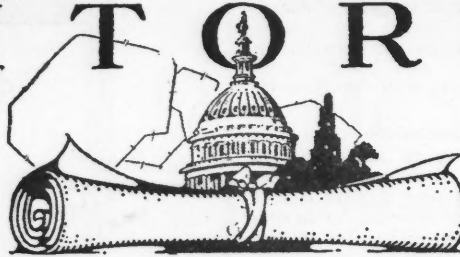
Press agents, publicity agents and advisers on public relations are hired by individuals, corporations and institutions for pay to perform a certain work for their employers. Their pay continues according to their success, which is measured in the value of the final results attained for their employers. A better name for all would be propagandists—in fact it is the only word that defines their labors.

Leslie Orear, of the publicity department of Armour & Company, in an article in *EDITOR & PUBLISHER* this week finds the same excuses for the press and publicity agent as Mr. Harris. Like Mr. Harris, he was formerly a member of the profession of journalism.

Unlike Mr. Harris, however, he stoops to defame the profession to which he formerly belonged by charging ninety-nine per cent of the men in it with being fakers. Since he is so generous in his charge we might ask him if he is out of the profession because he was caught?

Mr. Orear is wrong when he says that, "You can't believe anything you see in the papers," is the public reaction on reading a newspaper. He is out of date. The public reaction is: "Oh, you can't believe that—it's a press agent story."

In his conclusion, Mr. Orear is just half right. His statement that, "for years and years one of the biggest and most repeatedly reiterated complaints from the public had to do with the secret manner in which big business conducted its affairs," is true. He is wrong when he says that "the publicity man (in response to this demand) has helped the big business man take the public into his confidence."



The advent of the publicity man dates from a later period. He found a soft berth on the payroll after a militant journalism on its own initiative tore the cloak of secrecy from the big insurance companies, the Colorado Fuel Company, the Jungle in Chicago and some Wall Street brigands. Then, and only then, big business found a need for experts on publicity and fixers of public opinion.

Today the only barrier between the American public and news facts is the press agent and the publicity agent but a militant free press is breaking it down—*EDITOR & PUBLISHER* rejoices that it is playing a small part in clearing the avenues of information of all that obstructs, interferes and hinders.

COOPERATION IS THE NEED OF THE HOUR

WORKING together in a spirit of mutual helpfulness and cooperation the newspaper publishers of America and the manufacturers of newsprint should make rapid strides toward the solution of the newsprint problem, in so far at least as the life of any newspaper is endangered.

The first result will be marked by the withdrawal of hundreds of bidders from the "spot" market through the establishment of co-operative buying agencies in Kansas City, Chicago and New York. The newly formed United States Publishers Newsprint Conservation League is behind the movement, which has met with general approval. The publishers of the states of Texas, Missouri, Arkansas, Kansas, Colorado, Iowa, Oklahoma, and Nebraska, formally organized the Mid-West Newsprint League at Kansas City last Saturday and approved the plan of the U. S. League for cooperative buying. The Inland Daily Press association already has under way the establishment of a buying agency at Chicago.

Saturday, members of the executive committee of the United States League, the Inland, The Mid-West and probably representatives of the American Newspaper Publishers' Association and the Southern Newspaper Publishers' Association will meet in New York with a committee representing the newsprint manufacturers of the United States and Canada to discuss newsprint buying, legislation and the possibility of making contracts for publishers who are now doing all their buying on the "spot" market.

This meeting has been arranged by William J. Pape, president of the U. S. League.

A report of this conference will be made to the annual convention of the National Editorial Association, at Boston, next week and there is every indication that that organization will join in the new movement. Co-operation of all parties interested should solve the critical newsprint problem, by increasing production, pooling supplies and by working together in peace and harmony.

May 29, 1920. Volume 52, No. 52

EDITOR & PUBLISHER

Published weekly by

THE EDITOR & PUBLISHER CO.

1117 World Building, 63 Park Row, New York.
James W. Brown, editor; John F. Redmond, managing editor; Ben Mellon, features; Arthur T. Robb, Jr., news.

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

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

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

Paris: F. B. Grundy, 13 Place de la Bourse.

Toronto: W. A. Craik, 67 Chestnut Park Road.

Chicago: H. G. Schryver, 419 Marquette Bldg., Manager; Walter A. Wood, correspondent.

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

St. Louis: Roy M. Edmunds, 1275 Arcade Building.

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

10 cents a copy; \$3 a year; foreign postage, \$1.00; Canadian, 50c.

CONVENTIONS OF N. E. A. AND I. C. M. A.

TWO important conventions will be held the coming week, the annual meeting of the National Editorial Association, at Boston, and the International Circulation Managers Association at St. Louis. Newsprint will be the chief topic of discussion at both of these important gatherings of newspaper men.

At the former meeting, the owners of the so-called smaller dailies and weeklies will be in evidence. At the latter the discussions will be participated in by some of the highest priced newspaper executives in the newspaper world.

Officials of the National Editorial Association are authority for the statement that the organization now has a membership of close to 5,000, that nearly 1,000 will attend the Boston meeting and that over 200 will make the grand tour of Eastern Canada.

It should be possible for so many owners, editors and publishers to "get together" on a constructive program that should include the establishment of fair and equitable advertising rates and the three cent paper (in some cases 5 cents) free from cut prices and with a rigid standard of rate maintenance.

The I. C. M. A. has a membership of more than six hundred, in which are represented the leading circulation builders of this country and Canada. Increased costs of production and distribution and a limited supply of newsprint is rapidly revolutionizing that branch of the newspaper business. This year, old problems will be approached from a new angle. The wisdom of limiting circulation and the absolute necessity of eliminating all wasteful practices will again be discussed as a means of restricting newsprint consumption.

For the first time since the adoption of present methods of manufacturing paper the users of newsprint have been driven into direct competition on the open market with the manufacturers of craft and hanging products. The makers of kraft and hanging products sell their finished article at a profit; in fact, it is their only source of revenue. On the other hand the finished product of the newspaper maker—the newspaper itself—has been handed to the consumer at a loss. In order that publishers may maintain their supply of newsprint it is now necessary that subscription rates be adjusted to bear their share of the costs.

This problem belongs in a large measure to the circulation managers of the country. Both the three-cent and the five-cent daily papers and the 10-cent Sunday paper are now with us. Students of conditions believe that they have come to stay. Subscription rates as well as advertising rates must be readjusted upward to help carry the burden of rapidly increasing expenses.

Conservative estimates put the increased costs of producing a daily newspaper in the period since 1915 at 125 to 150 per cent. The three-cent price for dailies and ten cents for Sunday is fully justified. In New York the most highly developed competitive newspaper field in America, the Journal and the Globe have independently gone to 3 cents a daily and the Sunday American to 10 cents in order to make their circulation department carry a part of the new costs.

How to help meet new production costs will undoubtedly hold the attention of the St. Louis convention.

EDITOR & PUBLISHER believes that great good will result from both of these meetings this year.

PRAISE FROM LORD NORTHCLIFFE

LORD NORTHCLIFFE'S appreciation of Lord Atholstan, owner of the Montreal Star, at the recent luncheon tendered to him by the staff of the London Times, is of interest to editors and publishers of daily newspapers on the American side of the water.

"Lord Atholstan has brought distinction to his profession in Canada," said Northcliffe. "He has always striven personally and through his newspapers to strengthen the bonds of the Empire. In honoring him we honor one who is distinguished as a newspaper man, as a Canadian and as an Empire-welder."

PERSONAL

BURRIS A. JENKINS, editor and publisher of the Kansas City Post, and a delegate-at-large to the Democratic convention in San Francisco, has been asked by friends of W. G. McAdoo to present the latter's name at the convention for the Presidential nomination.

L. B. Palmer, manager of the A. N. P. A., is spending the week-end and Memorial Day holiday on a fishing trip in parts unknown.

Col. George H. Scruten, editor of the Sedalia (Mo.) Democrat, is being urged by his friends to enter the Democratic race for United States Senator.

Charles F. Gladfelter, general manager of the Louisville Herald, has been elected president of the Louisville Rotary Club.

Laurence C. Hodgson ("Larry Ho"), poet and former newspaperman, was re-elected mayor of St. Paul by a majority of about 2,700. It is generally expected that Mr. Hodgson will be the Democratic nominee for governor of Minnesota this year.

Miss Hester Le Gallienne, daughter of the poet, Richard Le Gallienne, was married May 18 to Robert Hare Hutchinson, of Philadelphia, a writer and educator. She came to this country four years ago from England, and became associated with the Butterick and Harper publications.

Gene Huse, editor of the Norfolk (Neb.) Daily News, has just been decorated by the Belgian Government with the King Albert Medal for services rendered to Belgium during the war. The decoration is the result of the work Mr. Huse did in conducting a campaign for the Belgian Babies' Fund at Norfolk, Nebraska.

James Weber Linn has joined the Chicago Herald & Examiner as a special editorial writer. He is the author of a number of textbooks and has been a professor at the University of Chicago since 1898, and resigns as dean of men of the junior colleges.

Charles Doris has been appointed classified advertising manager for the New York Tribune.

Earl Maloney, advertising manager of the Peoria (Ill.) Journal and Transcript, was married to Miss Loretta McGowan, secretary in the business offices of those papers, at Bloomington, Ill., May 19.

M. D. Hannan, who resigned as advertising manager of the Fort Collins (Colo.) Courier when that paper recently was absorbed by the Fort Collins Express, has become head of the advertising department of the Cheyenne State Leader.

IN THE EDITORIAL ROOM

William R. Sill, a former member of the New York World staff, was the recipient of a \$20,000 purse at a testimonial theatrical performance.

Edward Bruen has joined the staff of the International News Service and will be sent to the Cleveland bureau in a few days.

Myron S. Jones, formerly connected with the Portsmouth (Va.) Star, has joined the Huntsville (Ala.) Telegram as city editor and editorial writer.

J. M. Stenbuck, a copy reader on the city desk of the Milwaukee Journal, has become head of the Milwaukee Sentinel copy desk.

Fred Strong, who had been assistant city editor of the St. Paul Daily News, succeeded Howard Kahn, city editor, upon the promotion of the latter to the post of editor relinquished by H. B. R.

Briggs. Mr. Strong came to the News from the Minneapolis Tribune.

Joseph A. Humphreys, Jr., for several years past telegraph editor of the Louisville Herald, has resigned to become news-editor with the Norfolk Ledger-Dispatch.

Maurice A. Burnaugh, formerly managing editor of the Lexington Herald, is now on the copy desk of the Louisville Courier-Journal.

Ray C. Ide, formerly free lance on the evening edition of the Troy (N. Y.) Record, has become city editor on the Gloversville Leader-Republican.

Jerome J. Karpf, copy reader of the Bridgeport (Conn.) Telegram, is spending a vacation at Atlantic City endeavoring to regain health.

Charles B. Coppen, sporting editor of the Providence Journal, J. D. McGlone, sporting editor of the Providence Tribune and "Dick" Decourcey, sporting editor of the Providence News, have been made officials of the Providence Cycle-drome for the summer.

Francis H. Severance, for many years a member of the staff of the Buffalo (N. Y.) Express, is being honored by the University of Toronto with the degree of Doctor of Laws in recognition of his work on behalf of international amity.

THE ADVERTISERS

A. L. Addison of William H. Rankin Company has been appointed advertising manager of the Empire Talking Machine Company. Mr. Addison will also supervise the work and "dealer help" service.

Lynn B. Dudley, president of the Detroit Adcraft Club, and Mrs. Dudley are celebrating the birth of a daughter.

A. Raymond Hopper has resigned as advertising manager of Purity Cross, Inc., Orange, N. J., and has been succeeded by Robert L. Lloyd, formerly with the Wales Advertising Company and the Royal Typewriter Company, both of New York.

Charles R. Wiers, with the Larkin Company, Buffalo, for nearly seventeen years, is now advertising and sales manager of the De Long Hook & Eye Company, Philadelphia.

J. B. Fraser is the new advertising and sales manager of the Forbes Chocolate Company, Cleveland.

Elmer T. Wibel has been appointed advertising manager of the Pittsburgh Steel Company, Pittsburgh.

William Goldfarb has organized an advertising service in New York.

J. B. Tollins is now in charge of advertising for D. Auerbach & Sons, confectioners, New York.

Stanley F. Withe has been appointed manager of the advertising service department of the Aetna Life Insurance Company, Hartford, Conn.

H. M. Roberts is now advertising manager of the Sealy Mattress Company, Sugar Land, Tex.

Athol R. Brown has been appointed advertising manager of the Torrington Company, Torrington, Conn.

Harry S. Percy, who until recently had charge of advertising and sales promotion for the Neumetal Products Corporation, New York, has been made advertising manager of the Gibson-Snow Company, Inc., Albany, N. Y.

Albert H. Moss, who has recently had charge of the Chicago office of the Standard Rate & Data Service, is now enroute to New York, stopping at a number of cities in the interest of his concern. He has been appointed New York manager.

MEET MISS STURTEVANT OF WAUSAU, WIS.

JOSEPHINE STURTEVANT, daughter of J. L. Sturtevant, editor and publisher



JOSEPHINE STURTEVANT

of the Wausau (Wis.) Daily Record-Herald, broke into the newspaper business, or rather was shoved into it, during the war, when she went into her father's office to "help out for a few months."

She collected, read proof, checked the paper, substituted when members of the staff took their vacations, and then—got her eye on the advertising department, and when the assistant advertising manager left—she jumped in. At first she was bothered by the title, "the little girl who comes after ads." But that was more than a year ago, and now she says:

"A daily newspaper in a small town (18,000 and some) is the most fascinating thing I know—and advertising is the best part of it all. I've gone to school, taught kindergarten, Red Crossed, and 'butterfied,' but advertising has them all beaten for life, experience, and, yes, fun, too.

"Most national advertisers don't realize what a gold mine they are neglecting when they overlook the small town newspaper. If they would educate their salesmen more in the advertising of the product they sell and help the dealers to advertise and push that product in their immediate locality, they could double their sales, and at comparatively small expense.

"I believe local newspaper advertising, particularly in small towns, is the cheapest salesman manufacturers have. If an honest product is advertised in an honest, forceful way, it brings reliable steady results, in spite of natural handicaps of dealers and salesmen. Besides, it keeps the dealer himself sold on the product, and judging from the many cans and boxes I see chucked back on shelves and covered with dust, there is chance for lots of work in that direction.

"I am thoroughly in love with advertising and newspaper work, and because I am with my father I learn more about the rules and principles, as well as the annoyances, of the business, than I could otherwise. The most important thing I have learned is that running a paper on principles of honesty, which includes no fraudulent, patent medicine or free advertising, is hard work, but it pays.

"Some day I hope to be real copy writer."

F. J. DeClercq, who recently resigned from the Osterrieder Advertising Corporation, has started recently on a Western trip representing the Standard Rate & Data Service.

THE AD AGENTS

Frank Seaman Company, Inc., elected officers, as follows: President, Frank Seaman; vice-presidents, Walter R. Hine, Floyd Y. Keeler, Charles F. Pietsch and Edward M. Pratt; treasurer, Julian Seaman; secretary, Frank A. Arnold; assistant secretary, James E. D. Benedict; assistant treasurer, Charles McCormack. Mr. Hine is also general manager.

Carl J. Balliett, directing partner of the Remington Advertising Agency of Buffalo, has been named vice-president of the Vick Chemical Company of Greensboro, S. C.

Charles W. O'Malley, Boston advertising agent, last week located the hiding place of \$20,000 stolen from a Boston bank, after the police had failed to find either the robbers or their loot. Mr. O'Malley came upon the empty cache while walking through a thick grove near Boston.

The Walton Advertising Agency has been established at Charlotte, N. C., by A. G. Walton and K. F. Walton.

The Buzby-Raughley Company, formerly of 1214 Arch street, Philadelphia, has opened offices in the Bulletin building, Philadelphia.

The employes of the John O. Powers Company, advertising agency, located at 461 Fourth avenue, New York, entertained at a party on the evening of May 21 at the home of Lyman Worthington, manager of the Research Department. The affair proved so enjoyable that it was voted to make it an annual occasion.

Francis Juraschek, an engineer with general advertising experience, has been appointed head of the technical department of Hanff-Metzger, Inc.

Wesley Sisson, of the executive staff of the Lesan Advertising Agency, resigns from the agency June 1, but will continue to prepare the copy for the Postal Life Insurance Company and the New International Encyclopedia.

Irving Bugg, who for the past four years has been in charge of the automotive division of the advertising department of the Vacuum Oil Company, has joined the service department of the Joseph Richards Company, Inc. At one time he was advertising manager of the Brooklyn Edison Company for fifteen years.

THE CHICAGO DAILY NEWS

has renewed its contract
for the Haskin Service
for another year.

PUTTING LIFE INTO A NEWSPAPER MORGUE

(Continued from page 17)

- 3—Germans
- 4—Indian Tribes, A-Z
- 5—Indians, Misc.
- 6—Irish
- 7—Italians
- 8—Japanese
- 9—Jews
- 10—Negroes
- 11—Races, Misc.
- 12—Immigration
- 28—(LAND AND WATER)
- 1—Islands
- 2—Lakes
- 3—Mountains
- 4—Rivers and Harbors
- 5—Waterfalls
- 6—Land and Water, Misc.
- 29—(MISHAPS)
- 1—Drownings
- 2—Explosions
- 3—Famines
- 4—Fire Department, N. Y. C.
- 5—Fire Departments, Misc.
- 6—Fires, N. Y. C.
- 7—Fires, Misc.
- 8—Missing People
- 9—Weather
- 10—Storms
- 11—Accidents, Misc.
- 30—(POLITICS)
- 1—A. (states)
- 2—C.
- 3—D.
- 4—Florida
- 5—Georgia
- 6—I.
- 7—K.
- 8—Louisiana
- 9—M.
- 10—New Jersey
- 11—Bronx
- 12—Brooklyn
- 13—Queens
- 14—Richmond
- 15—N. Y. C., Misc. (Manhattan)
- 16—N. Y. State, Misc.
- 17—N.
- 18—O.
- 19—Pennsylvania
- 20—Rhode Island
- 21—S.
- 22—T.
- 23—Utah
- 24—V.
- 25—W.
- 26—National (U. S.)
- 27—Socialism
- 28—Politics, Misc.
- 31—(GOVERNMENT)
- 1—U. S. Presidents
- 2—U. S. Departments
- 3—U. S. Affairs, Misc.
- 4—Census
- 5—Customs
- 6—Pensions
- 7—Postal
- 8—Taxation
- 9—Congress
- 10—N. Y. Legislature
- 11—Legislatures, Misc.
- 12—Government, Misc.
- 32—(INTERNATIONAL)
- 1—U. S. Foreign Relations
- 2—Pan-America
- 3—Diplomats
- 4—Shipping, Misc.
- 5—Yachts
- 36—(RAILROADS)
- 1—Railroads, A-Z
- 2—Railroads, Misc.
- 3—Street R. R., Brooklyn
- 4—Street R. R., N. J.
- 5—Street R. R., N. Y. C.
- 6—Street R. R., N. Y. State
- 7—Street R. R., Misc.
- 8—Subways
- 9—Elevated R. R.
- 37—(OTHER CONVEYANCES)
- 1—Aviation
- 2—Automobiles
- 3—Vehicles, Misc.
- 38—(PRODUCTS AND MANUFACTURES)
- 1—Farms and Ranches
- 2—Forest and Garden
- 3—Coal
- 4—Copper
- 5—Gold
- 6—Iron and Steel
- 7—Tin
- 8—Minerals, Misc.
- 9—Animal Products
- 10—Soil Products
- 11—Liquors
- 12—Inventions
- 13—Explosives
- 14—Manufacturers, Misc.
- 39—(LABOR)
- 1—Organizations
- 2—Strikes
- 3—Wages
- 4—Labor, Misc.
- 40—(COMMERCIAL)
- 1—Standard Oil, Companies
- 2—Companies, A-Z
- 3—Commercial
- 4—Real Estate
- 5—Insurance
- 6—Trusts
- 7—Banks, Brooklyn
- 8—Banks, N. Y. C.
- 9—Banks, Misc.
- 10—Speculation
- 11—Failures
- 12—Financial, Misc.
- 13—Telegraph-Phone Companies
- 14—Telegraph and Phone, Misc.

N. E. ALLIANCE ELECTS

Expected General 3-Cent Price—Colby Is New President

WORCESTER, MASS.—Kimball J. Colby, publisher of the Lawrence Telegram, was elected president of the New England Newspaper Alliance at a recent meeting in Worcester, where the publishers were the guests of George F. Booth, of the Gazette. Other officers are: Secretary, Martin F. Reidy, Lowell Sun; treasurer, John A. Muehling, Manchester (N. H.) Union-Leader; advisory committee, William J. Papex, Waterbury Republican, Robin Damon, Salem News, and Kelton B. Miller, Pittsfield Eagle.

Members of the Alliance, which includes all New England outside of Boston, expressed the belief that the 3-cent price will soon be the standard for dailies in that section.

OTTAWA CITIZEN DEFIES "CLUB"

Advertisers Withdraw Copy When Paper Refuses to Suppress Letters

OTTAWA, Ont.—This city has had a bare-faced example of a clique of advertisers attempt to suppress the publication of news which they considered harmful to them—an attempt which was futile, and concerning which the public has been apprised. The newspaper involved was the Citizen, and the advertisers were the proprietors of the motion picture theatres of the city, whose advertising in the paper named has run into several thousand dollars annually.

Recently, the Citizen published a number of letters from readers, complaining against overcrowding and fire danger. The theatre men protested against publication of these, and threatened to curtail their advertising should the newspaper not submit to the "club." Matters came to a climax last week, when the theatre men delivered the ultimatum that they would withdraw their customary Saturday advertising provided assurance were not given by the Citizen that it in future would suppress such letters.

The Citizen's answer was given in the Saturday paper, which lacked the customary amusement section, but which carried a half-page advertisement reprinting one of the letters to which the theatres objected and stating its attitude. In part, the ad read: "The Citizen declares to make it clear to these gentlemen that its news and editorial policy is a matter of public welfare, and is not dictated from the advertising department. . . . In view of the attitude of the proprietors toward the Citizen, our readers may seriously consider the advisability of withholding their patronage from the theaters concerned so long as the latter maintain the dictatorial position they have assumed in attempting to censor the expression of public opinion through this newspaper."

Sandkam Tribune Circulation Manager

C. H. Sandkam, who has been assistant to F. M. Ball, director of circulation of the New York Tribune, has been appointed circulation manager, succeeding Mr. Ball, who has resigned from that paper.

MERGERS PLANNED IN CANADA

Peterboro Examiner Absorbs Review—Winnipeg Negotiations Off

TORONTO.—The two dailies in Peterboro, Ont., are amalgamating, the Daily Examiner absorbing the Daily Review. The change becomes effective on June 1.

It is stated that negotiations for the amalgamation of the Winnipeg Telegram and the Winnipeg Tribune, which have been on for some weeks, have been discontinued.

Tenders for the purchase of the assets of the World Newspaper Company, Toronto, have been invited by George T. Clarkson, assignee of the company. The property is offered as a going concern, either *en bloc* or in five separate parcels, and tenders must be in by June 4. Among those said to be interested in a purchase is W. F. Herman, proprietor of the Saskatoon Star, Regina Post and Windsor (Ont.) Border Cities Star.

At a meeting of the creditors of the St. Catharines (Ont.) Evening Journal, it was shown that the plant is worth about \$20,000, against which are liabilities of about \$14,000. Three inspectors were appointed with instructions to sell the property either as a going concern or, failing this, piecemeal.

First in Autos

—first in men's wear, first in financial, first in photoplay—first in a total of eighteen classifications for 1919 is the enviable record of Cleveland's first and only morning newspaper.

The Plain Dealer

Cleveland

NEW HAVEN REGISTER

NEW HAVEN, CONN.

28,334 Average

Paid Circulation DAILY & SUNDAY

Nearly twice as much as its nearest competitor.

IT COVERS THE FIELD!

LANCASTER COUNTY, PA.

National Banks 41
Trust Companies 8
Deposits and Assets.....\$66,662,102.97
Liquid Wealth

The Intelligencer and the News Journal

Influences This Buying Power

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 TEXAS IT'S

The Houston Chronicle

Largest City Circulation in the entire State. Lead all papers in Texas during the year 1919 in total advertising and lead the entire South in national advertising.

80% More National Advertising was carried by The Chronicle during 1919 than the second Houston paper.

Representatives in:

New York St. Louis Kansas City Chicago Atlanta ..

JOHN M. BRANHAM COMPANY

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.

The Pittsburgh Post

has the second largest morning and Sunday circulation in Pittsburgh.



WHAT OUR READERS SAY

Wants Miller in Book Form

BOISE, Idaho, May 15, 1920.
 CHARLES GRANT MILLER:—I cannot refrain from expressing to you my appreciation of your articles which are appearing in EDITOR & PUBLISHER. They surely deserve the widest publicity possible, and I am patiently awaiting the announcement that you will put them in book form. If not long or large enough for a book, they certainly should be put in pamphlet form. I am so interested in your story that I seize upon E. & P. the minute it comes to my hands, and turn to your article. If you have them published in book or pamphlet form, remember that I want a bunch of them to hand out and to sell to readers of the Idaho Leader.

I have been in this newspaper game for 17 years, and I know that what you say is truth. I am only astonished that you were enabled to get into print as you did.

The Idaho Leader is the official organ of the Nonpartisan League in Idaho. Becoming disgusted with the rottenness prevailing in the newspapers of today, I naturally turned to the field of journalism which affords an opportunity to tell truth, and the Leader tells so much of truth that it is a thorn in the side of the evil-doers of this state and also elsewhere, as the Leader's circulation extends into 32 states and Canada.

I desire to call your attention to a sentence or two in your article in EDITOR & PUBLISHER of May 8. You say:

"Some space was devoted to it [The Nonpartisan League] when it became involved in a bank failure; it got more mention when its leader was sent to jail."

I must take this opportunity to correct you on the latter point.

"Its leader" (A. C. Townley) was emphatically NOT sent to jail. Mr. Townley was sentenced to 90 days in jail for conspiring to hinder the draft, etc., etc. We who know the inside of the whole matter know exactly WHY Mr. Townley was SENTENCED to 90 days in jail. But he has never spent a day in the bastille, and there is little danger of him doing so. The judge who sentenced him is right now purposely putting off a ruling for a new trial, in order to make political propaganda in Minnesota. But this will probably interest you little.

The ridiculous part of the whole matter is that he was SENTENCED TO 90 DAYS IN JAIL FOR CONSPIRACY TO HINDER THE DRAFT.

Think of this farce! If A. C. Townley HAD ACTUALLY hindered the draft, why was he not sent to Leavenworth, where all other draft hinderers were supposed to go?

He was not tried by federal authorities. The federal authorities were on his trail for months, but they could find nothing unpatriotic against him and so reported to Washington.

I will not bother you with any more argument, however. I started this with the intention of expressing my appreciation of your fearlessness in your articles, and I hope I have done so to some degree.

I only wish the Idaho Leader were fixed financially so that it could offer you a remuneration and reproduce these articles in serial form. But I have always found that wherever truth prevails, money does not abound, and the Leader is financially poor.

I. P. McDOWELL.

Editor, Idaho Leader.

Making Columns Meet the Demand

NORWICH, CONN., May 24, 1920.

TO EDITOR & PUBLISHER: I never have been able to understand why a publisher does not take advantage of his press facilities and save newsprint by printing as nearly as possible only the number of columns necessary for each day's editions.

You will note by the accompanying schedule that the Bulletin saves a great many columns by not adding the regular insert of 7 or 8 columns, which means either 14 or 16 columns many times to accommodate only a few columns of extra advertising. Instead we expand or contract our page size as follows to meeting conditions:

4 pages 7 columns.....	28 columns
4 pages 8 columns.....	32 columns
6 pages 7 columns.....	42 columns
6 pages 8 columns.....	48 columns
8 pages 7 columns.....	56 columns

8 pages 8 columns.....	64 columns
10 pages 7 columns.....	70 columns
6 pages 7-42 columns }	74 columns
6 pages 8-32 columns }	74 columns
6 pages 8-48 columns }	76 columns
4 pages 7-28 columns }	76 columns
10 pages 8 columns.....	80 columns
12 pages 7 columns.....	84 columns
8 pages 7-56 columns }	88 columns
4 pages 8-32 columns }	88 columns
8 pages 8-64 columns }	92 columns
4 pages 7-28 columns }	92 columns
12 pages 8 columns.....	96 columns
14 pages 7 columns.....	98 columns
8 pages 8-48 columns }	104 columns
8 pages 7-56 columns }	104 columns
8 pages 8-64 columns }	106 columns
6 pages 7-42 columns }	106 columns
16 pages 7 columns.....	112 columns
8 pages 7-56 columns }	120 columns
8 pages 8-64 columns }	120 columns
12 pages 8-96 columns }	124 columns
4 pages 7-28 columns }	124 columns
16 pages 8 columns.....	128 columns

If the publisher has an eight column press, all that is necessary to have extra is blank columns that go with the chase.

The plan has been in operation for 25 years and the only objection that any publisher has ever made is that the papers would not bind evenly. That is the least of our cares. By the time the papers are ready for binding the publisher has either made a profit or taken his loss. The Bulletin circulation and foreign advertising growth is pretty good proof that the advertisers do not object to the plan.

We will be very glad to send copies of the Bulletin to any interested publisher.

WILLIAM H. OAT,
 Business Manager and Secretary,
 the Norwich Bulletin.

Limit "Sold-Up" Ad Space

CINCINNATI, May 21, 1920.

TO EDITOR & PUBLISHER:—Do you think it advisable for newspapers in the United States to accept page advertisements from concerns who, in their advertising say they are all sold up for the year?

In heaven's name, what is the use of wasting space on this kind of advertising if they are all sold up?

You would think the newspapers of the United States would use some discretion in accepting page advertising at this time, in this critical days of newspaper shortage.

THE THOMPSON-KOCH CO.,
 PET. A. F. BAUMGARTNER.

"An Unnecessary Confession"

JOHNSTOWN, Pa., May 25, 1920.

TO EDITOR & PUBLISHER: After reading the letter of B. E. Pinkerton of the Monmouth (Ill.) Atlas in your issue of the 22nd, I am full of wonder how Mr. Pinkerton should have felt it necessary to go into detail to the extent of confessing himself, "a standpat Republican, and proud of it." Was not his vicious attack on Charles Grant Miller sufficient evidence of the fact without his stating it in words?

WARREN WORTH BAILEY,
 Editor, Johnstown (Pa.) Democrat.

SPOT PAPER PRICE DROPPING

Kraft and Wrapping Prices Rise—

Powell River Quotes \$120 a Ton

For the first time since last July there has been a drop in the spot market price of newsprint paper. Quotations as low as 11 cents per pound for June delivery have been received and nothing over 13½ cents per pound. This is considered to be a direct result of the recent resolve

of many publishers to stay out of the spot market.

An authority on the newsprint situation pointed out to EDITOR & PUBLISHER this week that the price of kraft and wrapping paper is advancing at a very rapid rate and indications are that it may soon pass the newsprint spot market price. Wrapping paper is now selling as high as 10 cents per pound. If the price of other grades of paper continues to go up, there may be a considerable dropping off in newsprint production, as fully 10,000 tons of present newsprint are from mills that formerly ran on other paper, but changed over when the newsprint price went soaring. It is possible that many of these mills will return to their old lines as soon as the prices warrant it.

The Powell River Pulp & Paper Company of British Columbia, has just announced the price of \$120 per ton, or 6 cents per pound, for newsprint. This company supplies many Pacific Coast newspapers in the United States and newspapers in Canada as far west as Winnipeg.

Since July, 1919, the spot price has risen from under 4 cents to a maximum of 15 and 16 cents on April 20, 1920. In August, 1919, the price ranged as high as 5.25. September prices varied from 5 to 5.70, averaging about the same as August. October prices ranged from 5.25 to 7.25, most quotations being 6.25. November prices started at 7.25, reached 10 cents and averaged about 7.50. December, off with 7.75, climbed to 9.50 and averaged 8.50.

1920 quotations started at 8.50, closed with 10.25 and averaged 8.75. February prices ranged between 9.25 and 11, averaging 9.75. March showed a climb from 10 to 13 cents, most business being done between 11.50 and 12.50. April quotations set a high mark at 16.50, with a break after the conventions to about present prices, between 12 and 14 cents.

I. P. SETS PRICE OF \$5.75 FOR THIRD QUARTER

Advancing Labor and Raw Material Costs Blamed for Raise of ¾ Cents Over 2d Quarter and 1¼ Cents Over Early Price

Newsprint paper will be sold to publishers on contracts by the International Paper Company at \$5.75 per 100 pounds during the third quarter of 1920, it was announced this week by Chester W. Lyman, vice-president in charge of sales. This increase, which is ¾ of a cent over the price for the second quarter and 1¼ cents over that of the first quarter, was caused, Mr. Lyman said, by advances in the costs of labor and of the raw materials entering into the manufacture of paper. It bears out predictions made by Mr. Lyman before the Reed Committee and by President P. T. Dodge in the annual report of the International Paper Company.

Evening Post May Raise Price

The current issue of Collier's contains an advertisement for the New York Evening Post, stating that "until June 15, subscriptions in the United States and Canada will be received at \$10 per year." When asked whether the Evening Post would shortly raise its price, Z. L. Potter, business manager, stated that nothing had been decided upon.

You read it in EDITOR & PUBLISHER.

THE GREAT INTERPRETER OF WORLD EVENTS

FRANK H. SIMONDS

Is Writing Weekly and Daily Articles Explaining

INTERNATIONAL DEVELOPMENTS FOR NEWSPAPER READERS IN OVER FIFTY PAPERS, INCLUDING

NEW YORK TRIBUNE BOSTON HERALD
 ST. PAUL DISPATCH WASHINGTON STAR
 TORONTO STAR SEATTLE TIMES
 PITTSBURG TIMES CHICAGO NEWS

YOUR TERRITORY MAY STILL BE OPEN.

WIRE
THE McCLURE NEWSPAPER SYNDICATE

373 Fourth Avenue New York

PRESTIGE

The standing of your newspaper in your city is measured directly by the extent of your service to your readers. There is little difference in the news—sometimes only slight differences in editorial opinions. The service to your readers is largely a matter of entertainment and information, aside from the news.

On this principle, the service of The Associated Newspapers has been built. The association helps every member to a better standing in its community.

Write or wire for rates.

The Associated Newspapers

170 Broadway New York

THE Hope Diamond Mystery

By Lady Francis Hope

in twelve weekly installments beginning July 4th. Double or single page layouts.

Wire now for reservation.

International Feature Service

NEW YORK

The True News FIRST

Always—Accurately

International News Service
 World Bldg. New York

Inside Stuff on the Movies



Vivian Vane

She is the ONLY real inside on reel life. Written by former publicity director of an international producing concern and now contributing editor of leading photoplay magazine. Six times weekly.

LITTLE FEATURE SYNDICATE
 1400 BROADWAY NEW YORK

New Era Features

30 E. 42nd St., New York City

Forty Leading Papers print Our Service

Send for our Headline History of the World War

"Holding a Husband"

is the new phase of

"Revelations of a Wife"

BY ADELE GARRISON

Begin it now.

NEWSPAPER FEATURE SERVICE, NEW YORK

THEATRICAL AGENTS' LIES OF 1920

(Continued from page 5)

of the opposition, but if there is any difference between them, it will take St. Peter to discover it.

The theatrical press agent, when he indulges in falsehood, always leaves incriminating evidence behind him. He prevaricates for the benefit of the public, not for the oral edification of the dramatic editor, so he writes out his mis-information and puts it on the dramatic editor's desk. The situation can be made plain enough by quoting a few samples of recent press agency.

The advance agent for William Courtenay furnished the dramatic editors over the country with this information concerning "Civilian Clothes."

Just Lies

"William Courtenay in the most successful comedy hit of the present theatrical season, 'Civilian Clothes,' is announced as the attraction for the Theater for a week's engagement commencing tomorrow evening. This successful comedy success has a record of nine months in New York."

What is the dramatic editor going to do with this statement? Of course, he will eliminate the "bunk" superlatives, and he knows, even if the press agent does not, that it isn't quite the thing to speak of a "successful success." But what about the nine months in New York? The press agent does not care what happens to his rhetoric. He wants the newspaper to say that the show ran nine months in New York. And the dramatic editor is likely to accept the statement, unless he happens to know that "Civilian Clothes" ran in New York from September 12 to January 17, a period of four months and one week.

The press agent announced that Eddie Leonard, in "Roly Boly Eyes," would come "direct from a six months' run at the Knickerbocker Theatre, New York." This show ran at the Knickerbocker from September 25 to December 27—three months. Incidentally, in the press agent's dictionary, the exact, technical meaning of "direct" is "indirectly." A show comes "direct" from New York if it hasn't stopped in any other one city more than three months on the way.

"Tea for Three" was announced for presentation "with the original cast, including Arthur Byron, Laura Hope Crews and Frederick Perry." Laura Hope Crews was an admirable choice for heroine of this charming play, but the fact remains that Margaret Lawrence created the role and played it throughout the New York run. Was this a mere slip, with Miss Crews' name thrown in with the names of the two men? No. The press agent knew what he was doing. He added: "The play's appeal probably was enhanced by this trio of players, held intact this remarkably long time, for the same company has charmed Chicago and Boston almost an entire season since the New York historic run."

The "Tea for Three" press agent be-

lieved in making a thorough job of it. He declared that the "comedy played for one entire year, and a trifle longer, at Maxine Elliott's Theater in New York." Not content with thus stretching the really notable run of this play from September 19, 1918, to June 7, 1919, he added that it enjoyed "the longest engagement of any comedy offered during the year." Two comedies offered that season, "Lightnin'" and "East is West," still are running in New York, and a third, "Friendly Enemies," exceeded the run of "Tea for Three." All of this deception was utterly unnecessary, for it was used to advance a show which was certain of success on the basis of the play's merit and the excellence of the production. Falsification, evidently, becomes a habit.

After the splendid success of "Some Time" in New York, the press agent could not resist asserting that it "arrives also with the proud record of having outlasted every other musical play in New York of last season." This proud record went before a fall, if the dramatic editor knew how long "The Royal Vagabond" and "The Better 'Ole" outlasted "Some Time."

Even When Truth Would Do

When the press agent for "Roly Boly Eyes" said (truthfully) that the show was coming with the original cast intact, he added that this was "something unheard of in these days." Unheard of in fact, but not in fancy. In nine cases out of ten, the word "intact," when applied to an original cast, is a selling argument for a falsehood.

"Angel Face" was announced to come "direct from the Knickerbocker Theatre, New York, intact, without a single change." Yet of the original cast Howard Johnson, Marguerite St. Clair, Gertrude Wadelle and May Thompson were missing.

When Ruth Chatterton was inflicting "Moonlight and Honeysuckle" upon the provinces, the advance agent earned his salary by saying: "The production has been made at the hands of Henry Miller, who stands for the best in the dramatic art, and the supporting company provided by Mr. Miller comes here intact, including Corliss Giles," etc. Mr. Giles became leading man for Miss Chatterton after the play left New York, and other changes were made in the support. Does the press agent fall back on the argument that he did not say the "original" supporting company, and that since Mr. Miller must furnish any supporting company, any supporting company he furnished would necessarily come intact?

In a surprising number of instances, the press agent can slip out of the "lie direct." Listen to this, concerning "La La Lucille": "Sam Hardy, Marjorie Bentley and others of the New York company are featured in the cast of musical comedy favorites." The reader gets the impression that Sam Hardy and Marjorie Bentley both were in the New York company, and in leading roles. John Hazzard played the lead in New York, and Hardy succeeded him on the road. The leading woman in New York

was Janet Velie, with Florence Mackie taking her place on the road. Marjorie Bentley played the unimportant role of a cabaret dancer, both in New York and on the road. It is possible to read the sentence from the press agent's story, with such heavy emphasis upon the comma that it will no longer say Sam Hardy was in the New York company, and it is quite true that he and Marjorie Bentley were being featured—on the road.

Making Lies "White"

A curious case of evading the "lie direct" developed when Mitzi's show, "Head Over Heels," came along. "Head Over Heels," said the press agent, "is announced to come with the supporting cast of metropolitan players that has received much praise." The company actually included only one member of the New York supporting cast, so what did "metropolitan" mean? The answer is easy. It was not the "metropolitan cast" but "metropolitan players"; that is, players who were in New York without a job when Mitzi's road company was being organized.

A false impression, without falsehood, was produced when the advance notice said that "Madam Kalich and her much heralded company, headed by Mr. Charles Millward," would appear in "The Riddle: Woman." This was strictly a road company, with not a solitary member of the original support, and there was no reason to herald it so widely, except to convey the impression that it was more notable than it proved to be, or that it was the original company.

The press agent's forte, however, is to make pointblank misstatements of fact.

"Inquiries as to the engagement of 'Daddies,'" wrote the publicity man, "have already been numerous, as Mr. Belasco is sending the original cast and production." Then followed a list of thirteen names, six of which were not in the original cast. Among the missing was Jeanne Eagels, leading woman in the New York production.

Create Leading Roles, Now and Then

"Fifty Fifty" was declared to be coming, with Herbert Corthell "and the original complete cast and production from the Comedy Theater, New York." Yet, aside from Corthell, Barrett Green-

wood was the only member of the original company who went on the road.

A subtle misrepresentation is the shifting of emphasis from a true leading role to a secondary role, when the play leaves New York. Marjorie Gate-son was starred in announcements of the road tour of "Little Simplicity." It was true, as claimed, that she played the role of Lulu Clavelin in the New York production, but the leading role was Veronique, and it was played in New York by Carolyn Thomson. She was succeeded by an inconsequential singer, and the once leading role slumped out of sight. The result was an inferior entertainment, maintained on false pretenses, solely on the theory that it was easy to hoodwink the provinces.

The press agent sometimes "kids himself" into believing he has some warrant for his misstatements. If a play opens on January 31 and leaves New York on March 2, he counts on his fingers—January, February, March; three months. This is the literal truth, except that he may not use his fingers, in which case

(Continued on page 43)

THE
NEW YORK EVENING JOURNAL
has the largest circulation of any daily newspaper in America

The New Orleans Item

Statement of Circulation for the period ending April 1, 1920:

Daily	68,530
Sunday	64,717
Average	70,830

Circulation counts! We know; and we have it; but one hundred per cent merchandising and distribution connections are likewise essential to advertising success. Our Trade Extension Department will tell you how to get them, too.

The Boss says:

Send for a copy of our late A. B. C. Report, which gives important facts concerning the quality circulation of

The West Virginian

The Evening Newspaper Published at Fairmont, W. Va.

Population 25,000—December A. B. C. Circulation 5,363

Represented by MacQuoid Agency 103 Park Avenue, New York

The Dominating Force

In a manufacturing territory famous for its hustle, thrift and prosperity where a million dollars are expended weekly in wages.

The Bridgeport Post and Telegram

Not only dominate this field, but they offer advertisers the lowest rate obtainable in New England. Keep them on your list.

FOREIGN REPRESENTATIVES

I. A. Klein, Metropolitan Bldg., New York. John Glass, Peoples' Gas Bldg., Chicago, Ill.

The Religious Weekly

is read by the most loyal people of the denomination, those who form the backbone of the church. Their earnestness in their religious faith prompts them to scan closely the columns of the paper devoted entirely to its news. For over a hundred years our paper has served its readers. It is the only paper of the denomination.

20c per line

THE CONGREGATIONALIST 14 BEACON STREET BOSTON

The Pittsburg Press

Daily and Sunday Has the Largest

CIRCULATION IN PITTSBURG

Member A. B. C.

Foreign Advertising Representatives Metropolitan Tower, Peoples' Gas Bldg. I. A. KLEIN JOHN GLASS, New York. Chicago.

Marysville Democrat

PEACHES

THE PICK OF THE PACK OF DEL MONTE PEACHES ARE GROWN ONE MILE FROM MARYSVILLE.

Growers receiving \$120 a ton for peaches; buy high class nationally advertised goods.

EST. 1884

CALIFORNIA FLAT RATE 25¢ PER INCH

TIPS FOR ADVERTISING MANAGERS

F. WALLIS ARMSTRONG ADVERTISING COMPANY, North American building, Philadelphia. Placing orders with newspapers in selected sections for the Du Pont Chemical Company, Wilmington, Del.

GEORGE BATTEN COMPANY, Fourth Avenue building, New York. Now handling account of Electric Storage Battery Company, "Exide" and "Ironclad Exide" storage batteries, Philadelphia.

BECK ADVERTISING AGENCY, New Haven, Conn. Placing orders with newspapers for American Truck & Tractor Company.

CAMPBELL, BLOOD & TRUMP, 872 Penobscot building, Detroit. Placing orders with newspapers for C. R. Wilson Body Company, "Wilson-Built Body," Detroit.

COLLINS-KIRK, 410 S. Michigan avenue, Chicago. Handling account of Ford Roofing Company and placing orders in newspapers.

GARDNER ADVERTISING COMPANY, 1627 Locust street, St. Louis. Placing orders in newspapers for Wizard Lightfoot Appliance Company, "Wizard Lightfoot Arch Builders," 1627 Locust street, St. Louis, and 926 Marbridge building, New York. Placing orders with newspapers for Phoenix Knitting Works, 208 Broadway, Milwaukee.

HAWLEY ADVERTISING COMPANY, 95 Madison avenue, New York. Orders to New York City newspapers for National Phone Company, "U. S. A." phone, 47 West 42nd street, New York.

H. B. HUMPHREY COMPANY, 581 Boylston street, Boston. Placing orders with newspapers for George Frost Company, "Boston Garters," Boston.

KEAN'S SERVICE, 319 Washington street, Boston. Orders to newspapers generally for Prime Manufacturing Company, shoes, 70 Northampton street, Boston.

LORD & THOMAS, Mallers building Chicago. Sending copy to newspapers for Bauer & Black, "B. & B." Blue Jay corn plasters, Chicago.

MORSE INTERNATIONAL AGENCY, 449 Fourth avenue, New York. Copy to newspapers for Rumford Chemical Works, "Horsford's Acid Phosphate," Providence, R. I.

NEWELL-EMMETT COMPANY, 120 West 32nd street, New York. Copy to newspapers for Liggett & Myers Tobacco Company, "Chesterfield Cigarettes," 212 Fifth avenue, New York.

RED ELEPHANT ADVERTISING AGENCY, Little building, Boston. Orders to newspapers for Stanley & Griffin Company, "Sister Mary's Compound," Lowell, Mass.

OSCAR ROSIER ADVERTISING AGENCY, 13th and Market streets, Philadelphia. Orders to Pennsylvania newspapers for Monroe Motor Car Company.

SHERMAN & BRYAN, 116 West 32nd street, New York. Making contracts with newspapers for Lackawanna Mills

Company, underwear, Scranton, Penn. SNODGRASS & GAYNESS, 489 Fifth avenue, New York. Orders to newspapers for Ajax Rubber Company, "Ajax Tires & Tubes," 220 West 57th street, New York.

J. WALTER THOMPSON COMPANY, 242 Madison avenue, New York. Handling account of Penick & Ford, Ltd., "Brer Rabbit Molasses," New Orleans, La. Placing orders with newspapers for American Writing Paper Company, Holyoke, Mass.

BROOKE, SMITH & FRENCH, INC., Detroit. Handling account of the Domestic Electric Company, Cleveland, Ohio, household motors.

JOHN O. POWERS COMPANY, 461 Fourth avenue, New York. Has taken over account of Samuel Kanner, 556 Broadway, "Slyde Stroke Stopper."

MARTIN V. KELLEY COMPANY, 2nd National Bank building, Toledo. Handling account of the Tennant Brothers, automobile bankers, Chicago, through Chicago office.

MCJUNKIN ADVERTISING COMPANY, 5 S. Wabash avenue, Chicago. Will place future advertising of Great Northern Railroad.

VANDERHOOF & Co., 140 S. Dearborn street, Chicago. New accounts of this agency include Graham Brothers & Co., soaps and toilet preparations, and the "Tone-O-Graph" Sales Corporation, makers of a talking machine.

H. K. McCANN COMPANY, San Francisco. Has started an institutional campaign in larger cities of California for the stationery and printing products of the H. S. Crocker Company.

TRACY-PARRY COMPANY, Lafayette building, Philadelphia. Has secured the accounts of Strauss, Royer & Strauss, Inc., Baltimore, manufacturers of "Nayvee Middiwear"; "Perma-Loc" Manufacturing Company, Wilkes-Barre, Pa., automobile supplies; Smith, Kline & French, Philadelphia, wholesale druggists; Franklin D'Olier Company, Philadelphia, cotton yarns; Henry Maillard, Inc., New York, confectioners; J. & J. Slater, New York, shoes; Elgin Silk Waist Company, Philadelphia; Walker Brothers Company, Syracuse.

MATTESON-FOGERTY-JORDAN COMPANY, 140 N. Dearborn street, Chicago. Has been appointed to handle advertising of the A. J. Kirstin Company, Escanaba, Mich., manufacturing stump pullers.

EVANS & BARNHILL, Aeolian Hall, New York. The Brown-Durell Company has appointed this agency to handle its advertising of "Gordon" hosiery and "Forest Mills" underwear.

CALLAWAY ASSOCIATES, INC., Little building, Boston. Will handle advertising of John Russell Cutlery Company, Turners Falls, Mass.

N. W. AYER & SONS, 300 Chestnut street, Philadelphia. Conducting a national campaign for the Climax Molybdenum Company, New York.

THEATRICAL PRESS AGENTS LIES OF 1920

(Continued from page 42)

the record is likely to appear five months instead of three.

A run recorded by weeks instead of months carries a much stronger presumption of truth, but it is the device of Satan. The record is apt to show that a few months after the show closed on Broadway, it went back to New York for one week in a subway theater. The number of weeks offered as the New York run may then prove to be the number elapsing between the opening of the original New York run, and the closing of the week's stand in the subway theater. A "season," in press agent parlance is any part of a season; "season" and "year" means the same thing, and "year" is incomplete without "entire" or "solid."

There is no basis of self-delusion, but a riot of mendacity, so far as original casts are concerned. The purpose to deceive permeates the whole business of theatrical press agency, as it marches ahead of the traveling dramatic production. Deceit has fattened on success until it is without shame.

Breeze with Oakland Tribune

OAKLAND, Cal.—R. G. Breeze has been appointed advertising manager of the Tribune, succeeding F. L. Hall, who is now with the W. R. Baranger Company of San Francisco. Clifford L. Irish will be in charge of national advertising for the Tribune.

Re-entering Daily Field

MESA, Ariz.—The Southside Union, which started as a daily last November and changed to a semi-weekly on January 6, owing to the paper shortage, will resume daily publication on June 1.

New Financial Publication

TACOMA, Wash.—Financial Advertising, a banking journal with the avowed purpose of perpetuating the high class advertising used in the Government's financial operations, will make its first appearance on August 1. Frank Wilson, advertising manager of the Scandinavian-American Bank of Tacoma and the Scandinavian-American Bank of Seattle, is publisher and editor. Head

offices are located in the Argonne Building and agencies will be located in New York, Chicago and San Francisco.

Raleigh American Suspends

RALEIGH, N. C.—Receivership proceedings have culminated in the suspension of the American, an afternoon paper which started seven months ago. Assets are estimated at \$8,000, most of which covers practically new machinery and equipment, with liabilities of \$10,000.

Elmira Herald Suspends

ELMIRA, N. Y.—The Herald, afternoon paper, suspended publication on May 22. It was established seven years ago and was the only Democratic newspaper in the city.

Norwalk Hour Three Cents

NORWALK, Conn.—The Hour has gone to 3 cents. The South Norwalk Sentinel remains at 2 cents.



The Detroit News
has 50% more city circulation than its only Sunday competitor, The Sunday Free Press. In 1919 it increased its circulation by 33,000.

One man in Montecito owns twenty automobiles. Would you like to have some of his business? How would you like to replace his tires, his equipment—sell him new cars?
The Morning Press
Santa Barbara, California

The Mount Vernon, N. Y.
DAILY ARGUS
carries more display advertising than any other newspaper in Westchester County
This is an acknowledgment of its power that the advertiser should heed, if desirous of reaching the people of Mount Vernon
GEO. B. DAVID & CO.
Foreign Representative
171 Madison Ave. NEW YORK

BOSTON AMERICAN
LEADS
all other Boston evening newspapers in
Department Store ADVERTISING
A sufficient recommendation to ANY space buyer.

LOS ANGELES Evening Herald
The all-the-year-round automobile advertising medium in the land of sunshine. Complete motor section each Saturday.
DAILY CIRCULATION 123,305
Charter Member A. B. C.

Known Throughout the World
Why are advertisements coming from England, France, Italy, Norway and South America published in
The Pittsburg Dispatch
Because it's the Pittsburg newspaper known throughout the world.
Branch Offices:
Wallace G. Brooke, Brunswick Building, New York
The Ford-Parsons Co., Marquette Building, Chicago, Ill.

New York American
Largest Circulation in America
Sells for 8c daily outside the Metropolitan District and is the only New York Sunday newspaper which sells for 10c in both the city and country.
Largest Circulation In America

The ASBURY PARK, (N. J.) PRESS
is the one paper that thoroughly covers and dominates the North Jersey Shore—a territory that is enjoying unprecedented prosperity.
Standard Rate Card, Member A. B. C.
F. R. NORTHRUP, Representative
303 Fifth Avenue, New York City
Association Bldg., Chicago
J. LYLE KINMONTH, Publisher,
Asbury Park, N. J.

**NOW BRIDGEPORT EVENING STAR
Red Ink Used for First Time in City to
Tell of Herald's Change**

BRIDGEPORT, Conn.—The Evening Star, on the day its name was changed from the Star-Herald, broke an eight-column streamer in red across the top of page one announcing that "The Bridgeport Star-Herald Today Becomes The Evening Star." It was the first use ever made of the color in a Bridgeport newspaper and the streamer has been run ever since hitting the big news.

Clarence P. Beers, former editor of the Bridgeport Post and Sunday Post has been given charge of the Star's editorial department; Wilfred D. Bagley, formerly city editor of the Post, has succeeded A. F. Maher as city editor; Charles F. Stevens, also formerly with the Post, is foreman of the composing department. Frank C. Stevens, in charge of the press room and John H. Eckman, head of the stereotyping department, were also former Post employees. The hundred or more employees are all stockholders.

New Paper for Ships Folks

Marine Topics is the title of a new monthly just started in New York by Rudolph Schirmer. It aims to be a connecting link between ships' officers and their friends, both ashore and afloat, and also to bring into closer relations reputable concerns interested in ship supplies with those seeking ship requirements of all kinds. Marine Topics is modeled after the London publication known as The Chief Steward. Offices are 32 Vesey street.

Boston News Bureau Raises Price

BOSTON.—The Boston News Bureau will raise its subscription price on June 1 to \$18 a year, \$1.50 a month, foreign postage \$3 a year additional. Single copies will be sold at 7 cents, instead of 5 cents as at present.

Will Issue Thrice a Week

RAVENNA, Ohio.—After June 1, the Republican, now issued twice a week, will be published on Mondays, Wednesdays and Fridays.

Engineering Publishing Merger

The Simmons-Boardman Publishing Company, owners of Railway Age and four other railway papers, has bought the Aldrich Publishing Company, publishers of Marine Engineering and the Boiler Maker. H. L. Aldrich will be

electd a director of the Simmons-Boardman Company, as managing director of Marine Engineering.

N. Y. NEWS LEASES BUILDING

**Will Install Three Octuple Presses—
Plan Move January 1**

The News Syndicate Company, Inc., publisher of The News, New York's picture newspaper, has leased for 21 years a five-story building at 23-25 Park place, running through the block to 20-22 Murray street. This building is to be remodeled for newspaper printing and a complete plant will be installed as soon as possible.

The ground area is approximately 65 feet by 152 feet, and the frontage on two streets, Park place and Murray street, allows provision to be made for receiving and unloading roll paper at either entrance, and similarly allows the delivery of printed papers to be made at either entrance.

The press room is to be equipped with one Wood newspaper machine and two Goss octuple presses, designed expressly for printing half-tone engravings. The presses are to be installed as soon as the builders can deliver them, probably in November or December, 1920. The publishers expect to have the building remodeled, and the complete plant in-

stalled, ready for operation, by January 1, 1921. The News has just been elected to active membership in the A. N. P. A.

Printers on Industrial Board

WINNIPEG.—Two printers have been chosen to act for the employes on the new Joint Industrial Council formed by the Manitoba Government to adjudicate on disputes between capital and labor in the province. Two men represent the workers; two the employers, and the chairman will be named by the government. The representatives of the workers are H. W. Powers, secretary of the Typographical Union at Winnipeg, and also president of the Winnipeg Trades and Labor Council, and Alderman W. B. Simpson, a printer.

Portland News in New Home

PORTLAND, Ore.—The Portland News has just moved into a new building at Fifth and Main streets. It is a two-story structure, devoted exclusively to newspaper purposes. A new press is among the equipment installed.

Buffalo Printers Set Holiday

BUFFALO.—There will be no work done by the printing industry in Buffalo

on June 26. The annual picnic of the Typothetae of Buffalo is to be held on Grand Island on that day.

Beet Growers Start Paper

FORT COLLINS, COLO.—The Sugar Beet Growers Journal, a weekly with a paid circulation to begin with of 3,500, has just been started here by the Mountain States Beet Growers Association as its official organ. The Journal is issued at the plant of the Fort Collins Express, with George C. McCormick of McCormick Brothers, publishers of the Express, as business manager.

Hartlage Leaves Intertype

Frank F. Hartlage, for the past six years with the Intertype Corporation and for the past two and a half months eastern sales manager, has resigned, effective June 1, to engage in the automobile business in New Haven.

Incorporations

The Southwest News Company, \$100; general printing and publishing; Joe Harvey, Mathew White, Gertrude White, 112 West Adams street.
Edict Magazine Company, \$10,000; to print and publish books and magazines; E. S. Bailey, H. M. Bailey, 127 Dearborn street.
The Homewood Press, Chicago; from \$60,000 to \$150,000.
ANNA, Ill.—The Anna Democrat; from \$2,500 to \$5,000.

SUPPLIES & EQUIPMENT

For Newspaper Making

EQUIPMENT FOR SALE

Advertisements under this classification thirty cents per line. Cash with order. Count six words to the line.

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

Machinery for Sale

Publishers will sell one Huber pony cylinder press 24x34. One galley universal job press. 14x22 and assortment of steel-cylinder chases. All in perfect condition. Address Box B-814, care of Editor & Publisher.

For Sale

A complete job printing plant and bindery also other printing machinery in whole or in parts and some stock. Will rent location to purchaser if desires to locate here. O. D. Sherley, Hagerstown, Md.

EQUIPMENT FOR SALE

Advertisements under this classification twenty-five cents per line. Cash with order. Count six words to the line.

For Sale

The entire equipment of the Washington (Pa.) News, comprising of Goss Press in good running condition take in 4 to 16 pages with color deck; stereotype outfit complete; four linotype machines (two model three) (one Model K) and one Intertype B with 8, 24 and 36 pt. fonts, Model 5 has 7, 8 and 11 pt. Model K has 9 and 12 pt.; also extra 6 pt. magazines and extra fonts. Individual motors on Intertype and Model K. Several 5, 10 and 20 horsepower motors. 12 trucks for steam table use with chase. Type of every description, over \$2,000 worth of it less than two months old. Imposing stones. Entire job room equipment including cutter, spangler, Whitlock press, two job presses, etc. Plant will discontinue operation on May 29th and all equipment now in use and in perfect condition. Cash or bankable papers. First come first served as this must be cleaned out on short notice. Wire for information relative to what you want. All communications answered. Washington News Publishing Co., Washington, Penna.

EQUIPMENT WANTED

Advertisements under this classification thirty cents per line. Cash with order. Count six words to the line.

Wanted

to buy 16-page stereotype newspaper press, Hoe or Goss make; must be in good condition, and reasonably priced. Address Box B-809, care of Editor & Publisher.

Wanted

20 or 24-page press; give complete details. Times, Geneva, N. Y.

**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

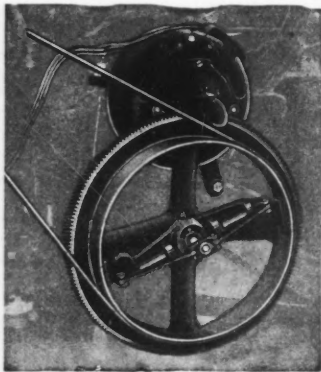
In Stock for Immediate Shipment by
Selling Houses conveniently located

"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 |

THE CUSHMAN



**OFFSET LINOTYPE MOTOR
Has No Equal**

EFFICIENCY for SERVICE

and STURDY CONSTRUCTION
We want to give you the benefit of our fourteen years' experience in manufacturing linotype motors.
Write for prices. Address:
CUSHMAN ELECTRIC CO.
CONCORD, N. H.

**EQUIPMENT
FOR SALE**

7 Col. Flat Casting Box, Matrix Tissue Holder, Steam Table (2 aprons), Potter Matrix Rolling Machine, Imposing Stones, Linotype Matriees, etc. Evening News, Perth Amboy, N. J.

FOR SALE

Due to purchase of Daily Union by Rock Island Argus. Goss twelve page press, complete stereotyping outfit, and two linotype machines, model 1 and 2. Press and equipment installed new in 1910. In fine condition. Argus, Rock Island, Ill.

**Goss 20 Page Straight
Line Press**

Full Stereotyping equipment. Machine in first class condition. Running every day on paper which will install a larger press. Has red color deck. Delivery in July.

NEWMAN COMPANY
154 Nassau St., New York City

FOR SALE

Two Goss Quadruple Presses. These machines are in good condition and can be seen in operation any day. Ready for delivery late this year.

WALTER SCOTT & CO.

Plainfield, N. J.

CLASSIFIED ADVERTISING COLUMNS

Through the classified columns of Editor & Publisher you may find a buyer for any useful mechanical equipment for which you have no present need. A "For Sale" ad at thirty cents per line may thus turn into cash something which now merely requires storage room—and which would be of real service to somebody else.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. Cash with order. For those unemployed, not to exceed \$5 words, two insertions FREE.

Advertising Manager-Solicitor

With 12 years of experience, can handle both local and National accounts, would like to connect with good daily, position must be permanent, consolidation reason for change, can come at once. A-1 reference. Address Steady, Box B-817, care of Editor & Publisher.

Business Manager

Qualified by newspaper experience as assistant to publisher, advertising salesman, circulation and office manager, large and small cities, East, West, South. I desire to change, and want to hear in detail from a publisher who has a good live proposition for a business builder and organizer. Address Box B-818, care of Editor & Publisher.

Editorial Executive

Editorial department executive who knows his job and stays on it is seeking a new location for personal reasons. Not a cheap man or one who believes in cheap men but knows news and other essentials and can handle men to produce maximum results in all departments. Can build excellent staff. Does not know everything but is thoroughly up on news and features and pulling policy. Can create reader loyalty and confidence. Has worked in close co-operation with business departments. Realizes value of print paper. Judgment backed by 17 years' experience in both large and small cities; eight years as managing editor of morning and evening papers, in middle thirties; married. If you want a man you can depend upon in these days of stress and are willing to pay the price and make conditions right, address Box B-813, care of Editor & Publisher.

Newspaper Manager

On account of unexpected changes experienced daily newspaper manager is open for immediate engagement, salary and living condition must be attractive. Best of records; in present position northwest or west preferred but no objection to other location; would wish to look over field before closing contract. Address Wish Full Information, Box B-815, care of Editor & Publisher.

Managing Editor

News editor of one of largest dailies in U. S. open for managing editorship of paper in small or city. Good executive, can get circulation and hold it, and know how to save paper. Eastern territory preferred. State proposition fully and give salary. Address Box B-780, care of Editor & Publisher.

First Class Deskman

Wants to connect with some paper where effort is appreciated. Has handled every desk successfully. Can furnish best references but work will tell. Can consider nothing less than \$40 to start. Available in two weeks. Write A. E. O., Box B-821, care of Editor & Publisher.

Reporter

Three years' experience English and Yiddish newspapers, desires position in vicinity of New York City. Address Box B-819, care of Editor & Publisher.

Political and Editorial

Writer of seven years' experience desires connection with eastern or middle western paper. Salary no object. Compensation commensurate with results only stimulation. Available within thirty days. Best references on request. Write B. W. L., Box B-822, care of Editor & Publisher.

Artist

Sketch artist and cartoonist and would also make layouts. Can go to any part of the country on short notice. Address Box B-779, care of Editor & Publisher.

Cartoonist & Newspaper Writer

upon photos and layouts, desires connection with some live daily. Samples on request. F. M. Callaghan, 513 McLean St., Dayton, Ohio.

Position as Supt. or Foreman of Pressroom

By a man with life experience in newspaper work. Color presses included. Past records on request. Address Box B-808, care of Editor & Publisher.

Circulation Manager

Circulation management on a live daily and Sunday paper—only salary and commission or straight commission basis will be considered. Have had fourteen years' experience and can furnish the best of references as character and ability. Southern newspaper preferred. Address Circulation Manager, Box B-816, care of Editor & Publisher.

SITUATIONS WANTED

Circulation Manager

Have had experience; can furnish the best of references. At present employed; thoroughly familiar with all lines of circulation. Address Box B-810, care of Editor & Publisher.

HELP WANTED

Advertisements under this classification twenty-five cents per line. Cash with order. Count six words to the line.

Advertising Bookkeeper

To handle both local and foreign schedules, mark paper, supervise billing, on California newspaper. Address giving experience, references and salary expected. Box B-811, care of Editor & Publisher.

Wanted—An Editorial Writer

Wanted—A good editorial writer. Man of some age and experience preferred. Address Editorial, Box B-802, care of Editor & Publisher.

Wanted—Managing Editor

Wanted—Experienced managing editor. Must be snappy editorial and lead writer and able to handle reporters to advantage. Man age between 35 and 40 preferred. Position now open. Full particulars and photo. Evening Tribune, Beaver Falls, Pa.

Editor

Editor for largest and best country weekly in U. S. 20 to 24 pages; 5,000 circulation. Must have originality and pep; and be able to write entertainingly. Good salary and a mighty good job in town of 4,000, 67 miles from New York. Washington Star, Washington, N. J.

First Class Linotype Operator

For an afternoon newspaper operating under open shop plan. Steady employment. First-class wages. Telegraph collect for details if you are interested. Arizona Gazette, Phoenix, Ariz.

BUSINESS OPPORTUNITIES

Advertisements under this classification forty cents per line. Cash with order. Count six words to the line.

Newspaperman Able to Invest \$25,000

Can learn of an opportunity without a parallel. Large city, growing fast, unusual local conditions, make investment extremely favorable. Prefer man with editorial training. Though this is not essential, can take active charge of news of paper if qualified at splendid salary. Large amount of cash invested in the paper. Strong banking endorsement. Full details to responsible party. If you act at once. Address Box B-820.

Newspaperman

Newspaperman, leaving for Southern Europe in July will consider representing Advertising Agency of Standing. Initiative, ability and experience assure through handling of important transactions. No traveling expenses but nominal service retainer expected and commission. Box B-823.

For Sale

Best paying weekly newspaper on Long Island, unlimited possibilities for expansion; complete, modern, electrically equipped job printing plant. Price \$45,000. Should show this profit in less than two years. Write FARE, 15 Forest Parkway, Woodhaven, N. Y.

State Enters Scientist Suits

BOSTON, May 28.—The state of Massachusetts became a participant in the Christian Science litigation, with its multiplicity of suits, late yesterday afternoon, when Attorney General J. Weston Allen filed a bill in equity in the Supreme Judicial Court in behalf of all members of the Christian Science Church to combine the various suits now pending into one and securing a judicial decision that will safeguard the interests of the church as a whole. He believes that the best interests of the Christian Science movement will be served by making the Christian Science board of directors the supreme governing body in the church, with control over and authority to remove the trustees of the publishing society and asks for a judicial decision to that effect.

REACH AGREEMENT ON EXPRESS RATES

Special Classification for Newspapers Retained and Rates Doubled at Hearing in Chicago by Interstate Commerce Commission

(By Telegraph to Editor & Publisher)

CHICAGO, May 25.—Newspaper representatives and the American Railway Express Company have reached an agreement on classification and charges for transportation of newspapers, providing for a 100 per cent increase over present rates. At a meeting held here Monday during a hearing before the Interstate Commerce Commission the representatives of the two interests reached a compromise under which newspapers will retain their present special classification, but must pay a rate of 1 cent a pound instead of 50 cents per hundred pounds rate now in effect.

This is virtually a victory for the publishers, as the American Railway Express Company had requested an increase in rates of 200 to 300 per cent and the classification of newspapers as general merchandise.

The stipulation adopted by the two parties was read into the records of the Interstate Commerce Commission for approval by that body when finally reviewing the case, following the conclusion of the series of meetings being conducted all over the country to take evidence in the application of the express companies for increased charges.

There is no doubt, however, that the compromise will be formally adopted by the rate making body, in view of the fact that it is acceptable to both sides.

The committee handling the newspaper side of the protest against a large increase in express rates was represented by Max Annenberg, of the Chicago Tribune, and A. G. Lincoln, of the St. Louis Post Dispatch. The full committee, which was appointed at a meeting of leading publishers here several weeks ago, comprised Mr. Lincoln, J. A. Dixon, of the Chicago Herald-Examiner, and S. E. Thomason, of the Chicago Tribune. They were appointed to present to the Interstate Commerce Commission the attitude of most of the large newspapers in the United States, including New York World, New York Times, Sun and New York Herald, New York Globe, New York Journal, New York American, New York Mail, New York News, Chicago Herald-Examiner, Chicago Tribune, Cleveland Plain Dealer, Kansas City Star, Detroit Free Press, Louisville Times, St. Louis Post Dispatch, Portland Oregonian, Milwaukee Journal, Denver Rocky Mountain News, Minneapolis Journal, Los Angeles Times, San Francisco Examiner, Cleveland News-Leader, Seattle Times, Cincinnati Enquirer, Brooklyn Daily Eagle, St. Paul Pioneer Press and Dispatch, St. Louis Globe Democrat, Indianapolis News, New Orleans Item, Toledo Blade and the Scripps-McRae League.

The hearing before the government rate making body was held here Monday, May 24, and is one of a series to be conducted throughout the country. The decision as to the newspaper agreement, however, is final, regardless of developments at future hearings in other cities.

The newspapers had first proposed allowing an increase of 33 1/3 per cent, but later consented to the counter proposal of the express company, allowing a doubling of the present carrying charges, provided the classification remain unchanged.

You Read It In EDITOR & PUBLISHER.

\$70,000 or less for investment in one or more newspaper properties.

Locations in southeastern section of the United States preferred. Proposition U. K.

CHARLES M. PALMER

Newspaper Properties

225 FIFTH AVE., N. Y.

CONSOLIDATION

Every newspaper consolidation we have effected in recent years has worked out greater strength and profit than we predicted for it in advance.

The need of merger and combination in the publishing field is more urgent today than ever before. Such negotiations are difficult and require long years of training.

HARWELL & CANNON

Newspaper and Magazine Properties
TIMES BUILDING NEW YORK

\$6,000 buys a prosperous weekly in a Middle Atlantic state.

\$8,000 buys a 1,500 circulation daily with weekly edition in Southwest.

\$17,000 buys control of one of the most promising dailies in the South.

For terms apply

Southern Publishers Exchange, Inc.

NEWSPAPER PROPERTIES

PRINTING EQUIPMENT

P. O. Box 1597 Richmond, Virginia

BOSTON POST "FAMILY" MEETS

First Annual Banquet of Editorial Staff at City Club

BOSTON.—Nearly 200 members of the Boston Post Editorial Association and their guests attended the first annual banquet of the association May 20 at the Boston City Club. The banquet, attended by both men and women members of the association, the latter being admitted by special concession of the club officials, was probably the largest gathering of newspaper men ever held in this city. It marked the first year of the official organization of the Post's "family."

John F. H. Mellen, president of the association, presided and introduced as toastmaster, Cartoonist Norman Ritchie. Addresses were made by Clifton B. Carberry, managing editor of the Post; Robert Lincoln O'Brien, editor and publisher of the Boston Herald; Edward J. Dunn, city editor of the Post; Wilder D. Quint, editorial writer; Charles E. Young, night editor; Newton Newkirk, humorist and author of "All Sorts," and Neal R. O'Hara.

Improving Plants

MANCHESTER, N. H.—The Mirror has installed a new model 14 linotype, and it is understood that the Union-Leader has also one ordered, which is expected in the early summer.

JEFFERSON CITY, Mo.—Because of increased business, the Jefferson City Capital News, has found it necessary to add more equipment to its press room.

TACOMA, Wash.—The News-Tribune has just purchased a Hoe octuple press.

NEWS OF THE CLUBS AND ASSOCIATIONS

CHICAGO.—The personnel of the committees, directing the departmental activities of the Advertising Council of the Chicago Association of Commerce, are as follows: Advertising Agencies: Herman A. Groth, chairman; Gridley Adams, vice-chairman; Carl P. Johnson, Fenton Kelsey, J. M. Watson. Newspapers: Everett A. Holman, chairman; J. M. Cleary, F. Guy Davis, Frank R. Hussey, J. F. Kelly. Magazines: Edmund Carrington, chairman; Bert Sherer, vice-chairman; Stanley V. Gibson, Fred H. Ralsten, George R. Wilson. Trade Press: C. A. Tupper, chairman; Carl Defebaugh, vice-chairman; E. J. Eichoff, Clinton P. Lampman, E. R. Shaw.

SCRANTON, Pa.—G. Lynn Sumner, head of the publicity department of the International Correspondence Schools, has been elected president of the Scranton Advertising Club, succeeding Paul Gardner. Other officers were: A. N. Kramer, vice-president; Jerome Megarce, recording secretary; Miss Veronica Campbell, financial secretary; O. S. Johnson, treasurer. Directors—John G. Rees, George W. Atkins, George Marr, Charles Swisher, Marion Haggerty, Aaron Goldsmith, and Paul Gardner.

CHICAGO.—The following officers have been elected by the Women's Advertising Club of this city: President, Mary M. Crowley, Western office, John Budd Company; first vice-president, Claire B. Samels, Carson Pirie Scott & Co.; second vice-president, Jessamine Hoagland, National City Bank; treasurer, Janet A. Olson, Kier Letter Company; corresponding secretary, Ellen Borgeson, Literary Digest; recording secretary, Mrs. Mae Fairfield, University of Chicago Press; historian, Mrs. Lindblom, Critchfield & Co. Committee chairmen: Membership, Bernice Ryan, Charles Daniel Frey, Inc.; program, Mrs. Irene S. Sims, Marshall Field & Co.; vocational, Mrs. Varina M. Losey, Kabo Corset Company; social, Jeanette A. Israel, Hart Shaffner & Marx; publicity, Alice F. Goodwin, Chicago Daily News.

GRAND RAPIDS, Mich.—The National Labor Press Association has opened a New York office in charge of William W. Cowan, vice-president and production manager.

A net gain of sixty-eight members during the past year is shown by the yearly membership report of the Advertising Club of New York. Resignations totalled 150, suspensions 16, deaths 8, and elections of new members 242. Resident members number 897, and non-resident 189, giving the club a roster of 1,086 members, compared with 1,018 a year ago. Revenues of the club from non-departmental sources, including dues, initiation fees, interests on deposits and Liberty bonds and room service, etc., were \$48,235.36, against which were non-departmental expenditures of \$35,484.40, leaving a non-departmental income of \$12,750.96. Departmental revenues, from restaurant, cigar counter and pool and billiard room totaled \$85,473.16, with costs of \$86,346.76, leaving a net departmental loss of \$873.60. Loss on the restaurant was \$2,257.26, and loss on the pool and billiard room was \$691.82. The final net income from all sources was \$11,877.36.

KANSAS CITY.—The Advertising Club has been holding a show this week, with about 125 exhibits put on by advertising agencies, newspapers, engravers, printers and allied interests. At a recent meeting of the club, students of adver-

tising of the University of Kansas held an "advertising clinic," outlining and illustrating the practical work taught in the university course.

ALBANY, N. Y.—Editors of employes' magazines recently organized the Associated Editors of Employes' Magazines of New York State, at a meeting in the State Capitol. Frank E. Redmond, editor of Solvay Life, publication of the Solvay Companies of Syracuse, was elected temporary president, and E. T. Wilkins, managing editor of the Schenectady Works News, General Electric Company publication, was elected secretary. A permanent organization was formed in Syracuse on May 27.

ROCHESTER, N. Y.—The newly elected officers of the Advertising Affiliation are: President, Theodore F. Pevear, Rochester; first vice-president, G. B. Perry, president Hamilton (Ont.) Ad Club; second vice-president, F. M. Doris, president Buffalo Ad Club; treasurer, J. M. Markley, manager Canton (Ohio) office R. G. Dunn & Co., and president Canton Aircraft Club; secretary, C. W. Williams, of Hardshaw, Fuller & Co., Cleveland.

AKRON, Ohio.—More than fifty members engaged in buying and selling advertising here have banded together and are framing a constitution modeled on that of the Associated Advertising Clubs of the World. The object of the Akron club is to study advertising in all its phases and all persons interested in the business are eligible to membership. A committee of three captains—R. E. Hackinger, of the Goodrich Tire and Rubber Company; J. Vanstan of the Akron Drygoods Company, and Frank Morrison of the Akron Times—will hustle up new members. George Carter of the City Printing Shop; J. E. Hyde of the Hoover-Brooks Company, and R. M. Smith of the Smith Realty Company were selected by the president to prepare an educational and entertainment program. Executives selected are: C. E. Kellstadt, of the Kramer Clothing Company, president; W. E. Bryan, of the C. H. Yeager Company, vice-president, and V. H. Huntington of the Ohio Advertising Bureau, secretary.

COLUMBUS, Ohio.—The first annual convention of Ohio high school journalists was held recently at the Ohio State University. The program included inspection trips about the city and university and during the first day talks were given by Joseph S. Myers of the university department of journalism; Thomas B. Meek, editor; A. Vaeth Brown, business manager, and Margaret E. Fisher, associate editor of the Ohio State Lantern, university daily paper. The Columbus Dispatch plant was visited.

JACKSON, Mich.—The Michigan Women's Press Association will hold its 30th annual convention here June 3 and 4 at the Otsego Hotel.

MILWAUKEE, Wis.—The Association of Commerce has enlisted the weather bureau in its fight to secure the 1921 convention of the Associated Advertising Clubs of the World for this city. W. P. Stewart, head of the Milwaukee office of the bureau, was asked by the association to submit statistics on the average temperature during the last ten years of the period between June 6 and June 10, which will be the 1921 convention period. Mr. Stewart found that the average was 61.

PROVIDENCE, R. I.—The Town Criers have elected the following officers: Chief Crier, Gordon Schonfarber; first deputy, Frank E. Dodge; second deputy, Samuel W. Burchiel; scrivener, William F. Baker; fundholder, C. Walter Fraleigh; bellman, Daniel S. Mahoney; trumpeter, Edward J. Cooney. A net gain of 58 new members was made during the year, making the total 385.

TORONTO.—The Toronto Ad club, which has been practically defunct for several years, was revived last week at the King Edward Hotel, when a new charter was received, by-laws passed, and fifty new members enrolled. Delegates were appointed to attend the annual convention of the A. A. C. W. at Indianapolis. The following officers were elected: Hon. president, W. G. Rook; president, W. G. Stewart; vice-president, W. T. Gregory; secretary-treasurer, Fred A. Trestail.

MESABA, Minn.—The Mesaba News-writers' Association has been organized, membership limited to range editors, news writers and accredited correspondents, with the following officers: President, S. D. Kaye, Eveleth News; first vice-president, E. McBride, Virginia; second vice-president, Walter Brown, Chisholm Tribune-Herald; secretary-treasurer, George Fisher, Hibbing Daily Tribune.

TORONTO, May 24.—Undertaking to raise the price of their weekly editions from \$1.50 to \$2 per annum, commencing July 1, members of the Ontario Midland Counties Press Association took a forward step at a well-attended meeting in Oshawa, Ont., on May 21. The meeting took place at the Reformer office, with C. M. Mundy, manager of the Reformer, presiding. The following officers were elected: Hon. president, C. M. Mundy, Oshawa Reformer; president,

D. D. C. Dawe, Peterboro Examiner; vice-president, J. C. Deyell, Lindsay Warder; secretary, George W. James, Bowmanville Statesman; treasurer, W. H. Keller, Uxbridge Journal.

MILWAUKEE.—The Milwaukee Woman's Advertising Club was organized at a meeting of women who do advertising or publicity work. Ann McMurdy was elected president, Pauline Couvaut, vice-president, and Madge Yahn, secretary and treasurer. Pauline Couvaut and Ethel B. Scully will attend the convention of the Associated Advertising Clubs of the World at Indianapolis.

Oregon Mill to Make Newsprint

SALEM, Ore.—The new mill of the Oregon Pulp & Paper Company, which is nearing completion here, will be devoted to the manufacture of newsprint, according to an announcement that has just been made. The plant is headed by Frederick W. Leadbetter. Waterpower rights to operate the plant have been purchased from the Ladd estate of Portland for \$100,000, the estate accepting preferred stock in the paper company in payment.

Providence News Sued for \$25,000

PROVIDENCE, R. I.—The \$25,000 libel suit brought by Francis E. Sullivan, Cranston politician, against the Providence News began in the Superior Court May 21. Sullivan seeks to recover because of statements made in a story in the News on August 23, 1918.

Albuquerque Journal Sold

ALBUQUERQUE, N. M.—The Morning Journal has been sold to Carl C. Magee, Tulsa (Okla.) attorney.

BUFFALO NEWS
EDWARD H. BUTLER

Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

Limitation of
Advertising Space

While the present shortage of newsprint paper continues the New York Times will not accept advertisements exceeding four columns, or one-half page, except for publication in Saturday, Sunday and Monday editions.

THE NEW YORK TIMES

Randolph W. Madison

SPECIAL WESTERN
REPRESENTATIVE

OF

Editor & Publisher
ROOM 802TITLE INS. BLDG.
LOS ANGELES, CALIFORNIAFew Papers—(if any)—surpass the
TRENTON NEW JERSEY TIMES

AS

A Food Medium

Even during the past summer four food pages—and more—was the size of our regular weekly Thursday food feature—a winner for housewives, retailers and manufacturers.

Wednesdays and Sundays four auto pages
Tuesday Music Page.
Circulation 26,649. Member A. B. C.

KELLY-SMITH CO.

Marbridge Bldg. Lytton Bldg.
New York Chicago

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

145 Lafayette St., N. Y. City

Established a Quarter of a Century

The amalgamation of the two leading progressive Jewish newspapers of New York

THE DAY
AND
THE WARHEIT

brings into being the most powerful advertising medium in the Jewish field.

The National Jewish Daily

Home Folks—Home Towns—Home Papers

Scattered around New York City are a number of newsstands where one may buy the daily newspaper from one's home town—no matter where that home town may be.

A number of these kind of stands provide a good living for these news merchants.

These home town daily newspapers are, for the most part, "back date." They are placed on sale in competition with metropolitan daily newspapers. They are, for the most part, sold to people who are "doing" New York, either for business or pleasure. They sell for five to ten cents a copy.

They are home town newspapers. They have home town news, and people—good, red-blooded American people—of all stations in life put home town stuff ahead of everything else in the world.

They are good advertising media, because, in their home town, with their home people, they lead everything.

Such influence is valuable to advertisers—and cannot be bought in bulk through any other media.

They live and make money because, being a part of their community, they reflect the spirit of the community—and the community relies on these daily newspapers for news.

In New York State there are a number of very excellent daily newspapers supplying home news to some ten million prosperous people.

The daily newspapers listed here are the live wire daily newspapers of the live wire communities in the greatest state in the greatest country on earth.

National advertisers, listing the cooperation of these daily newspapers, make money. They work in cooperation with the local merchants, who rely upon these daily newspapers to create and maintain trade for them—and cooperation between national advertiser, local merchant and local daily newspaper is a triumvirate impossible to beat.

A try-out of this territory and this list of daily newspapers will convince any skeptic.

		Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
**Albany Knickerbocker Press....(M)	32,929	.08	.08		New York Sun.....(E)	205,365	.45	.40
**Albany Knickerbocker Press....(S)	42,237	.08	.08		†New York Telegram.....(E)	132,449	.39	.36
Auburn Citizen.....(E)	7,304	.035	.03		New York Telegram.....(S)	134,001		
Brooklyn Daily Eagle.....(E)	48,883	.20	.20		New York Morning Telegraph.....(M)	52,247	.25	.175
Brooklyn Daily Eagle.....(S)	66,975	.20	.20		New York Morning Telegraph.....(S)	56,890	.35	.315
Brooklyn Standard Union.....(E)	57,991	.15	.15		New York Times.....(M)	327,275	.60	.585
Brooklyn Standard Union.....(S)	57,399	.15	.15		New York Times.....(S)	499,924	.60	.585
Buffalo Courier and Enquirer... (M&E)	85,794	.22	.18		New York Tribune.....(M)	120,243	.37	.33
Buffalo Courier.....(S)	115,976	.27	.22		New York Tribune.....(S)	114,861	.37	.33
†Buffalo Evening News.....(E)	96,312	.18	.18		New York World.....(M)	365,014	.55	.53
Buffalo Evening Times.....(E)	70,263	.15	.15		New York World.....(S)	365,014	.55	.53
Buffalo Sunday Times.....(S)	75,008	.15	.15		New York World.....(E)	335,233	.55	.53
Corning Evening Leader.....(E)	7,564	.03	.03		Niagara Falls Gazette.....(E)	13,222	.04	.04
Elmira Star-Gazette.....(E)	23,731	.08	.07		Poughkeepsie Star and Enterprise... (E)	10,182	.035	.035
†Glens Falls Post-Star.....(M)	8,000	.03	.03		†Rochester Herald.....(M)	31,218	.07	.07
Gloversville Leader-Republican... (E)	6,259	.03	.03		*Rochester Times-Union.....(E)	65,575	.18	.16
Gloversville Morning Herald.....(M)	6,001	.03	.03		Schenectady Union-Star.....(E)	15,225	.06	.05
Ithaca Journal-News.....(E)	6,989	.035	.035		Staten Island Daily Advance.....(E)	4,973	.04	.03
Jamestown Morning Post.....(M)	9,194	.05	.03		Syracuse Journal.....(E)	45,875	.09	.09
*Lockport Union Star and Journal.. (E)	7,686	.035	.03		Troy Record.....(M&E)	23,188	.05	.05
**Middletown Times-Press.....(E)	5,695	.03	.025		Utica Daily Press.....(M)	20,678	.05	.045
*Mount Vernon Daily Argus.....(E)	7,068	.03	.03		Yonkers Daily News.....(E)	3,830	.03	.025
Newburgh News and Journal.....(E)	10,845	.05	.05					
New York American.....(M)	291,840	.55	.43					
New York American.....(S)	949,450	.90	.80					
†New York Globe.....(E)	188,780	.39	.36					
New York Evening Journal.....(E)	712,778	1.25	1.25					
†New York Post.....(E)	30,020	.25	.20					
The Sun and New York Herald... (M)	214,891	.45	.40					
The Sun and New York Herald... (S)								

Government Statements, April 1st, 1920.

*A. B. C. Report, April 1st, 1920.

†Publishers' Statement.

**A. B. C. Report, October 1st, 1919.

‡Government Statement, October 1st, 1919.

STATISTICAL COMPARISONS

No 3.

Eastern States

Population - 24,910,446
Area (sq. miles) 111,966

New York, New Jersey, Pennsylvania, Maryland, Delaware, District of Columbia.

Middle Western States

Population - 28,433,047
Area (sq. miles) 450,935

Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri.

	Eastern States	Middle West States
Bank Clearings (year Sept. 30, 1919)	\$202,480,000,000	\$56,172,000,000
*Individual Deposits (all banks) Nov., 1919	\$13,228,248,000	\$8,257,692,000
*No. Depositors in National Banks	5,040,210	5,305,771
Liberty and Victory Loan Subscriptions.....	\$9,656,091,150	\$8,394,208,750
†Value Manufactured Products, 1914.....	\$8,516,406,000	\$7,894,317,000
†Value Crop and Live Stock, 1919.....	\$1,904,915,000	\$8,716,580,000
†Number of Farms, 1919.....	527,000	1,868,000
†Farm Acreage, 1918	19,854,000	114,242,000
No. Personal Income Tax Returns, 1917	1,050,943	1,063,494
Net Income Shown on Returns, 1917	\$4,313,278,222	\$2,926,988,762
Tax Paid, Income Tax, 1917.....	\$378,131,268	\$127,384,455
Number of Families, 1910	4,626,789	5,894,599
Number of Illiterates, 1910	937,384	625,628
Number of Automobiles, 1919	1,379,000	2,672,000
Expenditures for Better Roads, 1918	\$49,308,307	\$89,911,848
Expenditures Public Schools, 1915.....	\$166,852,734	\$209,876,000
No. Morning Newspapers	104	108
No. Evening Newspapers.....	298	585
Average Circulation Daily Newspapers	8,646,981	9,435,095
Combined 5,000-Line Rate Daily Newspapers...	\$20.12	\$18.75

Facts upon which campaigns to reach those with most money to buy advertised goods may be based.

MEMBER
A. B. C.

THE NEW YORK GLOBE

JASON ROGERS, Publisher.

180,000
A DAY

